

# Global Digital Signage Market Growth 2024-2030

<https://marketpublishers.com/r/GB32BCFBEFEEN.html>

Date: January 2024

Pages: 135

Price: US\$ 3,660.00 (Single User License)

ID: GB32BCFBEFEEN

## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

According to our LPI (LP Information) latest study, the global Digital Signage market size was valued at US\$ 10320 million in 2023. With growing demand in downstream market, the Digital Signage is forecast to a readjusted size of US\$ 14300 million by 2030 with a CAGR of 4.8% during review period.

The research report highlights the growth potential of the global Digital Signage market. Digital Signage are expected to show stable growth in the future market. However, product differentiation, reducing costs, and supply chain optimization remain crucial for the widespread adoption of Digital Signage. Market players need to invest in research and development, forge strategic partnerships, and align their offerings with evolving consumer preferences to capitalize on the immense opportunities presented by the Digital Signage market.

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 sign displays may be LCD or plasma screens, LED boards, projection screens or other emerging display types like interactive surfaces or organic LED screens (OLEDs). Rapidly dropping prices for large plasma and LCD screens have led to a growing increase in the number of digital sign installations.

The market is quite competitive. Including Samsung Electronics, LG Electronics and

NEC Display are top 3 players in terms of value, with about 56% market shares, Samsung Electronics, LG Electronics, Goodview, NEC Display and Panasonic are the top 5 players in terms of output volume, with about 59% market shares. Other notable players include Daktronics, Sharp, Planar Systems (Leyard), Sony, Philips, Chimei Innolux (CMI), Marvel Digital, Toshiba, Cisco Systems Inc, Mitsubishi, Advantech and so on. Industry participants are investing immensely in the R&D operations to offer advanced products for the verticals with high demand such as retail and education, government, etc.

#### Key Features:

The report on Digital Signage market reflects various aspects and provide valuable insights into the industry.

**Market Size and Growth:** The research report provide an overview of the current size and growth of the Digital Signage market. It may include historical data, market segmentation by Type (e.g., 40 - 50 inch, 50 - 60 inch), and regional breakdowns.

**Market Drivers and Challenges:** The report can identify and analyse the factors driving the growth of the Digital Signage market, such as government regulations, environmental concerns, technological advancements, and changing consumer preferences. It can also highlight the challenges faced by the industry, including infrastructure limitations, range anxiety, and high upfront costs.

**Competitive Landscape:** The research report provides analysis of the competitive landscape within the Digital Signage market. It includes profiles of key players, their market share, strategies, and product offerings. The report can also highlight emerging players and their potential impact on the market.

**Technological Developments:** The research report can delve into the latest technological developments in the Digital Signage industry. This include advancements in Digital Signage technology, Digital Signage new entrants, Digital Signage new investment, and other innovations that are shaping the future of Digital Signage.

**Downstream Procumbent Preference:** The report can shed light on customer procumbent behaviour and adoption trends in the Digital Signage market. It includes factors influencing customer ' purchasing decisions, preferences for Digital Signage product.

**Government Policies and Incentives:** The research report analyse the impact of government policies and incentives on the Digital Signage market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting Digital Signage market. The report also evaluates the effectiveness of these policies in driving market growth.

**Environmental Impact and Sustainability:** The research report assess the environmental impact and sustainability aspects of the Digital Signage market.

**Market Forecasts and Future Outlook:** Based on the analysis conducted, the research report provide market forecasts and outlook for the Digital Signage industry. This includes projections of market size, growth rates, regional trends, and predictions on technological advancements and policy developments.

**Recommendations and Opportunities:** The report conclude with recommendations for industry stakeholders, policymakers, and investors. It highlights potential opportunities for market players to capitalize on emerging trends, overcome challenges, and contribute to the growth and development of the Digital Signage market.

**Market Segmentation:**

Digital Signage market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

**Segmentation by type**

40 - 50 inch

50 - 60 inch

Under 40 inch

Larger than 60 inch

**Segmentation by application**

Retail

Healthcare

Hospitality

Transportation

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 analyzing the company's coverage, product portfolio, its market penetration.

Samsung Electronics

LG Electronics

Philips

Toshiba

Daktronics

Sony

Panasonic

NEC Display

Sharp

Planar Systems (Leyard)

Mitsubishi

Chimei Innolux (CMI)

Advantech

Goodview

Cisco Systems Inc

Marvel Digital

### Key Questions Addressed in this Report

What is the 10-year outlook for the global Digital Signage market?

What factors are driving Digital Signage market growth, globally and by region?

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

How do Digital Signage market opportunities vary by end market size?

How does Digital Signage break out type, application?

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