

# **North America In-Taxi Digital Signage Market 2020-2027 by Component (Hardware, Software, Service), Vehicle Type (Luxury Taxi, Economy Taxi), End User, and Country: Trend Outlook and Growth Opportunity**

<https://marketpublishers.com/r/N7C8C7055A17EN.html>

Date: August 2021

Pages: 98

Price: US\$ 2,465.00 (Single User License)

ID: N7C8C7055A17EN

## **Abstracts**

North America in-taxi digital signage market is expected to grow by 3.5% annually in the forecast period and reach \$237.4 million by 2027 owing to the increasing adoption of digital signage in the commercial vertical, growing demand for 4K & 8K display, and increasing technological advancements in digital display products.

Highlighted with 22 tables and 43 figures, this 98-page report “North America In-Taxi Digital Signage Market 2020-2027 by Component (Hardware, Software, Service), Vehicle Type (Luxury Taxi, Economy Taxi), End User, and Country: Trend Outlook and Growth Opportunity” is based on a comprehensive research of the entire North America in-taxi digital signage market and all its sub-segments through extensively detailed classifications. Profound analysis and assessment are generated from premium primary and secondary information sources with inputs derived from industry professionals across the value chain. The report is based on studies on 2017-2019 and provides estimate for 2020 and forecast from 2021 till 2027 with 2019 as the base year. (The year 2020 is not appropriate for research base due to the outbreak of COVID-19.)

In-depth qualitative analyses include identification and investigation of the following aspects:

Market Structure

Growth Drivers

Restraints and Challenges

Emerging Product Trends & Market Opportunities

Porter's Fiver Forces

The trend and outlook of North America market is forecast in optimistic, balanced, and conservative view by taking into account of COVID-19. The balanced (most likely) projection is used to quantify North America in-taxi digital signage market in every aspect of the classification from perspectives of Component, Vehicle Type, End User, and Country.

Based on Component, the North America market is segmented into the following sub-markets with annual revenue (\$ mn) for 2017-2027 included in each section.

Device & Hardware

LCD Display

LED Display

Other Hardware

Solution & Software

Installation Services

Maintenance & Support

Advertising Services

Service

Based on Vehicle Type, the North America market is segmented into the following sub-markets with annual revenue (\$ mn) for 2017-2027 included in each section.

Luxury Taxi

Economy Taxi

Based on End User, the North America market is segmented into the following sub-markets with annual revenue (\$ mn) for 2017-2027 included in each section.

Retail Industry

Transportation & Logistics

Hospitality Section

Education Sector

Healthcare Industry

Corporate

Entertainment & Sports

Government

Other End Users

Geographically, the following national/local markets are fully investigated:

U.S.

Canada

Mexico

For each key country, detailed analysis and data for annual revenue (\$ mn) are available for 2017-2027. The breakdown of key national markets by Component, Vehicle Type, and End User over the forecast years is also included.

The report also covers current competitive scenario and the predicted trend; and profiles key vendors including market leaders and important emerging players.

Key Players (this may not be a complete list and extra companies can be added upon request):

Device Manufacturers:

Adflow

Apple Inc.

Curb Taxi

Samsung Electronics Co., Ltd.

Swipe Technologies

VeriFone Holdings Inc.

Software Providers:

Cabby Tabby Technologies

Enroute View Media Inc.

Gears Mobility Systems Pvt Ltd

Halo Cars

Service Providers:

Adomni

BillboardsIn

Blue Line Media

Bona Phandle Media

Clear Vision Advertisement

Curb Mobility

Grab

London Taxi Advertising

Valoriser Consultants

(Please note: The report will be updated before delivery so that the latest historical year is the base year and the forecast covers at least 5 years over the base year.)

## Contents

### **1 INTRODUCTION**

- 1.1 Industry Definition and Research Scope
  - 1.1.1 Industry Definition
  - 1.1.2 Research Scope
- 1.2 Research Methodology
  - 1.2.1 Overview of Market Research Methodology
  - 1.2.2 Market Assumption
  - 1.2.3 Secondary Data
  - 1.2.4 Primary Data
  - 1.2.5 Data Filtration and Model Design
  - 1.2.6 Market Size/Share Estimation
  - 1.2.7 Research Limitations
- 1.3 Executive Summary

### **2 MARKET OVERVIEW AND DYNAMICS**

- 2.1 Market Size and Forecast
  - 2.1.1 Impact of COVID-19 on World Economy
  - 2.1.2 Impact of COVID-19 on the Market
- 2.2 Major Growth Drivers
- 2.3 Market Restraints and Challenges
- 2.4 Emerging Opportunities and Market Trends
- 2.5 Porter's Fiver Forces Analysis

