

Global Electronic Price Tag Chip Market Growth 2026-2032

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Abstracts

The global Electronic Price Tag Chip market size is predicted to grow from US\$ 1569 million in 2025 to US\$ 2583 million in 2032; it is expected to grow at a CAGR of 7.5% from 2026 to 2032.

The electronic price tag chip, also known as the E-ink price tag chip, is a specialized integrated circuit used in electronic price tag systems. It is designed to display pricing and product information on electronic shelf labels (ESLs) in retail stores. Electronic price tag chips revolutionize pricing management in retail by providing dynamic and accurate pricing information. They streamline the pricing process, reduce pricing errors, and allow for rapid and simultaneous price updates across all ESLs in the store. With the ability to display promotional messages and sales information, these chips enhance customer engagement and improve the overall shopping experience. In 2025, global Electronic Price Tag Chip production reached approximately 697.64 M Units, with an average global market price of around US\$ 2.36 per unit.

The electronic price tag chip market belongs to a typical sub segment of the Internet of Things, benefiting from global retail digital upgrades and rising labor costs, and overall showing a rapid growth trend. From the demand side, the demand for dynamic pricing and efficiency improvement in supermarkets and chain retail continues to increase, driving the penetration rate of electronic price tags to continuously improve. At the same time, the expansion of warehousing logistics and industrial scenarios further opens up market space; From the supply side, the industry is dominated by low-power wireless SoC manufacturers, combined with electronic paper drive manufacturers to form a collaborative competitive pattern. Technical barriers mainly lie in ultra-low power design, wireless communication protocols, and system integration capabilities. In the future, with the gradual unification of Bluetooth standards (such as BLE ESL protocol), the

decrease in electronic paper costs, and the acceleration of chip high integration trends, electronic price tag chips will evolve towards lower costs, higher integration, and wider application scenarios. However, the overall market still presents the development characteristics of "medium scale, sustained growth, and technology driven".

LP Information, Inc. (LPI)'s newest research report, the "Electronic Price Tag Chip Industry Forecast" looks at past sales and reviews total world Electronic Price Tag Chip sales in 2025, providing a comprehensive analysis by region and market sector of projected Electronic Price Tag Chip sales for 2026 through 2032. With Electronic Price Tag Chip sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Electronic Price Tag Chip industry.

This Insight Report provides a comprehensive analysis of the global Electronic Price Tag Chip 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 Electronic Price Tag Chip portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Electronic Price Tag Chip market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Electronic Price Tag Chip 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 Electronic Price Tag Chip.

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

Segmentation by Type:

QFN Package

WLCSP Packaging

Other

Segmentation by Wireless Communication:

2.4GHz Private Protocol

Bluetooth

Other

Segmentation by Application Environment:

Normal Temperature Chip

Low Temperature Chip

Segmentation by Application:

Smart Healthcare

Smart Retail

Smart Warehouse

Smart Mobility

Other

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.

Nordic Semiconductor(NO)

Texas Instruments(US)

NXP Semiconductors(NL)

STMicroelectronics(CH)

Infineon(DE)

Nexperia(NL)

Yichip Microelectronics(CN)

Telink(CN)

JADARD TECHNOLOGY(CN)

Lenze Technologies(CN)

Quaming Intelligence(CN)

Rockchip Electronics(CN)

Wuhan Ruinajie Semiconductor(CN)

Ingchips Technology(CN)

Phyplus Technologies(CN)

EDOM Technology(TW)

Key Questions Addressed in this Report

What is the 10-year outlook for the global Electronic Price Tag Chip market?

What factors are driving Electronic Price Tag Chip market growth, globally and by region?

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

How do Electronic Price Tag Chip market opportunities vary by end market size?

How does Electronic Price Tag Chip break out by Type, by Application?

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