

Global NFC Electronic Shelf Label(ESL) Market Growth 2026-2032

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Abstracts

The global NFC Electronic Shelf Label(ESL) market size is predicted to grow from US\$ 208 million in 2025 to US\$ 491 million in 2032; it is expected to grow at a CAGR of 13.3% from 2026 to 2032.

NFC (Near Field Communication) Electronic Shelf Labels (ESLs) are a modern retail technology used to display product information, prices, and promotions on shelves in stores. NFC-enabled ESLs allow customers with compatible smartphones to tap the label and access detailed product information, reviews, nutritional information, or personalized promotions. This enhances the in-store shopping experience by providing instant access to additional content.

United States market for NFC Electronic Shelf Label(ESL) is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for NFC Electronic Shelf Label(ESL) is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for NFC Electronic Shelf Label(ESL) is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key NFC Electronic Shelf Label(ESL) players cover SoluM, Hanshow, Pricer, VUSION, DisplayData, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LP Information, Inc. (LPI) ' newest research report, the ?NFC Electronic Shelf Label(ESL) Industry Forecast? looks at past sales and reviews total world NFC

Electronic Shelf Label(ESL) sales in 2025, providing a comprehensive analysis by region and market sector of projected NFC Electronic Shelf Label(ESL) sales for 2026 through 2032. With NFC Electronic Shelf Label(ESL) sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world NFC Electronic Shelf Label(ESL) industry.

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

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

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

Segmentation by Type:

Monochrome

Color

Segmentation by Application:

Grocery

Drug Store

Smart Warehousing

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.

SoluM

Hanshow

Pricer

VUSION

DisplayData

BOE

E Ink

ZhSunyco

Guangzhou OED Technologies

Suzhou Qingyue Optoelectronic

Opticon

DKE

AUO

Fujitsu

Sharp

Key Questions Addressed in this Report

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

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

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

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

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

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