### **3 SEGMENTATION OF NORTH AMERICA MARKET BY COMPONENT**

- 3.1 Market Overview by Component
- 3.2 Device & Hardware
  - 3.2.1 LCD Display
  - 3.2.2 LED Display
  - 3.2.3 Other Hardware
- 3.3 Solution & Software
- 3.4 Service
  - 3.4.1 Installation Services
  - 3.4.2 Maintenance & Support
  - 3.4.3 Advertising Services

## **4 SEGMENTATION OF NORTH AMERICA MARKET BY VEHICLE TYPE**

- 4.1 Market Overview by Vehicle Type
- 4.2 Luxury Taxi
- 4.3 Economy Taxi

## **5 SEGMENTATION OF NORTH AMERICA MARKET BY END USER**

- 5.1 Market Overview by End User
- 5.2 Retail Industry
- 5.3 Transportation & Logistics
- 5.4 Hospitality Section
- 5.5 Education Sector
- 5.6 Healthcare Industry
- 5.7 Corporate
- 5.8 Entertainment & Sports
- 5.9 Government
- 5.10 Other End Users

## **6 NORTH AMERICA MARKET 2020-2027 BY COUNTRY**

- 6.1 Overview of North America Market
- 6.2 U.S.
- 6.3 Canada
- 6.4 Mexico

## **7 COMPETITIVE LANDSCAPE**

- 7.1 Overview of Key Vendors
- 7.2 New Product Launch, Partnership, Investment, and M&A
- 7.3 Company Profiles
  - 7.3.1 Device Manufacturers
- Adflow
- Apple Inc.
- Curb Taxi
- Samsung Electronics Co., Ltd.
- Swipe Technologies
- VeriFone Holdings Inc.

### 7.3.2 Software Providers

Cabby Tabby Technologies

Enroute View Media Inc.

Gears Mobility Systems Pvt Ltd

Halo Cars

### 7.3.3 Service Providers

Adomni

BillboardsIn

Blue Line Media

Bona Phandle Media

Clear Vision Advertisement

Curb Mobility

Grab

London Taxi Advertising

Valoriser Consultants

RELATED REPORTS



## List Of Tables

### LIST OF TABLES:

Table 1. Snapshot of North America In-Taxi Digital Signage Market in Balanced Perspective, 2020-2027

Table 2. Growth Rate of World GDP, 2020-2022

Table 3. Main Product Trends and Market Opportunities in North America In-Taxi Digital Signage Market

Table 4. North America In-Taxi Digital Signage Market by Component, 2017-2027, \$ mn

Table 5. North America In-Taxi Digital Signage Market: Device & Hardware by Type, 2017-2027, \$ mn

Table 6. North America In-Taxi Digital Signage Market: Service by Type, 2017-2027, \$ mn

Table 7. North America In-Taxi Digital Signage Market by Vehicle Type, 2017-2027, \$ mn

Table 8. North America In-Taxi Digital Signage Market by End User, 2017-2027, \$ mn

Table 9. North America In-Taxi Digital Signage Market by Country, 2017-2027, \$ mn

Table 10. U.S. In-Taxi Digital Signage Market by Component, 2017-2027, \$ mn

Table 11. U.S. In-Taxi Digital Signage Market by Vehicle Type, 2017-2027, \$ mn

Table 12. U.S. In-Taxi Digital Signage Market by End User, 2017-2027, \$ mn

Table 13. Canada In-Taxi Digital Signage Market by Component, 2017-2027, \$ mn

Table 14. Canada In-Taxi Digital Signage Market by Vehicle Type, 2017-2027, \$ mn

Table 15. Canada In-Taxi Digital Signage Market by End User, 2017-2027, \$ mn

Table 16. Mexico In-Taxi Digital Signage Market by Component, 2017-2027, \$ mn

Table 17. Mexico In-Taxi Digital Signage Market by Vehicle Type, 2017-2027, \$ mn

Table 18. Mexico In-Taxi Digital Signage Market by End User, 2017-2027, \$ mn

Table 19. Adflow: Company Snapshot

Table 20. Adflow: Business Segmentation

Table 21. Adflow: Product Portfolio

Table 22. Adflow: Revenue, 2017-2019, \$ mn

## List Of Figures

### LIST OF FIGURES:

Figure 1. Research Method Flow Chart

Figure 2. Bottom-up Approach and Top-down Approach for Market Estimation

Figure 3. North America Market Forecast in Optimistic, Conservative and Balanced Perspectives, 2020-2027

