

Global Digital Price Tag Driver Chips Market Growth 2026-2032

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Abstracts

The global Digital Price Tag Driver Chips market size is predicted to grow from US\$ 314 million in 2025 to US\$ 460 million in 2032; it is expected to grow at a CAGR of 5.7% from 2026 to 2032.

Digital price tag driver chips are critical components used in electronic shelf labels (ESLs) and digital price tags. These chips manage the display and control functions of the digital tags, ensuring accurate and efficient operation.

United States market for Digital Price Tag Driver Chips is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Digital Price Tag Driver Chips is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Digital Price Tag Driver Chips is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Digital Price Tag Driver Chips players cover Allwinner Technology, Solomon Systech, Fitipower, UltraChip, Himax, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LP Information, Inc. (LPI) ' newest research report, the "Digital Price Tag Driver Chips Industry Forecast" looks at past sales and reviews total world Digital Price Tag Driver Chips sales in 2025, providing a comprehensive analysis by region and market sector of projected Digital Price Tag Driver Chips sales for 2026 through 2032. With Digital Price Tag Driver Chips sales broken down by region, market sector and sub-sector, this

report provides a detailed analysis in US\$ millions of the world Digital Price Tag Driver Chips industry.

This Insight Report provides a comprehensive analysis of the global Digital Price Tag Driver Chips landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Digital Price Tag Driver Chips portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Digital Price Tag Driver Chips market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Digital Price Tag Driver Chips and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Digital Price Tag Driver Chips.

This report presents a comprehensive overview, market shares, and growth opportunities of Digital Price Tag Driver Chips market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Color Electronic Paper Driver IC

Black and White Electronic Paper Driver IC

Segmentation by Application:

Electronic Paper Tablet

Advertising Signs

Electronic Shelf Label (ESL)

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

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Allwinner Technology

Solomon Systech

Fitipower

UltraChip

Himax

Mediatek

NXP

Novatek

Parade

LX Semicon

Qingdao Hi-image Technologies

Wacom

ITE Tech

Shenzhen Tiandeyu Electronics (Fitipower)

Davicom

Integrated Solutions Technology

Key Questions Addressed in this Report

What is the 10-year outlook for the global Digital Price Tag Driver Chips market?

What factors are driving Digital Price Tag Driver Chips market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Digital Price Tag Driver Chips market opportunities vary by end market size?

How does Digital Price Tag Driver Chips break out by Type, by Application?

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

2.1 World Market Overview

- 2.1.1 Global Digital Price Tag Driver Chips Annual Sales 2021-2032
- 2.1.2 World Current & Future Analysis for Digital Price Tag Driver Chips by Geographic Region, 2021, 2025 & 2032
- 2.1.3 World Current & Future Analysis for Digital Price Tag Driver Chips by Country/Region, 2021, 2025 & 2032
- 2.2 Digital Price Tag Driver Chips Segment by Type
 - 2.2.1 Color Electronic Paper Driver IC
 - 2.2.2 Black and White Electronic Paper Driver IC
 - 2.2.3 Digital Price Tag Driver Chips Sales by Type
 - 2.2.3.1 Global Digital Price Tag Driver Chips Sales Market Share by Type (2021-2026)
 - 2.2.3.2 Global Digital Price Tag Driver Chips Revenue and Market Share by Type (2021-2026)
 - 2.2.3.3 Global Digital Price Tag Driver Chips Sale Price by Type (2021-2026)
- 2.3 Digital Price Tag Driver Chips Segment by Application
 - 2.3.1 Electronic Paper Tablet
 - 2.3.2 Advertising Signs
 - 2.3.3 Electronic Shelf Label (ESL)
 - 2.3.4 Others
 - 2.3.5 Digital Price Tag Driver Chips Sales by Application
 - 2.3.5.1 Global Digital Price Tag Driver Chips Sale Market Share by Application (2021-2026)
 - 2.3.5.2 Global Digital Price Tag Driver Chips Revenue and Market Share by

Application (2021-2026)

