

Global Digital Signage Solutions Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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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. Based on the Digital Signage Solutions market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the

country-wise government.

Key players in the global Digital Signage Solutions market covered in Chapter 5:

Scala

Four Winds

Extron Electronics

Alveni

Advantech

Asociaci?n Digital Signage Latinoam?rica

Daktronics

ICXSummit

Barco N.V.

Stratacache

Extron Electronics

Gefen

BrightSign

In Chapter 6, 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 7, 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 8-13:

North America (Covered in Chapter 9)

United States
Canada
Mexico
Europe (Covered in Chapter 10)
Germany
UK
France
Italy
Spain
Russia
Others
Asia-Pacific (Covered in Chapter 11)
China
Japan
South Korea
Australia
India
South America (Covered in Chapter 12)
Brazil
Argentina
Columbia
Middle East and Africa (Covered in Chapter 13)
UAE
Egypt
South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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