

# Electronic Shelf Label Market

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## Abstracts

Global Electronic Shelf Label Market: Drivers, Restraints, Opportunities, Trends, and Forecast up to 2025

### Overview

The global electronic shelf label (ESL) market is projected to witness significant growth during the forecast period. In terms of responding better to the increasing competition from the online retail channels, traditional retailers (i.e., brick-and-mortar) are focusing on developing strategies that utilize the cutting-edge technologies (IoT) to close the gap, specifically arising from the difference between store price and online price. Closing the price gap in real time will remain a key factor contributing to the growth of the global electronic shelf label market during the forecast period. Other factors contributing to the growth of the market include increasing focus on real-time price automation in retail stores, optimizing the retail workflow, government regulations on commodity pricing, and rising labor cost. The brick-and-mortar retail segment is witnessing a major shift toward digital technologies to offer superior shopping experience to the customers. The retailers are focusing on expanding their IT capabilities that offer seemingly enhanced shopping experience for customers right from the product identification to the contactless payment.

Additionally, the companies operating in the retail sector, particularly in developed economies, are mandated to meet certain guidelines and standards to eliminate the misleading product price and other information of the product, which is further accelerating the demand for electronic shelf labels.

Electronic shelf label (ESL) is a technology solution predominantly used in retail settings to display and modify the price of items in the store with limited human intervention. The electronic shelf label system makes use of the IoT technology, which automatically

reflects the information/data when there are any changes made in the central server.

## Market Revenue and Segmentation Analysis

The global electronic shelf label (ESL) market is anticipated to grow at a CAGR of 20.9% during the forecast period 2019–2025.

The global electronic shelf label market is segmented based on product type, component, end-user type, and region & country. In terms of the product type, the market is segmented into LCD electronic shelf label and e-paper electronic shelf label. The e-paper electronic shelf label was the dominant segment in 2018 and is projected to remain dominant during the forecast period; anticipated to register a CAGR of 22.2% during the forecast period 2019–2025. By component, the global electronic shelf label market is segmented into software and services. The services segment includes professional service, software, and maintenance. In terms of end-users, the market is segmented into hypermarket/supermarket, departmental/convenience stores, electronics & appliance and home furnishing stores, specialty stores, and others.

## Regional Analysis

In 2018, Europe was the dominant region in the global electronic shelf label market followed by the Americas. Asia Pacific is identified as the fastest growing region in the electronic shelf label market, i.e., CAGR of 29.0% during the forecast period 2019–2025. This is mainly due to rapid urbanization and expanding retail sector along with the increasing adoption of digital technologies, such as IoT, by vendors operating in the brick-and-mortar retail segment.

The report also covers the country-wise analysis of the ESL market across various regions including the Americas, Europe, Asia Pacific, and Middle East & Africa (MEA).

## Benefits and Vendors

The report contains an in-depth analysis of vendors, which includes financial health, business units, key business priorities, SWOT, strategies, and views; and competitive landscape. Few of the key players profiled in this study include SES-imagotag, Pricer AB, LG INNOTEK, Displaydata Limited, Teraoka Seiko Co. Ltd. (DIGI), SoluM, Hanshow, Altierre, Opticon, and SUNPAI INDUSTRIES LIMITED.

The study offers a comprehensive analysis of the “global electronic shelf label market”. Bringing out the complete key insights of the industry, the report aims to provide an insight into the latest trends, current market scenario, and technologies related to the market. In addition, it helps the venture capitalists to understand the revenue opportunities across different segments to take better decisions.