2.3.5.3 Global Digital Price Tag Driver Chips Sale Price by Application (2021-2026)

3 GLOBAL BY COMPANY

3.1 Global Digital Price Tag Driver Chips Breakdown Data by Company

3.1.1 Global Digital Price Tag Driver Chips Annual Sales by Company (2021-2026)

3.1.2 Global Digital Price Tag Driver Chips Sales Market Share by Company (2021-2026)

3.2 Global Digital Price Tag Driver Chips Annual Revenue by Company (2021-2026)

3.2.1 Global Digital Price Tag Driver Chips Revenue by Company (2021-2026)

3.2.2 Global Digital Price Tag Driver Chips Revenue Market Share by Company (2021-2026)

3.3 Global Digital Price Tag Driver Chips Sale Price by Company

3.4 Key Manufacturers Digital Price Tag Driver Chips Producing Area Distribution, Sales Area, Product Type

3.4.1 Key Manufacturers Digital Price Tag Driver Chips Product Location Distribution

3.4.2 Players Digital Price Tag Driver Chips Products Offered

3.5 Market Concentration Rate Analysis

3.5.1 Competition Landscape Analysis

3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

3.6 New Products and Potential Entrants

3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR DIGITAL PRICE TAG DRIVER CHIPS BY GEOGRAPHIC REGION

4.1 World Historic Digital Price Tag Driver Chips Market Size by Geographic Region (2021-2026)

4.1.1 Global Digital Price Tag Driver Chips Annual Sales by Geographic Region (2021-2026)

4.1.2 Global Digital Price Tag Driver Chips Annual Revenue by Geographic Region (2021-2026)

4.2 World Historic Digital Price Tag Driver Chips Market Size by Country/Region (2021-2026)

4.2.1 Global Digital Price Tag Driver Chips Annual Sales by Country/Region (2021-2026)

4.2.2 Global Digital Price Tag Driver Chips Annual Revenue by Country/Region (2021-2026)

- 4.3 Americas Digital Price Tag Driver Chips Sales Growth
- 4.4 APAC Digital Price Tag Driver Chips Sales Growth
- 4.5 Europe Digital Price Tag Driver Chips Sales Growth
- 4.6 Middle East & Africa Digital Price Tag Driver Chips Sales Growth

5 AMERICAS

- 5.1 Americas Digital Price Tag Driver Chips Sales by Country
 - 5.1.1 Americas Digital Price Tag Driver Chips Sales by Country (2021-2026)
 - 5.1.2 Americas Digital Price Tag Driver Chips Revenue by Country (2021-2026)
- 5.2 Americas Digital Price Tag Driver Chips Sales by Type (2021-2026)
- 5.3 Americas Digital Price Tag Driver Chips Sales by Application (2021-2026)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

- 6.1 APAC Digital Price Tag Driver Chips Sales by Region
 - 6.1.1 APAC Digital Price Tag Driver Chips Sales by Region (2021-2026)
 - 6.1.2 APAC Digital Price Tag Driver Chips Revenue by Region (2021-2026)
- 6.2 APAC Digital Price Tag Driver Chips Sales by Type (2021-2026)
- 6.3 APAC Digital Price Tag Driver Chips Sales by Application (2021-2026)
- 6.4 China
- 6.5 Japan
- 6.6 South Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia
- 6.10 China Taiwan

7 EUROPE

- 7.1 Europe Digital Price Tag Driver Chips by Country
 - 7.1.1 Europe Digital Price Tag Driver Chips Sales by Country (2021-2026)
 - 7.1.2 Europe Digital Price Tag Driver Chips Revenue by Country (2021-2026)
- 7.2 Europe Digital Price Tag Driver Chips Sales by Type (2021-2026)
- 7.3 Europe Digital Price Tag Driver Chips Sales by Application (2021-2026)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Digital Price Tag Driver Chips by Country

8.1.1 Middle East & Africa Digital Price Tag Driver Chips Sales by Country
(2021-2026)

8.1.2 Middle East & Africa Digital Price Tag Driver Chips Revenue by Country
(2021-2026)

8.2 Middle East & Africa Digital Price Tag Driver Chips Sales by Type (2021-2026)

8.3 Middle East & Africa Digital Price Tag Driver Chips Sales by Application
(2021-2026)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

10.1 Raw Material and Suppliers

10.2 Manufacturing Cost Structure Analysis of Digital Price Tag Driver Chips

10.3 Manufacturing Process Analysis of Digital Price Tag Driver Chips

10.4 Industry Chain Structure of Digital Price Tag Driver Chips

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel

11.1.1 Direct Channels

- 11.1.2 Indirect Channels
- 11.2 Digital Price Tag Driver Chips Distributors
- 11.3 Digital Price Tag Driver Chips Customer

12 WORLD FORECAST REVIEW FOR DIGITAL PRICE TAG DRIVER CHIPS BY GEOGRAPHIC REGION

- 12.1 Global Digital Price Tag Driver Chips Market Size Forecast by Region
 - 12.1.1 Global Digital Price Tag Driver Chips Forecast by Region (2027-2032)
 - 12.1.2 Global Digital Price Tag Driver Chips Annual Revenue Forecast by Region (2027-2032)
- 12.2 Americas Forecast by Country (2027-2032)
- 12.3 APAC Forecast by Region (2027-2032)
- 12.4 Europe Forecast by Country (2027-2032)
- 12.5 Middle East & Africa Forecast by Country (2027-2032)
- 12.6 Global Digital Price Tag Driver Chips Forecast by Type (2027-2032)
- 12.7 Global Digital Price Tag Driver Chips Forecast by Application (2027-2032)

