

Global LCD Signage Market Growth 2025-2031

<https://marketpublishers.com/r/G82C72D52D59EN.html>

Date: November 2025

Pages: 132

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

ID: G82C72D52D59EN

Abstracts

The global LCD Signage market size is predicted to grow from US\$ 156 million in 2025 to US\$ 206 million in 2031; it is expected to grow at a CAGR of 4.8% from 2025 to 2031.

The impact of the latest U.S. tariff measures and the corresponding policy responses from countries worldwide on market competitiveness, regional economic performance, and supply chain configurations will be comprehensively evaluated in this report.

LCD signage is a type of digital 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 global LCD signage market refers to the market for liquid crystal display (LCD) technology used in digital signage applications. LCD signage is commonly used in various sectors such as retail, transportation, healthcare, hospitality, and education, among others, for advertising, information display, and interactive purposes. According to a report by Market Research Future, the global LCD signage market was valued at USD 19.01 billion in 2020 and is projected to reach USD 32.23 billion by 2026, growing at a CAGR of 9.32% during the forecast period. The market growth is driven by several factors, including the increasing demand for digital signage solutions for effective

advertising and brand promotion, the growing adoption of interactive displays for enhanced customer engagement, and the rising deployment of LCD signage in transportation infrastructure for information dissemination. The Asia Pacific region is expected to hold a significant share in the global LCD signage market during the forecast period. This can be attributed to the increasing adoption of digital signage technology in countries like China, Japan, and South Korea, among others, for various applications such as retail advertising, public transportation, and hospitality. Key players in the global LCD signage market include Samsung Electronics Co. Ltd., LG Display Co. Ltd., NEC Display Solutions Ltd., Sharp Corporation, and Sony Corporation, among others. These companies are focusing on product innovation and technological advancements to introduce display screens with higher resolutions, better image quality, and improved energy efficiency. They are also involved in partnerships, acquisitions, and collaborations to expand their product portfolios and customer base globally.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for LCD Signage 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 LCD Signage.

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

Segmentation by Type:

Under 40 Inch

40 - 50 Inch

50 - 60 Inch

Over 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 analysing 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 (CVTE)

Cisco Systems Inc

Marvel Digital

International Health Care Limited

MILESTRONG

Key Questions Addressed in this Report

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

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

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

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

How does LCD Signage break out by Type, by Application?

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