## Contents

### 1 EXECUTIVE SUMMARY

### 2 INDUSTRY OUTLOOK

#### 2.1 Industry Overview

##### 2.1.1 Industry Trend

2.1.1.1 Retailers inclination towards dynamic pricing

2.1.1.2 Rising focus on leveraging IoT technologies in retail environments

### 3 MARKET SNAPSHOT

#### 3.1 Overview

##### 3.1.1 PEST Analysis

##### 3.1.2 Porter's Five Force Analysis

#### 3.2 Related Markets

### 4 MARKET CHARACTERISTICS

#### 4.1 Market Distribution Structure

#### 4.2 Market Trends

#### 4.3 Market Segmentation

#### 4.4 Market Dynamics

##### 4.4.1 Drivers

4.4.1.1 Increasing focus on real-time price automation in Retail Settings

4.4.1.2 Rising focus on optimizing retail workflow

4.4.1.3 Government regulations of commodity pricing coupled with rising labor cost

##### 4.4.2 Restraints

4.4.2.1 High capital investment along with complexity in integrating with the existing infrastructure

4.4.2.2 Concerns related to return on investment

##### 4.4.3 Opportunities

4.4.3.1 Increasing Internet of Things (IoT) applications

4.4.3.2 Expanding retail sector in developing economies

##### 4.4.4 DRO – Impact Analysis

### 5 ELECTRONIC SHELF LABEL (ESL) MARKET, BY PRODUCT TYPE

- 5.1 Overview
- 5.2 LCD ESL
- 5.3 E-paper ESL

## **6 GLOBAL ELECTRONIC SHELF LABEL (ESL) MARKET, BY COMPONENT**

- 6.1 Overview
- 6.2 Hardware
- 6.3 Services

## **7 GLOBAL ELECTRONIC SHELF LABEL (ESL) MARKET, BY END-USER TYPE**

- 7.1 Overview
- 7.2 Hypermarket & Supermarket
- 7.3 Departmental Stores
- 7.4 Others

## **8 GLOBAL ELECTRONIC SHELF LABEL (ESL) MARKET, BY REGION**

- 8.1 Overview
- 8.2 Europe
  - 8.2.1 Overview
  - 8.2.2 Europe Electronic Shelf Label (ESL) Market, By Country – Market Size and Analysis
  - 8.2.3 By Product Type – Market Size and Analysis
  - 8.2.4 By Component – Market Size and Analysis
- 8.3 Americas
  - 8.3.1 Overview
  - 8.3.2 By Country – Market Size and Analysis
  - 8.3.3 By Product Type – Market Size and Analysis
  - 8.3.4 By Component – Market Size and Analysis
- 8.4 Asia Pacific
  - 8.4.1 Overview
  - 8.4.2 By Country – Market Size and Analysis
  - 8.4.3 By Product Type – Market Size and Analysis
  - 8.4.4 By Component – Market Size and Analysis
- 8.5 Middle East & Africa (MEA)
  - 8.5.1 Overview
  - 8.5.2 By Product Type – Market Size and Analysis

### 8.5.3 By Component – Market Size and Analysis

## 9 COMPETITIVE LANDSCAPE

### 9.1 Product/Offerings Portfolio Analysis

## 10 VENDOR PROFILES

### 10.1 SES-imagotag

#### 10.1.1 Analyst Opinion

#### 10.1.2 Business Analysis

##### 10.1.2.1 Strategic Snapshot

##### 10.1.2.2 Business Impact Analysis

##### 10.1.2.3 Operational Snapshot

##### 10.1.2.4 Product/Service Portfolio

### 10.2 Pricer AB

#### 10.2.1 Analyst Opinion

#### 10.2.2 Business Analysis

##### 10.2.2.1 Strategic Snapshot

##### 10.2.2.2 Business Impact Analysis

##### 10.2.2.3 Operational Snapshot

##### 10.2.2.4 Product/Service Portfolio

### 10.3 LG INNOTEK

#### 10.3.1 Analyst Opinion

#### 10.3.2 Business Analysis

##### 10.3.2.1 Strategic Snapshot

##### 10.3.2.2 Business Impact Analysis

##### 10.3.2.3 Operational Snapshot

##### 10.3.2.4 Product/Service Portfolio

### 10.4 Displaydata Limited

#### 10.4.1 Analyst Opinion

#### 10.4.2 Business Analysis

##### 10.4.2.1 Strategic Snapshot

##### 10.4.2.2 Business Impact Analysis

##### 10.4.2.3 Operational Snapshot

##### 10.4.2.4 Product/Service Portfolio

### 10.5 Teraoka Seiko Co., Ltd.(DIGI)

#### 10.5.1 Company Description

#### 10.5.2 Business Analysis

- 10.5.2.1 Strategic Snapshot
- 10.5.2.2 Operational Snapshot
- 10.5.2.3 Product/Service Portfolio