13 KEY PLAYERS ANALYSIS

- 13.1 Allwinner Technology
 - 13.1.1 Allwinner Technology Company Information
 - 13.1.2 Allwinner Technology Digital Price Tag Driver Chips Product Portfolios and Specifications
 - 13.1.3 Allwinner Technology Digital Price Tag Driver Chips Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.1.4 Allwinner Technology Main Business Overview
 - 13.1.5 Allwinner Technology Latest Developments
- 13.2 Solomon Systech
 - 13.2.1 Solomon Systech Company Information
 - 13.2.2 Solomon Systech Digital Price Tag Driver Chips Product Portfolios and Specifications
 - 13.2.3 Solomon Systech Digital Price Tag Driver Chips Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.2.4 Solomon Systech Main Business Overview
 - 13.2.5 Solomon Systech Latest Developments
- 13.3 Fitipower
 - 13.3.1 Fitipower Company Information
 - 13.3.2 Fitipower Digital Price Tag Driver Chips Product Portfolios and Specifications

- 13.3.3 Fitipower Digital Price Tag Driver Chips Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.3.4 Fitipower Main Business Overview
 - 13.3.5 Fitipower Latest Developments
- 13.4 UltraChip
 - 13.4.1 UltraChip Company Information
 - 13.4.2 UltraChip Digital Price Tag Driver Chips Product Portfolios and Specifications
 - 13.4.3 UltraChip Digital Price Tag Driver Chips Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.4.4 UltraChip Main Business Overview
 - 13.4.5 UltraChip Latest Developments
- 13.5 Himax
 - 13.5.1 Himax Company Information
 - 13.5.2 Himax Digital Price Tag Driver Chips Product Portfolios and Specifications
 - 13.5.3 Himax Digital Price Tag Driver Chips Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.5.4 Himax Main Business Overview
 - 13.5.5 Himax Latest Developments
- 13.6 Mediatek
 - 13.6.1 Mediatek Company Information
 - 13.6.2 Mediatek Digital Price Tag Driver Chips Product Portfolios and Specifications
 - 13.6.3 Mediatek Digital Price Tag Driver Chips Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.6.4 Mediatek Main Business Overview
 - 13.6.5 Mediatek Latest Developments
- 13.7 NXP
 - 13.7.1 NXP Company Information
 - 13.7.2 NXP Digital Price Tag Driver Chips Product Portfolios and Specifications
 - 13.7.3 NXP Digital Price Tag Driver Chips Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.7.4 NXP Main Business Overview
 - 13.7.5 NXP Latest Developments
- 13.8 Novatek
 - 13.8.1 Novatek Company Information
 - 13.8.2 Novatek Digital Price Tag Driver Chips Product Portfolios and Specifications
 - 13.8.3 Novatek Digital Price Tag Driver Chips Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.8.4 Novatek Main Business Overview
 - 13.8.5 Novatek Latest Developments

