

Global Digital Signage Market - Forecasts from 2018 to 2023

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Abstracts

Global digital signage market is projected to grow at a CAGR of 8.62% over the forecast period to reach a total market size of US\$34.710 billion by 2023, from US\$21.140 billion in 2017. Digital signage is an innovative electronic method to communicate with the targeted customers effectively and efficiently at a broader level. Declining manufacturing costs and advancement in display technologies are some of the major factors fuelling the growth of global digital signage market. Growth in the retail industry in emerging economies and the continuous invention of newer applications that require intensive marketing strategies will drive the demand for digital signage applications over the forecast period. However, growing cases of software non-compatibility and networking glitches, connectivity issues, and lack of technology access in remote areas will hamper the market growth.

This research study examines the current market trends related to the demand, supply, and sales, in addition to the recent developments. Major drivers, restraints, and opportunities have been covered to provide an exhaustive picture of the market. The analysis presents in-depth information regarding the development, trends, and industry policies and regulations implemented in each of the geographical regions. Further, the overall regulatory framework of the market has been exhaustively covered to offer stakeholders a better understanding of the key factors affecting the overall market environment.

Identification of key industry players in the industry and their revenue contribution to the overall business or relevant segment aligned to the study have been covered as a part of competitive intelligence done through extensive secondary research. Various studies and data published by industry associations, analyst reports, investor presentations, press releases and journals among others have been taken into consideration while

conducting the secondary research. Both bottom-up and top down approaches have been utilized to determine the market size of the overall market and key segments. The values obtained are correlated with the primary inputs of the key stakeholders in the pressure sensors value chain. The last step involves complete market engineering which includes analyzing the data from different sources and existing proprietary datasets while using various data triangulation methods for market breakdown and forecasting.

Market intelligence is presented in the form of analysis, charts, and graphics to help the clients in gaining faster and efficient understanding of the market.

Major industry players profiled as part of the report are Panasonic Corporation, Sharp Corporation, Sony Corporation, Cisco Systems, and Samsung Electronics Co. Ltd. among others.

SEGMENTATION

The digital signage market has been analyzed through following segments:

By Product

Kiosks

Billboards

Signboards

By Solution Type

Hardware

LCD Display

LED Display

OLED Display

Projectors

Software

Services

Maintenance and Support Services

Installation Services

Others

By Industry Vertical

Retail

Government

Transportation and Logistics

Healthcare

Media and Entertainment

Education

Hospitality and Leisure

Others

By Geography

North America

USA

Canada

Mexico

Others

South America

Brazil

Argentina

Others

Europe

Germany

France

United Kingdom

Spain

Others

Middle East and Africa

UAE

Israel

South Africa

Others

Asia Pacific

China

Japan

India

South Korea

Others

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