

Europe Electronic Shelf Label Market - Forecasts from 2016 to 2021

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Abstracts

Europe Electronic Shelf Label Market is estimated to grow from US\$109.789 million in 2015 to US\$204.477 million by 2021, at a CAGR of 11.19% over the forecast period. High labor cost in Europe is boosting the demand for the use of electronic shelf labels in supermarkets. Other factors such as rising demand for real-time positioning and stringent government regulations regarding accurate label pricing are further fuelling the demand for electronic shelf labels in the region. The presence of a large number of electronic shelf manufacturers coupled with setting up of new subsidiaries of retail chains in the region will spur the growth of electronic shelf labels in Europe during the forecast period.

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 segmentations 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, Europe 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 United Kingdom, Germany, France, 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, Samsung, and Store Electronic Systems.

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