13.9 Parade

13.9.1 Parade Company Information

13.9.2 Parade Digital Price Tag Driver Chips Product Portfolios and Specifications

13.9.3 Parade Digital Price Tag Driver Chips Sales, Revenue, Price and Gross Margin (2021-2026)

13.9.4 Parade Main Business Overview

13.9.5 Parade Latest Developments

13.10 LX Semicon

13.10.1 LX Semicon Company Information

13.10.2 LX Semicon Digital Price Tag Driver Chips Product Portfolios and Specifications

13.10.3 LX Semicon Digital Price Tag Driver Chips Sales, Revenue, Price and Gross Margin (2021-2026)

13.10.4 LX Semicon Main Business Overview

13.10.5 LX Semicon Latest Developments

13.11 Qingdao Hi-image Technologies

13.11.1 Qingdao Hi-image Technologies Company Information

13.11.2 Qingdao Hi-image Technologies Digital Price Tag Driver Chips Product Portfolios and Specifications

13.11.3 Qingdao Hi-image Technologies Digital Price Tag Driver Chips Sales, Revenue, Price and Gross Margin (2021-2026)

13.11.4 Qingdao Hi-image Technologies Main Business Overview

13.11.5 Qingdao Hi-image Technologies Latest Developments

13.12 Wacom

13.12.1 Wacom Company Information

13.12.2 Wacom Digital Price Tag Driver Chips Product Portfolios and Specifications

13.12.3 Wacom Digital Price Tag Driver Chips Sales, Revenue, Price and Gross Margin (2021-2026)

13.12.4 Wacom Main Business Overview

13.12.5 Wacom Latest Developments

13.13 ITE Tech

13.13.1 ITE Tech Company Information

13.13.2 ITE Tech Digital Price Tag Driver Chips Product Portfolios and Specifications

13.13.3 ITE Tech Digital Price Tag Driver Chips Sales, Revenue, Price and Gross Margin (2021-2026)

13.13.4 ITE Tech Main Business Overview

13.13.5 ITE Tech Latest Developments

13.14 Shenzhen Tiandeyu Electronics (Fitipower)

13.14.1 Shenzhen Tiandeyu Electronics (Fitipower) Company Information

13.14.2 Shenzhen Tiandeyu Electronics (Fitipower) Digital Price Tag Driver Chips Product Portfolios and Specifications

13.14.3 Shenzhen Tiandeyu Electronics (Fitipower) Digital Price Tag Driver Chips Sales, Revenue, Price and Gross Margin (2021-2026)

13.14.4 Shenzhen Tiandeyu Electronics (Fitipower) Main Business Overview

13.14.5 Shenzhen Tiandeyu Electronics (Fitipower) Latest Developments

13.15 Davicom

13.15.1 Davicom Company Information

13.15.2 Davicom Digital Price Tag Driver Chips Product Portfolios and Specifications

13.15.3 Davicom Digital Price Tag Driver Chips Sales, Revenue, Price and Gross Margin (2021-2026)

13.15.4 Davicom Main Business Overview

13.15.5 Davicom Latest Developments

13.16 Integrated Solutions Technology

13.16.1 Integrated Solutions Technology Company Information

13.16.2 Integrated Solutions Technology Digital Price Tag Driver Chips Product Portfolios and Specifications

13.16.3 Integrated Solutions Technology Digital Price Tag Driver Chips Sales, Revenue, Price and Gross Margin (2021-2026)

13.16.4 Integrated Solutions Technology Main Business Overview

13.16.5 Integrated Solutions Technology Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Digital Price Tag Driver Chips Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Table 2. Digital Price Tag Driver Chips Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Color Electronic Paper Driver IC

Table 4. Major Players of Black and White Electronic Paper Driver IC

Table 5. Global Digital Price Tag Driver Chips Sales by Type (2021-2026) & (K Units)

Table 6. Global Digital Price Tag Driver Chips Sales Market Share by Type (2021-2026)

Table 7. Global Digital Price Tag Driver Chips Revenue by Type (2021-2026) & (\$ million)

Table 8. Global Digital Price Tag Driver Chips Revenue Market Share by Type (2021-2026)

Table 9. Global Digital Price Tag Driver Chips Sale Price by Type (2021-2026) & (US\$/Unit)

Table 10. Global Digital Price Tag Driver Chips Sale by Application (2021-2026) & (K Units)

Table 11. Global Digital Price Tag Driver Chips Sale Market Share by Application (2021-2026)

Table 12. Global Digital Price Tag Driver Chips Revenue by Application (2021-2026) & (\$ million)

Table 13. Global Digital Price Tag Driver Chips Revenue Market Share by Application (2021-2026)

Table 14. Global Digital Price Tag Driver Chips Sale Price by Application (2021-2026) & (US\$/Unit)

Table 15. Global Digital Price Tag Driver Chips Sales by Company (2021-2026) & (K Units)

Table 16. Global Digital Price Tag Driver Chips Sales Market Share by Company (2021-2026)

Table 17. Global Digital Price Tag Driver Chips Revenue by Company (2021-2026) & (\$ millions)

Table 18. Global Digital Price Tag Driver Chips Revenue Market Share by Company (2021-2026)

Table 19. Global Digital Price Tag Driver Chips Sale Price by Company (2021-2026) & (US\$/Unit)

Table 20. Key Manufacturers Digital Price Tag Driver Chips Producing Area Distribution

and Sales Area

Table 21. Players Digital Price Tag Driver Chips Products Offered

Table 22. Digital Price Tag Driver Chips Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 23. New Products and Potential Entrants

Table 24. Market M&A Activity & Strategy

Table 25. Global Digital Price Tag Driver Chips Sales by Geographic Region (2021-2026) & (K Units)

Table 26. Global Digital Price Tag Driver Chips Sales Market Share Geographic Region (2021-2026)

Table 27. Global Digital Price Tag Driver Chips Revenue by Geographic Region (2021-2026) & (\$ millions)

Table 28. Global Digital Price Tag Driver Chips Revenue Market Share by Geographic Region (2021-2026)

Table 29. Global Digital Price Tag Driver Chips Sales by Country/Region (2021-2026) & (K Units)

