

Global Digital Signage Systems 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 Systems 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 Systems market covered in Chapter 5:

NEXCOM
Advantech
LG Corporation
Scala
Gefen
Samsung
Nanonation
Barco N.V.
Four Winds
Daktronics
BrightSign
Extron Electronics
Dynasign
SIIG
NEC Corporation
Sharp
Sony Corporation
SpinetiX

In Chapter 6, 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 7, 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 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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