

Latin America, Middle East & Africa Digital Signage Market (2018 - 2024)

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Abstracts

The Latin America, Middle East and Africa Digital Signage Market would witness market growth of 11.5% CAGR during the forecast period (2018 – 2024).

Digital signage can be any type of company interaction where a dynamic messaging device is used to replace or complement other types of messaging. It could be in the form of a video screen, it may also be an interactive signage that enables clients to browse the retailer's menu, could be traditional static signage, or it could also be a kiosk that enables clients to send shipping orders to their home. Digital signage is the kind of solution that will fundamentally change the way businesses are done and have served our customers before. It's a solution that will function as that friend who helps them search, study, give reviews, and most importantly provide clients with the trust that is needed to make the purchase before leaving the shop. These solutions assist the company to achieve customer credibility and make shopping an extremely amazing experience.

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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

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

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

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.

Unique Offerings from KBV Research

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