

Global Electronic Price Tags Market Growth 2026-2032

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Abstracts

The global Electronic Price Tags market size is predicted to grow from US\$ 342 million in 2025 to US\$ 438 million in 2032; it is expected to grow at a CAGR of 3.6% from 2026 to 2032.

In 2025, global Electronic Price Tags production reached approximately 34.9 million units, with an average global market price of around US\$10 per unit.

Electronic price tags are low-power shelf-edge display devices?most commonly e-paper based?wirelessly connected to store systems to update prices, promotions, inventory cues, and barcodes/QR codes in near real time. By integrating with POS/ERP/omnichannel pricing workflows, ESL reduces manual label labor, improves price accuracy and compliance, and supports more digitized, data-driven store operations.

Upstream includes display/materials (e-paper panels/films), semiconductors and modules (MCU/SoC, memory, PMIC, RF), batteries, plastics/fixtures, and connectivity infrastructure (gateways/base stations, Wi-Fi/Ethernet). Midstream ESL vendors deliver end-to-end solutions?tags + gateways + management software (pricing sync, workflows, device ops)?and integrate with retail IT. Downstream adoption is led by grocery, convenience, pharmacy, consumer electronics, warehouse clubs, and fashion retail, driven by labor savings, price accuracy/compliance, promotion agility, and store digitalization.

As retailers continue to seek ways to enhance their operations and improve the customer experience, the adoption of electronic price tags is on the rise. Their ability to streamline pricing updates, reduce errors, and enable dynamic pricing strategies has attracted the attention of various types of retailers, from supermarkets to fashion boutiques.

The electronic price tags market is in a rapid adoption phase as retailers prioritize pricing accuracy, promotion agility, omnichannel synchronization, and labor efficiency. ESL is also evolving from a "price-change tool" into a broader in-store digital endpoint tied to inventory visibility, picking guidance, dynamic pricing, and promotion workflows, raising the strategic value of software, device operations, and systems integration. Key trends include larger/multi-color displays, tighter analytics-driven closed-loop operations, and scalable architectures for diverse store formats. Major headwinds include upfront capex and deployment effort, integration complexity with legacy POS/ERP, RF planning challenges in dense/metallic store environments, and rollout uncertainty driven by compliance and store retrofit cycles.

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

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

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

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

Segmentation by Type:

Small-sized Electronic Price Tags

Medium-sized Electronic Price Tags

Large-sized Electronic Price Tags

Segmentation by Display Technology:

E-paper

LCD

Full-Color E-paper

Others

Segmentation by Display Colors:

Black & White

Multicolor

Segmentation by Application:

Grocery or 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

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.

SES-imagotag

Minewtag

Pricer

troniTAG

SOLUM ESL

Displaydata

Opticon

Digi Systems

LG Innotek

Panasonic

VusionGroup

Zkong Network

Hanshuo Electronic

Minew Technologies

Qiyang Technology

Soarfree Information

Etag-Technology

Sunmi Technology

Key Questions Addressed in this Report

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

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

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

How do Electronic Price Tags market opportunities vary by end market size?

How does Electronic Price Tags break out by Type, by Application?

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