

Asia Pacific Digital Signage Market (2018 - 2024)

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Abstracts

The Asia Pacific Digital Signage Market would witness market growth of 10.6% CAGR during the forecast period (2018 – 2024).

Digital signage, also known as vibrant signage, is a specific type of sliver-casting in which video or digital content is presented in public places for information or publicity reasons. Usually, a digital sign comprises of a computer or recording unit linked to a large, vivid digital screen such as an LCD or plasma display. Simply put, electronic signage relates to digital sign boards, billboards and comparable display systems used to show visual data, most frequently in public outdoor areas.

The APAC market is anticipated to show the highest growth rate on the digital signage industry. Increasing retail, housing, government facilities, and corporate trends are anticipated to generate enormous demand for digital signage. Due to low labour costs in APAC, the overall price of applying any electronic signage scheme in this region is significantly low. APAC is therefore regarded one of the potential markets for digital signage growth. This offers businesses with the chance to develop and grow in APAC. In addition, constant development in manufacturing facility investments by business leaders such as LG Electronics (South Korea), Samsung Electronics (South Korea), and many others is driving the growth of the region's electronic signage market.

Based on Location, the market is segmented into Out-Store and In-Store. Based on Technology, the market is segmented into LCD, LED, and Projection. Based on Type, the market is segmented into Video Walls & Screen, Kiosks, Digital Posters, and Others. Based on Component, the market is segmented into Hardware, Software, and Services. Based on Size, the market is segmented into Below 32 Inches, 32 to 52 Inches, and More than 52 Inches. Based on End User, the market is segmented into Retail & Corporate, Hospitality & Entertainment, Infrastructural, Institutional, and Others. Based on countries, the market is segmented into China, Japan, India, South Korea,

Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Samsung Electronics Co. Ltd., Omnivex Corporation, Panasonic Corporation, NEC Corporation, Sony Corporation, STRATACACHE Inc., Leyard Optoelectronic Co., Microsoft Corporation, Delta Electronics Inc., and LG Electronics Inc.

Scope of the Study

Market Segmentation:

By Location

Out-store

In-store

By Technology

LCD

LED

Projection

By Type

Video Walls & Screen

Kiosks

Digital Posters

Others

By Component

Hardware

Software

Services

By Size

Below 32 Inches

32 to 52 Inches

More than 52 Inches

By End User

Retail & Corporate

Hospitality & Entertainment

Infrastructural

Institutional

Others

By Country

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

Companies Profiled

Samsung Electronics Co. Ltd.

Omnivex Corporation

Panasonic Corporation

NEC Corporation

Sony Corporation

STRATACACHE Inc.

Leyard Optoelectronic Co.

Microsoft Corporation

Delta Electronics Inc.

LG Electronics Inc.

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