## 10.6 SoulM

- 10.6.1 Analyst Opinion
- 10.6.2 Business Analysis
  - 10.6.2.1 Strategic Snapshot
  - 10.6.2.2 Business Impact Analysis
  - 10.6.2.3 Operational Snapshot
  - 10.6.2.4 Product/Service Portfolio

## 11 COMPANIES TO WATCH FOR

### 11.1 Hanshow

- 11.1.1 Analyst Opinion
- 11.1.2 Business Analysis
  - 11.1.2.1 Strategic Snapshot
  - 11.1.2.2 Operational Snapshot
  - 11.1.2.3 Product/Service Portfolio

### 11.2 Altierre Corporation

- 11.2.1 Analyst Opinion
- 11.2.2 Business Analysis
  - 11.2.2.1 Strategic Snapshot
  - 11.2.2.2 Operational Snapshot
  - 11.2.2.3 Product/Service Portfolio

### 11.3 Opticon

- 11.3.1 Analyst Opinion

### 11.4 SUNPAI INDUSTRIES LIMITED

- 11.4.1 Analyst Opinion
  - 11.4.1.1 Product/Service Portfolio

## 12 ANNEXURE

### 12.1 Report Scope

### 12.2 Research Methodology

- 12.2.1 Data Collation & In-house Estimation
- 12.2.2 Market Triangulation
- 12.2.3 Forecasting

### 12.3 Study Declarations

12.4 Report Assumptions

12.5 Abbreviations



## Tables

### TABLES

TABLE 1 GLOBAL ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, BY PRODUCT TYPE, 2018–2025 (\$MILLION)

TABLE 2 GLOBAL ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, BY COMPONENT, 2018–2025 (\$MILLION)

TABLE 3 ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, END-USER TYPE, 2018–2025 (\$MILLION)

TABLE 4 ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, BY REGION, 2018–2025 (\$MILLION)

TABLE 5 EUROPE ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, BY COUNTRY, 2018–2025 (\$MILLION)

TABLE 6 EUROPE ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, BY PRODUCT, 2018–2025 (\$MILLION)

TABLE 7 EUROPE ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, BY COMPONENT, 2018–2025 (\$MILLION)

TABLE 8 AMERICAS ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, BY COUNTRY, 2018–2025 (\$MILLION)

TABLE 9 AMERICAS ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, BY TECHNOLOGY, 2018–2025 (\$MILLION)

TABLE 10 AMERICAS ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, BY COMPONENT, 2018–2025 (\$MILLION)

TABLE 11 ASIA PACIFIC ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, BY COUNTRY, 2018–2025 (\$MILLION)

TABLE 12 ASIA PACIFIC ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, BY PRODUCT TYPE, 2017–2024 (\$MILLION)

TABLE 13 ASIA PACIFIC ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, BY COMPONENT, 2017–2024 (\$MILLION)

TABLE 14 MEA ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, BY PRODUCT TYPE, 2017–2024 (\$MILLION)

TABLE 15 MEA ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, BY COMPONENT, 2018–2025 (\$MILLION)

