

South America Electronic Shelf Label Market - Forecasts from 2016 to 2021

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Abstracts

South America Electronic Shelf Label Market is estimated to grow from US\$10.557 million in 2015 to US\$24.279 million by 2021, at a CAGR of 14.89% over the forecast period. Brazil holds the largest share of South America Electronic Shelf market owing to rising middle-class population and easy credit availability, leading to increased consumption of high-priced and branded items. Setting up of clothing retail chains in the region due to increasing consumer preference for latest fashion apparels is also fueling the demand for electronic shelf labels. Stricter regulations regarding labeling requirement in different industries such as cosmetics, food and beverage, and pharmaceuticals will propel the growth of electronic shelf labels market in South America in the next five years.

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, South 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 Brazil, Argentina, 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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