

# Asia Pacific LED Modular Display Market By Type (Outdoor and Indoor), By Country, Industry Analysis and Forecast, 2020 - 2026

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## Abstracts

The Asia Pacific LED Modular Display Market would witness market growth of 14% CAGR during the forecast period (2020-2026).

The expanding need to display multiple information combined with the upcoming outdoor functions across the developed and developing economies is anticipated to boost the development of the market. The driven modular display can be considered as a flat panel display that incorporates the LEDs and the rest of the vital electronics, that is utilized as a video wall or a huge format display. They are mainly utilized for outdoor and indoor applications, for example, retail, outdoor games, and public spaces. Hence, expanding adoption of LED modular display across numerous applications, for example, retail stores, media, and marketing, air terminals/railways, sports and entertainment, control room, and halls, among others, will propel the development of the market.

Outdoor LED screens are especially intended to deliver information in an outwardly appealing style even in harsh ecological conditions, including extraordinary heat, dust, and rains. The significant is held by this segment during the forecast period due to its immense demand in advanced applications, for example, perimeter boards; arena screens scoreboards, marketing boards, and video walls. Furthermore, expanding outdoor functions, for example, games, music concerts, product launches, brand endorsements, and political gatherings are anticipated to propel the development of the segment.

The expanding adoption of LED modular displays across numerous applications, for example, retail stores, air terminals/railways, media, and marketing, sports and entertainment, theaters, and control rooms are foreseen to drive the market

development over the forecast period. Besides, an expanding number of events which are help outdoor, for example, sports events, music concerts, product launches, brand endorsements, and political assemblies, to display live video, conventional marketing, dynamic content, and social media marketing. This is anticipated to boost the demand for LED modular display. Numerous organizations are utilizing advanced innovations, for example, augmented reality, artificial intelligence, machine learning, and big data to expand the engagement of customers. Retail stores utilize intelligent display that enables clients to try out the dresses in a virtual manner.

Based on Type, the market is segmented into Outdoor and Indoor. 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 Sony Corporation, NEC Corporation, Barco NV, Samsung Electronics Co., Ltd. (Samsung Group), Prismaflex International Group, Leyard Optoelectronic Co. (Planar Systems, Inc.), Shenzhen Absen Optoelectronic Co Ltd., Pro Display, Yaham Optoelectronics Co., Ltd. and PixelFLEX.

## Scope of the Study

### Market Segmentation:

#### By Type

Outdoor

Indoor

#### By Country

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

## Companies Profiled

Sony Corporation

NEC Corporation

Barco NV

Samsung Electronics Co., Ltd. (Samsung Group)

Prismaflex International Group

Leyard Optoelectronic Co. (Planar Systems, Inc.)

Shenzhen Absen Optoelectronic Co Ltd.

Pro Display

Yaham Optoelectronics Co., Ltd.

PixelFLEX

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