TABLE 16 PRODUCT/OFFERINGS PORTFOLIO ANALYSIS: ELECTRONIC SHELF LABEL (ESL) MARKET

TABLE 17 SES-IMAGOTAG: OVERVIEW

TABLE 18 SES-IMAGOTAG: STRATEGIC SNAPSHOT

TABLE 19 SES-IMAGOTAG: BUSINESS OPPORTUNITIES AND OUTLOOK

TABLE 20 SES-IMAGOTAG: OPERATIONAL SNAPSHOT

TABLE 21 SES-IMAGOTAG: PRODUCT/SERVICE PORTFOLIO

TABLE 22 PRICER AB: OVERVIEW

TABLE 23 PRICER AB: STRATEGIC SNAPSHOT

TABLE 24 PRICER AB: BUSINESS OPPORTUNITIES AND OUTLOOK

TABLE 25 PRICER AB: OPERATIONAL SNAPSHOT

TABLE 26 PRICER AB: PRODUCT/SERVICE PORTFOLIO

TABLE 27 LG INNOTEK: OVERVIEW

TABLE 28 LG INNOTEK: STRATEGIC SNAPSHOT

TABLE 29 LG INNOTEK: BUSINESS OPPORTUNITIES AND OUTLOOK

TABLE 30 LG INNOTEK: OPERATIONAL SNAPSHOT

TABLE 31 LG INNOTEK: PRODUCT/SERVICE PORTFOLIO

TABLE 32 DISPLAYDATA LIMITED: OVERVIEW

TABLE 33 DISPLAYDATA LIMITED: STRATEGIC SNAPSHOT

TABLE 34 DISPLAYDATA LIMITED: BUSINESS OPPORTUNITIES AND OUTLOOK

TABLE 35 DISPLAYDATA LIMITED: OPERATIONAL SNAPSHOT

TABLE 36 DISPLAYDATA LIMITED: PRODUCT/SERVICE PORTFOLIO

TABLE 37 TERAOKA SEIKO CO., LTD.: OVERVIEW

TABLE 38 TERAOKA SEIKO CO., LTD: STRATEGIC SNAPSHOT

TABLE 39 TERAOKA SEIKO CO., LTD: OPERATIONAL SNAPSHOT

TABLE 40 TERAOKA SEIKO CO., LTD: PRODUCT/SERVICE PORTFOLIO

TABLE 41 SOLUM: OVERVIEW

TABLE 42 SOLUM: STRATEGIC SNAPSHOT

TABLE 43 SOLUM: BUSINESS OPPORTUNITIES AND OUTLOOK

TABLE 44 SOLUM: OPERATIONAL SNAPSHOT

TABLE 45 SOLUM: PRODUCT/SERVICE PORTFOLIO

TABLE 46 SWOT ANALYSIS

TABLE 47 HANSHOW: OVERVIEW

TABLE 48 HANSHOW: STRATEGIC SNAPSHOT

TABLE 49 HANSHOW: OPERATIONAL SNAPSHOT

TABLE 50 HANSHOW: PRODUCT/SERVICE PORTFOLIO

TABLE 51 ALTIERRE CORPORATION: OVERVIEW

TABLE 52 ALTIERRE CORPORATION: STRATEGIC SNAPSHOT

TABLE 53 ALTIERRE CORPORATION: OPERATIONAL SNAPSHOT

TABLE 54 ALTIERRE CORPORATION: PRODUCT/SERVICE PORTFOLIO

TABLE 55 OPTICON INC: OVERVIEW

TABLE 56 OPTICON: PRODUCT/SERVICE PORTFOLIO

TABLE 57 SUNPAI INDUSTRIES LIMITED: OVERVIEW

TABLE 58 ALTIERRE CORPORATION: PRODUCT/SERVICE PORTFOLIO

## CHARTS

CHART 1 GLOBAL ELECTRONIC SHELF LABEL (ESL) MARKET SIZE AND GROWTH RATE

CHART 2 GLOBAL ELECTRONIC SHELF LABEL (ESL) MARKET VALUE (\$MN), BY COMPONENT, 2018 & 2025

CHART 3 GLOBAL ELECTRONIC SHELF LABEL (ESL) MARKET VALUE (\$MN), BY PRODUCT TYPE, 2018 & 2025

CHART 4 GLOBAL ELECTRONIC SHELF LABEL (ESL) MARKET VALUE (\$MN) BY PRODUCT TYPE, 2018 & 2025

CHART 5 GLOBAL ELECTRONIC SHELF LABEL (ESL) MARKET SHARE BY REGION, 2018

CHART 6 GLOBAL ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, 2018–2025 (\$MILLION)

