

# Asia Pacific (APAC) Electronic Shelf Label Market - Forecasts from 2016 to 2021

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## Abstracts

Asia Pacific Electronic Shelf Label Market is estimated to grow from US\$21.113 million in 2015 to US\$54.959 million by 2021, at a CAGR of 17.29% over the forecast period. Factors such as expanding organized retail sector and increasing demand for retail automation are driving the demand for electronic shelf labels in the emerging economies such as China and India. Growing awareness regarding good health and fitness wants consumers to know more about the product they are buying which ESLs can easily provide without any need for extra staff to guide consumers, thereby reducing labor costs and increasing the demand for electronic shelf labels in the region. Stringent regulations regarding accurate price labeling is further propelling the market growth, especially in Japan where retailers are heavily fined for pricing errors and incorrect information.

## Research Methodology

The first section of the report deals with detailed research methodology for calculating market size and forecasts, secondary data sources used and the primary inputs which were taken for data validation. This section also outlines various segmentation which have been covered as part of the report.

## Market Dynamics

Next section provides comprehensive market dynamics through an overview section along with growth drivers, challenges, and opportunities which exist in the current market. This section of the report also provides supplier and industry outlook as a whole; key industry and regional regulations which are determining the product specifications and a brief technological aspect of Electronic Shelf Label. Complete

industry analysis has also been covered by Porter's five forces model as a part of this report section.

## **Segmentation**

Thirdly, Asia Pacific Electronic Shelf Label market has been segmented on the basis of product type, communication technology, store type, and geography. By product type, segmentation has been done as segmented labels, full-graphic labels, and LCD labels. The market has been segmented by communication technology as Radio frequency (RF), Near-Field Communication (NFC), Infrared (IR), and others. The market has further been segmented by store type as supermarkets, hypermarkets, minimarkets, and others. Geographically, segmentation has been done as Japan, China, India, Australia, and others.

## **Market Players**

Finally, competitive intelligence section deals with major players in the market, their market shares, growth strategies, products, financials, and recent investments among others. Key five industry participants profiled as part of this section are Altierre Corporation, Pricer AB, Wincor Nixdorf, Displaydata, and Store Electronic Systems.

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