Figure 4. North America In-Taxi Digital Signage Market, 2017-2027, \$ mn

Figure 5. Impact of COVID-19 on Business

Figure 6. Primary Drivers and Impact Factors of North America In-Taxi Digital Signage Market

Figure 7. World Digital Out of Home (DOOH) Advertising Market, 2019-2030, \$ mn

Figure 8. World Digital Signage Market, 2019-2026, \$ mn

Figure 9. Primary Restraints and Impact Factors of North America In-Taxi Digital Signage Market

Figure 10. Investment Opportunity Analysis

Figure 11. Porter's Five Forces Analysis of North America In-Taxi Digital Signage Market

Figure 12. Breakdown of North America In-Taxi Digital Signage Market by Component, 2020-2027, % of Revenue

Figure 13. Contribution to North America 2021-2027 Cumulative Revenue by Component, Value (\$ mn) and Share (%)

Figure 14. North America In-Taxi Digital Signage Market: Device & Hardware, 2017-2027, \$ mn

Figure 15. North America In-Taxi Digital Signage Market: LCD Display, 2017-2027, \$ mn

Figure 16. North America In-Taxi Digital Signage Market: LED Display, 2017-2027, \$ mn

Figure 17. North America In-Taxi Digital Signage Market: Other Hardware, 2017-2027, \$ mn

Figure 18. North America In-Taxi Digital Signage Market: Solution & Software, 2017-2027, \$ mn

Figure 19. North America In-Taxi Digital Signage Market: Service, 2017-2027, \$ mn

Figure 20. North America In-Taxi Digital Signage Market: Installation Services, 2017-2027, \$ mn

Figure 21. North America In-Taxi Digital Signage Market: Maintenance & Support, 2017-2027, \$ mn

Figure 22. North America In-Taxi Digital Signage Market: Advertising Services,

2017-2027, \$ mn

Figure 23. Breakdown of North America In-Taxi Digital Signage Market by Vehicle Type, 2020-2027, % of Revenue

Figure 24. Contribution to North America 2021-2027 Cumulative Revenue by Vehicle Type, Value (\$ mn) and Share (%)

Figure 25. North America In-Taxi Digital Signage Market: Luxury Taxi, 2017-2027, \$ mn

Figure 26. North America In-Taxi Digital Signage Market: Economy Taxi, 2017-2027, \$ mn

Figure 27. Breakdown of North America In-Taxi Digital Signage Market by End User, 2020-2027, % of Revenue

Figure 28. Contribution to North America 2021-2027 Cumulative Revenue by End User, Value (\$ mn) and Share (%)

Figure 29. North America In-Taxi Digital Signage Market: Retail Industry, 2017-2027, \$ mn

Figure 30. North America In-Taxi Digital Signage Market: Transportation & Logistics, 2017-2027, \$ mn

Figure 31. North America In-Taxi Digital Signage Market: Hospitality Section, 2017-2027, \$ mn

Figure 32. North America In-Taxi Digital Signage Market: Education Sector, 2017-2027, \$ mn

Figure 33. North America In-Taxi Digital Signage Market: Healthcare Industry, 2017-2027, \$ mn

Figure 34. North America In-Taxi Digital Signage Market: Corporate, 2017-2027, \$ mn

Figure 35. North America In-Taxi Digital Signage Market: Entertainment & Sports, 2017-2027, \$ mn

Figure 36. North America In-Taxi Digital Signage Market: Government, 2017-2027, \$ mn

Figure 37. North America In-Taxi Digital Signage Market: Other End Users, 2017-2027, \$ mn

Figure 38. Breakdown of North America In-Taxi Digital Signage Market by Country, 2020 and 2027, % of Revenue

Figure 39. Contribution to North America 2021-2027 Cumulative Revenue by Country, Value (\$ mn) and Share (%)

Figure 40. U.S. In-Taxi Digital Signage Market, 2017-2027, \$ mn

Figure 41. Canada In-Taxi Digital Signage Market, 2017-2027, \$ mn

Figure 42. In-Taxi Digital Signage Market in Mexico, 2017-2027, \$ mn

Figure 43. Growth Stage of North America In-Taxi Digital Signage Industry over the Forecast Period

## I would like to order

Product name: North America In-Taxi Digital Signage Market 2020-2027 by Component (Hardware, Software, Service), Vehicle Type (Luxury Taxi, Economy Taxi), End User, and Country: Trend Outlook and Growth Opportunity

Product link: <https://marketpublishers.com/r/N7C8C7055A17EN.html>

Price: US\$ 2,465.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/N7C8C7055A17EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970