

# North America Electronic Shelf Label Market - Forecasts from 2016 to 2021

<https://marketpublishers.com/r/N09E486292CEN.html>

Date: October 2016

Pages: 73

Price: US\$ 3,600.00 (Single User License)

ID: N09E486292CEN

## Abstracts

North America Electronic Shelf Label Market is estimated to grow from US\$63.340 million in 2015 to US\$141.261 million by 2021, at a CAGR of 14.30% over the forecast period. High penetration of supermarket chains such as Walmart and Kroger is the key driver of electronic shelf label market in North America. Rising premium brand sales and growing demand for organic food products are creating intense competition among supermarket players, thereby impacting the demand for electronic shelf labels. Furthermore, stringent regulations regarding accurate label pricing is also bolstering the growth of North American Electronic Shelf Label market. In the coming years, growing competition from internet grocery shopping will propel the use of electronic shelf labels by retail manufacturers in order to match with frequent price change of products.

## 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, North America 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 U.S., Canada, Mexico, 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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