CHART 7 PEST ANALYSIS: ELECTRONIC SHELF LABEL (ESL) MARKET

CHART 8 PORTER'S 5 FORCE ANALYSIS: ELECTRONIC SHELF LABEL (ESL) MARKET

CHART 9 SEGMENTATION: ELECTRONIC SHELF LABEL (ESL) MARKET

CHART 10 MARKET DYNAMICS – DRIVERS, RESTRAINTS & OPPORTUNITIES

CHART 11 DRO – IMPACT ANALYSIS: ELECTRONIC SHELF LABEL (ESL) MARKET

CHART 12 GLOBAL ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, BY PRODUCT TYPE, 2018 & 2025 (\$MILLION)

CHART 13 GLOBAL LCD ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, 2018–2025 (\$MILLION)

CHART 14 GLOBAL E- PAPER ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, 2018–2025 (\$MILLION)

CHART 15 GLOBAL ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, BY COMPONENT, 2018 & 2025 (\$MILLION)

CHART 16 GLOBAL ELECTRONIC SHELF LABEL (ESL) HARDWARE MARKET VALUE, 2017–2024 (\$MILLION)

CHART 17 GLOBAL ELECTRONIC SHELF LABEL (ESL) SERVICES MARKET VALUE, 2017–2024 (\$MILLION)

CHART 18 GLOBAL ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, BY END-USER TYPE, 2019 & 2025 (\$MILLION)

CHART 19 HYPERMARKET & SUPERMARKET ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, 2018–2025 (\$MILLION)

CHART 20 DEPARTMENTAL STORES ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, 2018–2025 (\$MILLION)

- CHART 21 OTHERS ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, 2018–2025 (\$MILLION)
- CHART 22 GLOBAL ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, BY REGION, 2018 & 2025 (\$MILLION))
- CHART 23 EUROPE ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, 2018-2025 (\$MILLION)
- CHART 24 EUROPE ELECTRONIC SHELF LABEL (ESL) MARKET SHARE, BY COUNTRY, 2018
- CHART 25 EUROPE ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, BY COUNTRY, 2018-2025 (\$MILLION)
- CHART 26 EUROPE ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, BY PRODUCT TYPE, 2018-2025 (\$MILLION)
- CHART 27 EUROPE ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, BY COMPONENT, 2018-2025 (\$MILLION)
- CHART 28 AMERICAS ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, 2018-2025 (\$MILLION)
- CHART 29 AMERICAS ELECTRONIC SHELF LABEL (ESL) MARKET SHARE, BY COUNTRY, 2018
- CHART 30 AMERICAS ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, BY COUNTRY, 2018-2025 (\$MILLION)
- CHART 31 AMERICAS ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, BY PRODUCT TYPE, 2017-2024 (\$MILLION)
- CHART 32 AMERICAS ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, BY COMPONENT, 2018-2025 (\$MILLION)
- CHART 33 ASIA PACIFIC ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, 2017-2025 (\$MILLION)
- CHART 34 ASIA PACIFIC ELECTRONIC SHELF LABEL (ESL) MARKET SHARE, BY COUNTRY, 2018
- CHART 35 AMERICAS ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, BY COUNTRY, 2018-2025 (\$MILLION)
- CHART 36 ASIA PACIFIC ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, BY PRODUCT TYPE, 2018-2025 (\$MILLION)
- CHART 37 ASIA PACIFIC ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, BY COMPONENT, 2018-2025 (\$MILLION)
- CHART 38 MEA ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, 2018-2025 (\$MILLION)
- CHART 39 MEA ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, BY PRODUCT TYPE, 2018-2025 (\$MILLION)
- CHART 40 MEA ELECTRONIC SHELF LABEL (ESL) MARKET VALUE, BY

COMPONENT, 2018-2025 (\$MILLION)

CHART 41 RESEARCH METHODOLOGY OF GLOBAL ELECTRONIC SHELF LABEL (ESL) MARKET: DATA COLLATION & ANALYSIS

CHART 42 RESEARCH METHODOLOGY OF GLOBAL ELECTRONIC SHELF LABEL (ESL) MARKET: TRIANGULATION

CHART 43 RESEARCH METHODOLOGY OF GLOBAL ELECTRONIC SHELF LABEL (ESL) MARKET: FORECASTING

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