Table 30. Global Digital Price Tag Driver Chips Sales Market Share by Country/Region (2021-2026)

Table 31. Global Digital Price Tag Driver Chips Revenue by Country/Region (2021-2026) & (\$ millions)

Table 32. Global Digital Price Tag Driver Chips Revenue Market Share by Country/Region (2021-2026)

Table 33. Americas Digital Price Tag Driver Chips Sales by Country (2021-2026) & (K Units)

Table 34. Americas Digital Price Tag Driver Chips Sales Market Share by Country (2021-2026)

Table 35. Americas Digital Price Tag Driver Chips Revenue by Country (2021-2026) & (\$ millions)

Table 36. Americas Digital Price Tag Driver Chips Sales by Type (2021-2026) & (K Units)

Table 37. Americas Digital Price Tag Driver Chips Sales by Application (2021-2026) & (K Units)

Table 38. APAC Digital Price Tag Driver Chips Sales by Region (2021-2026) & (K Units)

Table 39. APAC Digital Price Tag Driver Chips Sales Market Share by Region (2021-2026)

Table 40. APAC Digital Price Tag Driver Chips Revenue by Region (2021-2026) & (\$ millions)

Table 41. APAC Digital Price Tag Driver Chips Sales by Type (2021-2026) & (K Units)

Table 42. APAC Digital Price Tag Driver Chips Sales by Application (2021-2026) & (K

Units)

Table 43. Europe Digital Price Tag Driver Chips Sales by Country (2021-2026) & (K Units)

Table 44. Europe Digital Price Tag Driver Chips Revenue by Country (2021-2026) & (\$ millions)

Table 45. Europe Digital Price Tag Driver Chips Sales by Type (2021-2026) & (K Units)

Table 46. Europe Digital Price Tag Driver Chips Sales by Application (2021-2026) & (K Units)

Table 47. Middle East & Africa Digital Price Tag Driver Chips Sales by Country (2021-2026) & (K Units)

Table 48. Middle East & Africa Digital Price Tag Driver Chips Revenue Market Share by Country (2021-2026)

Table 49. Middle East & Africa Digital Price Tag Driver Chips Sales by Type (2021-2026) & (K Units)

Table 50. Middle East & Africa Digital Price Tag Driver Chips Sales by Application (2021-2026) & (K Units)

Table 51. Key Market Drivers & Growth Opportunities of Digital Price Tag Driver Chips

Table 52. Key Market Challenges & Risks of Digital Price Tag Driver Chips

Table 53. Key Industry Trends of Digital Price Tag Driver Chips

Table 54. Digital Price Tag Driver Chips Raw Material

Table 55. Key Suppliers of Raw Materials

Table 56. Digital Price Tag Driver Chips Distributors List

Table 57. Digital Price Tag Driver Chips Customer List

Table 58. Global Digital Price Tag Driver Chips Sales Forecast by Region (2027-2032) & (K Units)

Table 59. Global Digital Price Tag Driver Chips Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 60. Americas Digital Price Tag Driver Chips Sales Forecast by Country (2027-2032) & (K Units)

Table 61. Americas Digital Price Tag Driver Chips Annual Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 62. APAC Digital Price Tag Driver Chips Sales Forecast by Region (2027-2032) & (K Units)

Table 63. APAC Digital Price Tag Driver Chips Annual Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 64. Europe Digital Price Tag Driver Chips Sales Forecast by Country (2027-2032) & (K Units)

Table 65. Europe Digital Price Tag Driver Chips Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 66. Middle East & Africa Digital Price Tag Driver Chips Sales Forecast by Country (2027-2032) & (K Units)

Table 67. Middle East & Africa Digital Price Tag Driver Chips Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 68. Global Digital Price Tag Driver Chips Sales Forecast by Type (2027-2032) & (K Units)

Table 69. Global Digital Price Tag Driver Chips Revenue Forecast by Type (2027-2032) & (\$ millions)

Table 70. Global Digital Price Tag Driver Chips Sales Forecast by Application (2027-2032) & (K Units)

Table 71. Global Digital Price Tag Driver Chips Revenue Forecast by Application (2027-2032) & (\$ millions)

Table 72. Allwinner Technology Basic Information, Digital Price Tag Driver Chips Manufacturing Base, Sales Area and Its Competitors

Table 73. Allwinner Technology Digital Price Tag Driver Chips Product Portfolios and Specifications

Table 74. Allwinner Technology Digital Price Tag Driver Chips Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 75. Allwinner Technology Main Business

Table 76. Allwinner Technology Latest Developments

Table 77. Solomon Systech Basic Information, Digital Price Tag Driver Chips Manufacturing Base, Sales Area and Its Competitors

