

Outdoor LED Display Market Report by Type (Surface Mounted, Individually Mounted), Color Display (Monochrome Display, Tri-Color Display, Full Color Display), Application (Billboards, Mobile LED Display, Perimeter Board, Traffic Lights, Video Wall, and Others), and Region 2024-2032

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Abstracts

The global outdoor LED display market size reached US\$ 8.4 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 15.6 Billion by 2032, exhibiting a growth rate (CAGR) of 7% during 2024-2032.

Outdoor light-emitting diode (LED) displays are reliable large billboards used to display advertisements about products, services, or any information related to a corporation. They rely on unique power-saving technology, thereby making them a cost-effective investment that leads to significant cost savings. As they require low power and offer high brightness, longer shelf life, and high return on investment (ROI), outdoor LED displays are widely installed in stadiums, retail, transportation, sports arenas, and corporate campuses.

Outdoor LED Display Market Trends:

With high luminance delivering content clearly under direct sunlight and the durability to withstand extreme environmental conditions like rain, heat, snow, and wind, outdoor LED displays are gaining widespread adoption in delivering advertisement effectively during games. This can also be attributed to growing consumer spending on outdoor activities and increasing government funding for sports tournaments and events. Moreover, as outdoor LED displays are waterproof and offer heat dissipation functions, they can be installed at clinics or health centers located in busy areas to organize a

health-related or an awareness-raising event, a fund-raising campaign for research, and a charity concert. Apart from this, outdoor LED displays are gaining traction in higher educational institutions to announce school activities, events, and information and improve the learning experience and school environment. Furthermore, the rising focus on the digitized promotion of products and services to engage audiences and extract maximum effectiveness in marketing messages is providing lucrative growth opportunities to the market. Besides this, market players are introducing premium versions of outdoor LED displays in various formats for different stadiums and outdoor venue applications. These displays provide robust performance with exceptional image quality, which is anticipated to influence the market positively.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global outdoor LED display market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on type, color display and application.

Breakup by Type:

- Surface Mounted
- Individually Mounted

Breakup by Color Display:

- Monochrome Display
- Tri-Color Display
- Full Color Display

Breakup by Application:

- Billboards
- Mobile LED Display
- Perimeter Board
- Traffic Lights
- Video Wall
- Others

Breakup by Region:

North America
United States
Canada
Asia-Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being ClearLED Ltd., Daktronics Inc., Delta Electronics Inc., Electronic Displays Inc., Galaxia Electronics Co. Ltd., Leyard Optoelectronic Co. Ltd., LG Electronics Inc., Lighthouse Technologies Limited, LIGHTVU, Panasonic Corporation, Samsung Electronics Co. Ltd. and Toshiba Corporation.

Key Questions Answered in This Report

1. What was the size of the global outdoor LED display market in 2023?
2. What is the expected growth rate of the global outdoor LED display market during 2024-2032?
3. What are the key factors driving the global outdoor LED display market?
4. What has been the impact of COVID-19 on the global outdoor LED display market?

5. What is the breakup of the global outdoor LED display market based on the type?
6. What is the breakup of the global outdoor LED display market based on the application?
7. What are the key regions in the global outdoor LED display market?
8. Who are the key players/companies in the global outdoor LED display market?

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