

Global POP Display Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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Abstracts

A point of purchase or POP display is a marketing material or ad placed next to the item being promoted. These items are usually located in the checkout area or elsewhere where the purchase decision is made.

Based on the POP Display 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 POP Display market covered in Chapter 5:

Pratt Industries

Sonoco Products Company
FFR Merchandising Company
WestRock Company
Georgia-Pacific LLC
Menasha Packaging
DS Smith Packaging
Marketing Alliance Group
International Paper Company
Smurfit Kappa

In Chapter 6, on the basis of types, the POP Display market from 2015 to 2025 is primarily split into:

Counter Display
Floor Display
Gravity Feed Display
Pallet Display
Side Kick Display
Dump Bin Display
Clip Strip
Other POP Display

In Chapter 7, on the basis of applications, the POP Display market from 2015 to 2025 covers:

Food & Beverages
Cosmetics & Personal Care
Pharmaceuticals
Printing & Stationary
Electronics
Automotive
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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