Table 78. Solomon Systech Digital Price Tag Driver Chips Product Portfolios and Specifications

Table 79. Solomon Systech Digital Price Tag Driver Chips Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 80. Solomon Systech Main Business

Table 81. Solomon Systech Latest Developments

Table 82. Fitipower Basic Information, Digital Price Tag Driver Chips Manufacturing Base, Sales Area and Its Competitors

Table 83. Fitipower Digital Price Tag Driver Chips Product Portfolios and Specifications

Table 84. Fitipower Digital Price Tag Driver Chips Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 85. Fitipower Main Business

Table 86. Fitipower Latest Developments

Table 87. UltraChip Basic Information, Digital Price Tag Driver Chips Manufacturing Base, Sales Area and Its Competitors

Table 88. UltraChip Digital Price Tag Driver Chips Product Portfolios and Specifications

Table 89. UltraChip Digital Price Tag Driver Chips Sales (K Units), Revenue (\$ Million),

Price (US\$/Unit) and Gross Margin (2021-2026)

Table 90. UltraChip Main Business

Table 91. UltraChip Latest Developments

Table 92. Himax Basic Information, Digital Price Tag Driver Chips Manufacturing Base, Sales Area and Its Competitors

Table 93. Himax Digital Price Tag Driver Chips Product Portfolios and Specifications

Table 94. Himax Digital Price Tag Driver Chips Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 95. Himax Main Business

Table 96. Himax Latest Developments

Table 97. Mediatek Basic Information, Digital Price Tag Driver Chips Manufacturing Base, Sales Area and Its Competitors

Table 98. Mediatek Digital Price Tag Driver Chips Product Portfolios and Specifications

Table 99. Mediatek Digital Price Tag Driver Chips Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 100. Mediatek Main Business

Table 101. Mediatek Latest Developments

Table 102. NXP Basic Information, Digital Price Tag Driver Chips Manufacturing Base, Sales Area and Its Competitors

Table 103. NXP Digital Price Tag Driver Chips Product Portfolios and Specifications

Table 104. NXP Digital Price Tag Driver Chips Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 105. NXP Main Business

Table 106. NXP Latest Developments

Table 107. Novatek Basic Information, Digital Price Tag Driver Chips Manufacturing Base, Sales Area and Its Competitors

Table 108. Novatek Digital Price Tag Driver Chips Product Portfolios and Specifications

Table 109. Novatek Digital Price Tag Driver Chips Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 110. Novatek Main Business

Table 111. Novatek Latest Developments

Table 112. Parade Basic Information, Digital Price Tag Driver Chips Manufacturing Base, Sales Area and Its Competitors

Table 113. Parade Digital Price Tag Driver Chips Product Portfolios and Specifications

Table 114. Parade Digital Price Tag Driver Chips Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 115. Parade Main Business

Table 116. Parade Latest Developments

Table 117. LX Semicon Basic Information, Digital Price Tag Driver Chips Manufacturing

Base, Sales Area and Its Competitors

Table 118. LX Semicon Digital Price Tag Driver Chips Product Portfolios and Specifications

Table 119. LX Semicon Digital Price Tag Driver Chips Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 120. LX Semicon Main Business

Table 121. LX Semicon Latest Developments

Table 122. Qingdao Hi-image Technologies Basic Information, Digital Price Tag Driver Chips Manufacturing Base, Sales Area and Its Competitors

Table 123. Qingdao Hi-image Technologies Digital Price Tag Driver Chips Product Portfolios and Specifications

Table 124. Qingdao Hi-image Technologies Digital Price Tag Driver Chips Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 125. Qingdao Hi-image Technologies Main Business

Table 126. Qingdao Hi-image Technologies Latest Developments

Table 127. Wacom Basic Information, Digital Price Tag Driver Chips Manufacturing Base, Sales Area and Its Competitors

Table 128. Wacom Digital Price Tag Driver Chips Product Portfolios and Specifications

Table 129. Wacom Digital Price Tag Driver Chips Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 130. Wacom Main Business

Table 131. Wacom Latest Developments

Table 132. ITE Tech Basic Information, Digital Price Tag Driver Chips Manufacturing Base, Sales Area and Its Competitors

Table 133. ITE Tech Digital Price Tag Driver Chips Product Portfolios and Specifications

Table 134. ITE Tech Digital Price Tag Driver Chips Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 135. ITE Tech Main Business

Table 136. ITE Tech Latest Developments

Table 137. Shenzhen Tiandeyu Electronics (Fitipower) Basic Information, Digital Price Tag Driver Chips Manufacturing Base, Sales Area and Its Competitors

