

Global Electronic Shelf Label (ESL) Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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Abstracts

An electronic shelf label (ESL) system is used by retailers for displaying product pricing on shelves. Typically, electronic display modules are attached to the front edge of retail shelving. These modules use electronic paper (E-paper) or liquid-crystal display (LCD) to show the current product price to the customer. E-paper is currently trending in the ESL market as it provides crisp display and supports full graphic imaging, although these devices are considerably more expensive than the LCD-based ESL devices. A communication network allows the price display to be automatically updated whenever a product price is changed. This communication network is the true differentiation and what really makes ESL a viable solution. The wireless communication must support reasonable range, speed, battery life, and reliability. The means of wireless communication can be based on radio, infrared or even visible light communication. Currently, the ESL market leans heavily towards radio frequency based ESL solutions.

Based on the Electronic Shelf Label (ESL) 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 Electronic Shelf Label (ESL) market covered in Chapter 5:

Advantech U.S., Inc.
CEST Ltd.
Samsung Electro-Mechanics
E Ink Corp.
SoluM
SES-imagotag
Teraoka Seiko
LG Innotek
M2Communication
Wincor Nixdorf
Displaydata
Pricer AB
Store Electronic Systems, S.A.
Altierre Corp.

In Chapter 6, on the basis of types, the Electronic Shelf Label (ESL) market from 2015 to 2025 is primarily split into:

LCD
Segmented e-Paper ESL
Full Graphic e-Paper ESL

In Chapter 7, on the basis of applications, the Electronic Shelf Label (ESL) market from 2015 to 2025 covers:

Hypermarkets
Supermarkets
Non-food Retail Stores
Specialty Stores
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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Figure Middle East and Africa Electronic Shelf Label (ESL) Market Forecast Sales

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Figure Middle East and Africa Electronic Shelf Label (ESL) Market Forecast Revenue (\$)
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