

# **Electronic Shelf Label Market based on By Type (LCD based and E-paper based), By Technology (Vendor Facing Technology and Consumer Facing Technology), By End-use Industry (Hypermarket/ Supermarket, Non-food Retail Stores, Specialty Stores, and Others), Regional Outlook– Global Forecast up to 2030**

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## **Abstracts**

Electronic Shelf Label Market based on By Type (LCD based and E-paper based), By Technology (Vendor Facing Technology and Consumer Facing Technology), By End-use Industry (Hypermarket/ Supermarket, Non-food Retail Stores, Specialty Stores, and Others), Regional Outlook– Global Forecast up to 2030

Factors like as the introduction of new supply routes for goods, rising salaries, and increased investment in the e-commerce industry all have a substantial influence on the adoption of automation in the retail sector. Automated backroom unloading, self-checkout terminals, self-checking robots, and electronic shelf labelling have proven effective on a big scale in the retail industry and provided businesses with significant returns. Store digitization is here to stay for a long time, given that businesses are spending more and more in technologies to improve the shopping experience for customers. Retailers across the world are providing customers with several alternatives during the purchase process, and a seamless transition between online and offline shopping platforms is becoming increasingly important.

ESLs enable shops to electronically change pricing and product information in real time. This improves price accuracy, decreases pricing mistakes, and assures uniformity across all shelves, resulting in increased operational efficiency.

Dynamic pricing methods, such as personalised pricing, promotions, and flash discounts, are enabled by ESLs, which can improve the shopping experience and attract more customers. ESLs also provide shoppers with real-time product information and reviews.

As the e-commerce industry expands, ESLs can assist conventional brick-and-mortar stores in competing by providing online-like purchasing experiences. ESLs allow for online price matching, which might entice customers to return to real locations.

The segmentation coverage of the study is provided below.

Electronic Shelf Label Market based on Type:

LCD Based

E-Paper Based

Segment E-Paper

Graphic E-Paper

Electronic Shelf Label Market based on Technology:

Vendor Facing Technology

Infrared

Radio Frequency

Consumer Facing Technology

Electronic Shelf Label Market based on End-use Industry:

Hypermarket/ Supermarket

Non-food Retail Stores

Specialty Stores

Others

#### Electronic Shelf Label Market based on Geography:

North America

US

Canada

Europe

Germany

UK

France

Italy

Spain

Rest of Europe (RoE)

Asia Pacific (APAC)

China

Japan

India

Australia

South Korea

Rest of Asia Pacific (RoAPAC)

Latin America (LATAM)

Brazil

Argentina

Rest of South America

Middle East and Africa (MEA)

UAE

Turkey

Saudi Arabia

South Africa

Rest of Middle East & Africa

Electronic shelf labels (ESLs) are a sort of dynamic display system that merchants employ to show product information in their stores. Using low power radio frequency (RF), this system delivers product information that is updated in a central server via the gateway. Shelf labels are a new technology that can assist to eliminate paper labels and automatically modify the price tag every week.

Furthermore, it eliminates discrepancies between cash and shelf resister prices and provides the freedom to make fast price changes. Furthermore, each electronic shelf label (ESL) system has an LCD or E-ink display that displays the product price and UPC. These labels prevent differences in product selling prices and provide customers with dependable pricing. The ESL system may be used in a variety of establishments, including hypermarkets, supermarkets, non-food retail stores and specialised stores.

According to the electronic shelf label market report, rising automation in the retail industry is the primary reason driving the electronic shelf label market expansion.

Furthermore, the need for a less expensive and time-consuming alternative to paper labels, as well as the spike in demand for digital price tags, drives market expansion. Furthermore, the use of electronic shelf labels enhances market growth by increasing operational efficiency with real-time product placement.

However, the expensive installation and infrastructure costs limit the scale of the electronic shelf label business. Furthermore, a low return on investment is projected to stifle growth in the electronic shelf label industry. Furthermore, the use of electronic shelf labels in retail establishments allows businesses to instantly change pricing on the shelves. It also assists them in running real-time promotions that include comparative shopping, promotional rates, and promotional information. These advantages of electronic shelf labels assist merchants in gaining an advantage in the competitive retail industry, increasing sales, and lowering store operational expenses.

E Ink Holdings Inc., Diebold Nixdorf, Incorporated, Samsung Electro-Mechanics, Pricer AB, Displaydata Limited, Panasonic Corporation, NCR Corporation, M2Communication, SES-imagotag, CLEARink Displays Inc., and SoluM Co. Ltd. are among the prominent firms mentioned in the research.

This report illustrates the most vital attributes of the Electronic Shelf Label Market, which are driving and providing opportunities.

This research gives an in-depth analysis of the Electronic Shelf Label Market growth on the basis of several segments in the market.

This report presents the predictions of the past and present trends of the Electronic Shelf Label Market.

This study also presents the competitive analysis, such as key strategies and capabilities of major players of the Electronic Shelf Label Market.

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