

2018-2023 Global Digital Signage Consumption Market Report

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Abstracts

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In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Digital Signage market for 2018-2023.

Digital signage is a sub segment of signage. Digital displays use technologies such as LCD, LED and Projection to display content such as digital images, video, streaming media, web pages, weather data, restaurant menu, or text. They can be found in public spaces, transportation systems, museums, stadiums, retail stores, hotels, restaurants, and corporate buildings etc., to provide wayfinding, exhibitions, marketing and outdoor advertising.

Digital signage is a specialized form of video broadcast aimed at a very narrow niche audience in which video or multimedia content is displayed for informational or advertising purposes. A digital sign usually consists of a computer or playback device connected to a large, bright digital screen such as a commercial-grade LCD or plasma display, which is the products discussed in this report.

Digital signage have broad end-use applications, it is widely used in department stores, schools, libraries, office buildings, medical facilities, airports, train and bus stations, banks, auto dealerships and other public venues. It is also commonly used in corporate, employee-facing environments. If the display is connected to a computer, the data on the screen can be updated in real time by means of an Internet or proprietary network connection. The system can employ multiple screens if an extra-large display is required. The increasing demand for digital signage in public and commercial sectors, advancements in technology offerings and rising infrastructure are the key driving factors for the digital signage market.

Over the next five years, LPI(LP Information) projects that Digital Signage will register a

xx% CAGR in terms of revenue, reach US\$ xx million by 2023, from US\$ xx million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Digital Signage market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

LED Display

LCD Display

Others

Segmentation by application:

Retail

Healthcare

Hospitality

Transportation

Banking

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Samsung Electronics

LG Electronics

Philips

Toshiba

Daktronics

Sony

Panasonic

NEC Display

Sharp

Planar Systems

Mitsubishi

Innolux

Advantech

Viewsonic

Cisco Systems Inc

Marvel

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

Research objectives

To study and analyze the global Digital Signage consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Digital Signage market by identifying its various subsegments.

Focuses on the key global Digital Signage manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Digital Signage with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Digital Signage submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their

growth strategies.

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