

Global Electronic Shelf Label (ESL) System Market Growth 2025-2031

<https://marketpublishers.com/r/GEBDD9714DAEN.html>

Date: January 2025

Pages: 112

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

ID: GEBDD9714DAEN

Abstracts

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

The global Electronic Shelf Label (ESL) System market size is predicted to grow from US\$ 1309 million in 2025 to US\$ 3035 million in 2031; it is expected to grow at a CAGR of 15.0% from 2025 to 2031.

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.

The major players in global Electronic Shelf Label (ESL) System market include BOC (SES-imagotag), Pricer, Solum, etc. The top 3 players occupy about 55% shares of the global market. Europe is the main market, and occupies about 60% of the global market. Standard (1-3 inch) is the main type, with a share about 55%. Department Stores or Mass Merchandise is the main application, which holds a share about 50%.

LP Information, Inc. (LPI) ' newest research report, the “Electronic Shelf Label (ESL) System Industry Forecast” looks at past sales and reviews total world Electronic Shelf Label (ESL) System sales in 2024, providing a comprehensive analysis by region and market sector of projected Electronic Shelf Label (ESL) System sales for 2025 through 2031. With Electronic Shelf Label (ESL) System sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Electronic Shelf Label (ESL) System industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Electronic Shelf Label (ESL) System 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 Shelf Label (ESL) System.

This report presents a comprehensive overview, market shares, and growth opportunities of Electronic Shelf Label (ESL) System market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Standard (1-3 inch)

Mid-Large (3.1-7 inch)

Large (7.1-10 inch)

Segmentation by Application:

Department Stores or Mass Merchandise

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.

BOC (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) System market?

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

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

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

How does Electronic Shelf Label (ESL) System break out by Type, by Application?

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