

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

<https://marketpublishers.com/r/C5E56064BF40EN.html>

Date: August 2020

Pages: 129

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

ID: C5E56064BF40EN

## **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 Systems 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 Systems 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 Systems market can be split based on product types, major applications, and important countries as follows:

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

Sony Corporation

Gefen

Sharp

SpinetiX

Nanonation

Scala

Extron Electronics

NEC Corporation

Barco N.V.

Daktronics

LG Corporation

BrightSign

SIIG

NEXCOM

Dynasign

Four Winds

Advantech

Samsung

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

Digital Signage Displays

Digital Signage Set Top Boxes

Media Players

Digital Signage Software

Others

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

Retail  
Public Transportation  
Banking  
Healthcare  
Education  
Other

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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