

Global Electronic Shelf Label (ESL) Market Growth 2024-2030

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Abstracts

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According to our LPI (LP Information) latest study, the global Electronic Shelf Label (ESL) market size was valued at US\$ 961.6 million in 2023. With growing demand in downstream market, the Electronic Shelf Label (ESL) is forecast to a readjusted size of US\$ 2564.5 million by 2030 with a CAGR of 15.0% during review period.

The research report highlights the growth potential of the global Electronic Shelf Label (ESL) market. Electronic Shelf Label (ESL) 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 Electronic Shelf Label (ESL). 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 Electronic Shelf Label (ESL) market.

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.

Global Electronic Shelf Label (ESL) key players include BOE (SES-imagotag), Pricer, SoluM, E Ink, etc. Global top four manufacturers hold a share over 65%.

Europe is the largest market, with a share about 55%, followed by Asia-Pacific and North America, both have a share about 40 percent.

In terms of product, E papers Displays is the largest segment, with a share over 80%. And in terms of application, the largest application is Department Stores/Mass Merchandise, followed by Grocery/Supermarket, Drug Stores, etc.

Key Features:

The report on Electronic Shelf Label (ESL) 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 Electronic Shelf Label (ESL) market. It may include historical data, market segmentation by Type (e.g., Liquid Crystal Display (LCD) Displays, E-Paper Displays), and regional breakdowns.

Market Drivers and Challenges: The report can identify and analyse the factors driving the growth of the Electronic Shelf Label (ESL) 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 Electronic Shelf Label (ESL) 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 Electronic Shelf Label (ESL) industry. This include advancements in Electronic Shelf Label (ESL) technology, Electronic Shelf Label (ESL) new entrants, Electronic Shelf Label (ESL) new investment, and other innovations that

are shaping the future of Electronic Shelf Label (ESL).

Downstream Procumbent Preference: The report can shed light on customer procumbent behaviour and adoption trends in the Electronic Shelf Label (ESL) market. It includes factors influencing customer ' purchasing decisions, preferences for Electronic Shelf Label (ESL) product.

Government Policies and Incentives: The research report analyse the impact of government policies and incentives on the Electronic Shelf Label (ESL) market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting Electronic Shelf Label (ESL) 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 Electronic Shelf Label (ESL) market.

Market Forecasts and Future Outlook: Based on the analysis conducted, the research report provide market forecasts and outlook for the Electronic Shelf Label (ESL) 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 Electronic Shelf Label (ESL) market.

Market Segmentation:

Electronic Shelf Label (ESL) 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

Liquid Crystal Display (LCD) Displays

E-Paper 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

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.

BOE (SES-imagotag)

Pricer

SoluM

E Ink

Displaydata

Opticon Sensors Europe B.V

DIGI

Hanshow

LG innotek

Panasonic

Altierre

Key Questions Addressed in this Report

What is the 10-year outlook for the global Electronic Shelf Label (ESL) market?

What factors are driving Electronic Shelf Label (ESL) market growth, globally and by region?

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

How do Electronic Shelf Label (ESL) market opportunities vary by end market size?

How does Electronic Shelf Label (ESL) break out type, application?

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