

Global Traffic Signs Market Growth 2025-2031

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Abstracts

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The global Traffic Signs market size is predicted to grow from US\$ 1098 million in 2025 to US\$ 1487 million in 2031; it is expected to grow at a CAGR of 5.2% from 2025 to 2031.

Traffic signs or road signs are signs erected at the side of or above roads to give instructions or provide information to road users. The earliest signs were simple wooden or stone milestones. Later, signs with directional arms were introduced, for example, the fingerposts in the United Kingdom and their wooden counterparts in Saxony.

With traffic volumes increasing since the 1930s, many countries have adopted pictorial signs or otherwise simplified and standardized their signs to overcome language barriers, and enhance traffic safety. Such pictorial signs use symbols (often silhouettes) in place of words and are usually based on international protocols. Such signs were first developed in Europe, and have been adopted by most countries to varying degrees.

The major players in global Traffic Signs market include USA Traffic Signs, Swarco Traffic, Novelis, etc. The top 3 players occupy about 15% shares of the global market. Europe and North America are main markets, they occupy about 65% of the global market. The Areas Below 1 Sqm is the main type, with a share about 50%. Guide and Direction Signs is the main application, which holds a share about 40%.

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

Signs industry.

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

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

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

Segmentation by Type:

The Areas Above 2 Sqm

The Areas Between 1-2 Sqm

The Areas Below 1 Sqm

Segmentation by Application:

Guide and Direction Signs

Warning Signs

Regulatory Signs

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.

USA Traffic Signs

Swarco Traffic

Novelis

McCain

3M

Lacroix Group

Traffic Signs NZ

Rennicks

Traffic Tech

William Smith

RAI Products

Segnaletica

Elderlee

Traffic Signs & Safety

Lyle Signs

Feiyao Jiao Tong

Haowei Traffic

Schwab Label Factory

Shanghai Luhao

Changeda Traffic

Key Questions Addressed in this Report

What is the 10-year outlook for the global Traffic Signs market?

What factors are driving Traffic Signs market growth, globally and by region?

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

How do Traffic Signs market opportunities vary by end market size?

How does Traffic Signs break out by Type, by Application?

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