Table 138. Shenzhen Tiandeyu Electronics (Fitipower) Digital Price Tag Driver Chips Product Portfolios and Specifications

Table 139. Shenzhen Tiandeyu Electronics (Fitipower) Digital Price Tag Driver Chips Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 140. Shenzhen Tiandeyu Electronics (Fitipower) Main Business

Table 141. Shenzhen Tiandeyu Electronics (Fitipower) Latest Developments

Table 142. Davicom Basic Information, Digital Price Tag Driver Chips Manufacturing

Base, Sales Area and Its Competitors

Table 143. Davicom Digital Price Tag Driver Chips Product Portfolios and Specifications

Table 144. Davicom Digital Price Tag Driver Chips Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 145. Davicom Main Business

Table 146. Davicom Latest Developments

Table 147. Integrated Solutions Technology Basic Information, Digital Price Tag Driver Chips Manufacturing Base, Sales Area and Its Competitors

Table 148. Integrated Solutions Technology Digital Price Tag Driver Chips Product Portfolios and Specifications

Table 149. Integrated Solutions Technology Digital Price Tag Driver Chips Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 150. Integrated Solutions Technology Main Business

Table 151. Integrated Solutions Technology Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Digital Price Tag Driver Chips
- Figure 2. Digital Price Tag Driver Chips Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Digital Price Tag Driver Chips Sales Growth Rate 2021-2032 (K Units)
- Figure 7. Global Digital Price Tag Driver Chips Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. Digital Price Tag Driver Chips Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. Digital Price Tag Driver Chips Sales Market Share by Country/Region (2025)
- Figure 10. Digital Price Tag Driver Chips Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of Color Electronic Paper Driver IC
- Figure 12. Product Picture of Black and White Electronic Paper Driver IC
- Figure 13. Global Digital Price Tag Driver Chips Sales Market Share by Type in 2026
- Figure 14. Global Digital Price Tag Driver Chips Revenue Market Share by Type (2021-2026)
- Figure 15. Digital Price Tag Driver Chips Consumed in Electronic PaperTablet
- Figure 16. Global Digital Price Tag Driver Chips Market: Electronic PaperTablet (2021-2026) & (K Units)
- Figure 17. Digital Price Tag Driver Chips Consumed in Advertising Signs
- Figure 18. Global Digital Price Tag Driver Chips Market: Advertising Signs (2021-2026) & (K Units)
- Figure 19. Digital Price Tag Driver Chips Consumed in Electronic Shelf Label (ESL)
- Figure 20. Global Digital Price Tag Driver Chips Market: Electronic Shelf Label (ESL) (2021-2026) & (K Units)
- Figure 21. Digital Price Tag Driver Chips Consumed in Others
- Figure 22. Global Digital Price Tag Driver Chips Market: Others (2021-2026) & (K Units)
- Figure 23. Global Digital Price Tag Driver Chips Sale Market Share by Application (2025)
- Figure 24. Global Digital Price Tag Driver Chips Revenue Market Share by Application in 2026
- Figure 25. Digital Price Tag Driver Chips Sales by Company in 2026 (K Units)
- Figure 26. Global Digital Price Tag Driver Chips Sales Market Share by Company in

2026

Figure 27. Digital Price Tag Driver Chips Revenue by Company in 2026 (\$ millions)

Figure 28. Global Digital Price Tag Driver Chips Revenue Market Share by Company in 2026

Figure 29. Global Digital Price Tag Driver Chips Sales Market Share by Geographic Region (2021-2026)

Figure 30. Global Digital Price Tag Driver Chips Revenue Market Share by Geographic Region in 2026

Figure 31. Americas Digital Price Tag Driver Chips Sales 2021-2026 (K Units)

Figure 32. Americas Digital Price Tag Driver Chips Revenue 2021-2026 (\$ millions)

Figure 33. APAC Digital Price Tag Driver Chips Sales 2021-2026 (K Units)

Figure 34. APAC Digital Price Tag Driver Chips Revenue 2021-2026 (\$ millions)

Figure 35. Europe Digital Price Tag Driver Chips Sales 2021-2026 (K Units)

Figure 36. Europe Digital Price Tag Driver Chips Revenue 2021-2026 (\$ millions)

Figure 37. Middle East & Africa Digital Price Tag Driver Chips Sales 2021-2026 (K Units)

Figure 38. Middle East & Africa Digital Price Tag Driver Chips Revenue 2021-2026 (\$ millions)

Figure 39. Americas Digital Price Tag Driver Chips Sales Market Share by Country in 2026

Figure 40. Americas Digital Price Tag Driver Chips Revenue Market Share by Country (2021-2026)

Figure 41. Americas Digital Price Tag Driver Chips Sales Market Share by Type (2021-2026)

