

2018-2023 Global Electronic Shelf Label (ESL) 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 Electronic Shelf Label (ESL) market for 2018-2023.

Electronic Shelf Label, also known by the acronym ESL. It is the latest solution for inventory and price management in the retail sector, based on the use of advanced IT technology. ESL replaces conventional paper price tags attached to the shelves of supermarkets and department stores with, for example, LCDs and electronic paper (E-paper) that show information on product price, sales promotions, etc.

ESL takes advantage of Zigbee, a low-power wireless communication technology, to keep product prices updated in real time. ESL consists of an e-paper equipped tag and gateway which delivers product information. The central server transmits information of each product to the gateway, which in turn sends such information to thousands of tags at the same time.

An electronic shelf label includes a transceiver configured to communicate with a plurality of wireless data tags associated with a plurality of retail products.

Electronic Shelf Label (ESL) is a technology-intensive industry. There are less than twenty manufacturers in this industry. The top two manufacturers are Store Electronic Systems (imagotag) and Pricer in 2015. The other competitors include Displaydata, E Ink, Opticon Sensors Europe B.V,

DIGI, Altierre, Hanshow Technology and new entrants like Panasonic, LG innotek and Samsung etc. There are also a number of smaller regional companies or companies that are attempting to develop products with a view to establishing a position on the market. With the restructuring of the sector, for example, if one or more competitors were to enter into an alliance with a strong partner, this could constitute a threat to other

players in the market. The growth of Electronic Shelf Label (ESL) industry depends on the acceptance of retail store.

At present, in developed countries, the Electronic Shelf Label (ESL) industry is generally at a more advanced level. The world's largest enterprises are mainly concentrated in Europe. Meanwhile, foreign companies have more advanced R & D capability and leading technical level. However, foreign companies' manufacturing cost is relatively higher, compared with Asia companies.

Over the next five years, LPI(LP Information) projects that Electronic Shelf Label (ESL) will register a 19.2% CAGR in terms of revenue, reach US\$ 1790 million by 2023, from US\$ 630 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Electronic Shelf Label (ESL) 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:

Liquid Crystal Display (LCD) Displays

E papers Displays

Segmentation by application:

Department Stores/Mass Merchandise

Grocery/Supermarket

Drug Stores

Specialty Stores

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:

SES (imagotag)

Pricer

Samsung

E Ink

Displaydata

Opticon Sensors Europe B.V

DIGI

Hanshow Technology

LG innotek

Panasonic

Altierre

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 Electronic Shelf Label (ESL) 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 Electronic Shelf Label (ESL) market by identifying its various subsegments.

Focuses on the key global Electronic Shelf Label (ESL) 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 Electronic Shelf Label (ESL) 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 Electronic Shelf Label (ESL) 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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