

COVID-19 Outbreak-Global Digital Signage Solutions Industry Market Report-Development Trends, Threats, Opportunities and Competitive Landscape in 2020

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Abstracts

Digital signage systems are digital displays, managed by CMS and used for advertising, marketing, and sales applications. Digital signage systems are individually addressable or centrally managed for displaying text, videos, and animated messages for information, entertainment, merchandising, and advertising to the target audience. Signages are the primary tools used by corporates and businesses to display contents required to be conveyed to target audience. Digital signage is a sub-segment of signages, used to convey messages, videos, and images in a digital format. The retail industry is one of the major segments witnessing an extensive adoption of digital signage systems to influence the buying behavior of target audience. This is achieved by promoting brand names and related products and services at several points of sale (POS) with attractive displays of offers, new products, and enhanced services.

The Digital Signage Solutions market revenue was xx.xx Million USD in 2019, and will reach xx.xx Million USD in 2025, with a CAGR of x.x% during 2020-2025.

Under COVID-19 outbreak globally, this report provides 360 degrees of analysis from supply chain, import and export control to regional government policy and future influence on the industry. Detailed analysis about market status (2015-2020), enterprise competition pattern, advantages and disadvantages of enterprise products, industry development trends (2020-2025), regional industrial layout characteristics and macroeconomic policies, industrial policy has also been included. From raw materials to end users of this industry are analyzed scientifically, the trends of product circulation and sales channel will be presented as well. Considering COVID-19, this report provides comprehensive and in-depth analysis on how the epidemic push this industry transformation and reform.

In COVID-19 outbreak, Chapter 2.2 of this report provides an analysis of the impact of COVID-19 on the global economy and the Digital Signage Solutions industry.

Chapter 3.7 covers the analysis of the impact of COVID-19 from the perspective of the industry chain.

In addition, chapters 7-11 consider the impact of COVID-19 on the regional economy.

The Digital Signage Solutions market can be split based on product types, major applications, and important countries as follows:

Key players in the global Digital Signage Solutions market covered in Chapter 12:

ICXSummit
Alveni
Four Winds
Advantech
Extron Electronics
Gefen
Stratacache
Barco N.V.
Asociaci?n Digital Signage Latinoam?rica
Extron Electronics
BrightSign
Daktronics
Scala

In Chapter 4 and 14.1, on the basis of types, the Digital Signage Solutions market from 2015 to 2025 is primarily split into:

Digital Signage Solutions Displays
Digital Signage Solutions Set Top Boxes
Media Players
Digital Signage Solutions Software
Others

In Chapter 5 and 14.2, on the basis of applications, the Digital Signage Solutions market from 2015 to 2025 covers:

Banking
Corporate
Education
Healthcare
Retail
Transportation
Others

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 6, 7, 8, 9, 10, 11, 14:

North America (Covered in Chapter 7 and 14)

United States

Canada

Mexico

Europe (Covered in Chapter 8 and 14)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 9 and 14)

China

Japan

South Korea

Australia

India

Southeast Asia

Others

Middle East and Africa (Covered in Chapter 10 and 14)

Saudi Arabia

UAE

Egypt

Nigeria

South Africa

Others

South America (Covered in Chapter 11 and 14)

Brazil

Argentina

Columbia

Chile

Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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