Figure 42. Americas Digital Price Tag Driver Chips Sales Market Share by Application (2021-2026)

Figure 43. United States Digital Price Tag Driver Chips Revenue Growth 2021-2026 (\$ millions)

Figure 44. Canada Digital Price Tag Driver Chips Revenue Growth 2021-2026 (\$ millions)

Figure 45. Mexico Digital Price Tag Driver Chips Revenue Growth 2021-2026 (\$ millions)

Figure 46. Brazil Digital Price Tag Driver Chips Revenue Growth 2021-2026 (\$ millions)

Figure 47. APAC Digital Price Tag Driver Chips Sales Market Share by Region in 2026

Figure 48. APAC Digital Price Tag Driver Chips Revenue Market Share by Region (2021-2026)

Figure 49. APAC Digital Price Tag Driver Chips Sales Market Share by Type (2021-2026)

Figure 50. APAC Digital Price Tag Driver Chips Sales Market Share by Application

(2021-2026)

Figure 51. China Digital Price Tag Driver Chips Revenue Growth 2021-2026 (\$ millions)

Figure 52. Japan Digital Price Tag Driver Chips Revenue Growth 2021-2026 (\$ millions)

Figure 53. South Korea Digital Price Tag Driver Chips Revenue Growth 2021-2026 (\$ millions)

Figure 54. Southeast Asia Digital Price Tag Driver Chips Revenue Growth 2021-2026 (\$ millions)

Figure 55. India Digital Price Tag Driver Chips Revenue Growth 2021-2026 (\$ millions)

Figure 56. Australia Digital Price Tag Driver Chips Revenue Growth 2021-2026 (\$ millions)

Figure 57. China Taiwan Digital Price Tag Driver Chips Revenue Growth 2021-2026 (\$ millions)

Figure 58. Europe Digital Price Tag Driver Chips Sales Market Share by Country in 2026

Figure 59. Europe Digital Price Tag Driver Chips Revenue Market Share by Country (2021-2026)

Figure 60. Europe Digital Price Tag Driver Chips Sales Market Share by Type (2021-2026)

Figure 61. Europe Digital Price Tag Driver Chips Sales Market Share by Application (2021-2026)

Figure 62. Germany Digital Price Tag Driver Chips Revenue Growth 2021-2026 (\$ millions)

Figure 63. France Digital Price Tag Driver Chips Revenue Growth 2021-2026 (\$ millions)

Figure 64. UK Digital Price Tag Driver Chips Revenue Growth 2021-2026 (\$ millions)

Figure 65. Italy Digital Price Tag Driver Chips Revenue Growth 2021-2026 (\$ millions)

Figure 66. Russia Digital Price Tag Driver Chips Revenue Growth 2021-2026 (\$ millions)

Figure 67. Middle East & Africa Digital Price Tag Driver Chips Sales Market Share by Country (2021-2026)

Figure 68. Middle East & Africa Digital Price Tag Driver Chips Sales Market Share by Type (2021-2026)

Figure 69. Middle East & Africa Digital Price Tag Driver Chips Sales Market Share by Application (2021-2026)

Figure 70. Egypt Digital Price Tag Driver Chips Revenue Growth 2021-2026 (\$ millions)

Figure 71. South Africa Digital Price Tag Driver Chips Revenue Growth 2021-2026 (\$ millions)

Figure 72. Israel Digital Price Tag Driver Chips Revenue Growth 2021-2026 (\$ millions)

Figure 73. Turkey Digital Price Tag Driver Chips Revenue Growth 2021-2026 (\$

millions)

Figure 74. GCC Countries Digital Price Tag Driver Chips Revenue Growth 2021-2026 (\$ millions)

Figure 75. Manufacturing Cost Structure Analysis of Digital Price Tag Driver Chips in 2026

Figure 76. Manufacturing Process Analysis of Digital Price Tag Driver Chips

Figure 77. Industry Chain Structure of Digital Price Tag Driver Chips

Figure 78. Channels of Distribution

Figure 79. Global Digital Price Tag Driver Chips Sales Market Forecast by Region (2027-2032)

Figure 80. Global Digital Price Tag Driver Chips Revenue Market Share Forecast by Region (2027-2032)

Figure 81. Global Digital Price Tag Driver Chips Sales Market Share Forecast by Type (2027-2032)

Figure 82. Global Digital Price Tag Driver Chips Revenue Market Share Forecast by Type (2027-2032)

Figure 83. Global Digital Price Tag Driver Chips Sales Market Share Forecast by Application (2027-2032)

Figure 84. Global Digital Price Tag Driver Chips Revenue Market Share Forecast by Application (2027-2032)

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