

Point-of-Sale Display Market Assessment, By Composition [Metal, Wood, Glass, Corrugated Board, Others], By Display Style [Permanent POP Displays, Temporary POP Displays], By Type [Countertop Displays, Floor Displays, Pallet Displays, Endcap Displays, Sidekick Displays, Others], By End-user [Food and Beverages, Retail, Pharmaceuticals, Cosmetics and Personal Care, Electronics, Automotive, Others], By Region, Opportunities and Forecast, 2016-2030F

<https://marketpublishers.com/r/PE2156ADB836EN.html>

Date: March 2025

Pages: 251

Price: US\$ 4,500.00 (Single User License)

ID: PE2156ADB836EN

Abstracts

Global point of sale display market size was valued at USD 12.29 billion in 2022, which is expected to reach USD 21.27 billion in 2030, with a CAGR of 7.1% for the forecasted period between 2023 and 2030.

Point-of-sale displays offer several benefits, such as increased product visibility, higher sales, and enhanced customer engagement. These displays showcase products at key purchase points, attracting customer attention. Factors driving the POS display market growth include rising retail competition, the need for effective marketing strategies, the expansion of organized retail, and the growing influence of e-commerce. In addition, innovations in digital and interactive POS displays, demand for personalized shopping experiences, and importance of efficient inventory management contribute to the market's expansion.

The growing influence of e-commerce propels the market by necessitating more

dynamic in-store shopping experiences. To get a competitive edge, retailers increasingly use eye-catching POS displays to engage customers. These displays create a tangible and immersive shopping environment, thereby proliferating in-store sales and enhancing customer experiences.

As per Manaferra Inc., by 2023, e-commerce is projected to hold a 20.8% share of the overall retail market, with e-commerce sales anticipated to exceed USD 6.5 trillion. Moreover, e-commerce platforms are set to account for 22.3% of total retail transactions with China continuing to maintain its position as the largest e-commerce market, followed by the United States. Furthermore, according to Shopify, approximately 21.2% of total retail sales will be conducted online through company-owned websites and third-party e-commerce sites by the end of 2024. Hence, the booming e-commerce industry is fueling the demand for point-of-sale displays, thereby augmenting the growth of the market.

The Emergence of Countertop Displays is Amplifying the Market Growth

The introduction of countertop displays significantly boost the POS display market's expansion. These displays adequately showcase products and promotions at the checkout counter, encouraging impulse purchases, enhancing the customer shopping experience. Retailers are increasingly adopting countertop displays as a strategic marketing tool, contributing to increased sales and overall market growth in POS display sector.

For example, in July 2023, Republic Technologies (UK) Ltd. launched a countertop display unit (CDU), allowing retailers to present and boost sales of the rapidly growing OCB Combi Paper brand in the United Kingdom. Each CDU can accommodate 10 booklets featuring the six different OCB variants, including OCB Slim and Tips in virgin, premium, and organic hemp, as well as OCB Ultimate, OCB Premium, and OCB Virgin Papers.

Advent of Visual Display Technology is Spearheading the Market Growth

Introduction of visual display technology is pivotal in driving the market growth of POS displays. These advanced displays offer dynamic and interactive ways to engage customers, showcase products, and convey information in retail settings. With their ability to capture attention and enhance shopping experience, businesses are increasingly adopting visual display technology, resulting in increased sales, and contributing to the expansion of POS display market.

For example, in January 2023 during NRF 2023 Retail's Big Show, Samsung Electronics America, Inc., presented its visual display technology, providing retailers and system integrators with a preview of how these solutions can revitalize in-store experiences for customers and staff. By harnessing Samsung's visual display technology, businesses like Duck Donuts, The Honest Worm, and Beach People Studios have access to a gateway solution for delivering immersive and sensory experiences to their clients.

Electronics Industry is Catering to Extensive Market Opportunities

The electronics industry is leading to vast market opportunities in the POS display sector. With a focus on technological innovation, electronic companies are creating advanced and adaptable POS display solutions. These systems offer a seamless and engaging consumer shopping experience, supporting retailers in improving productivity and customer satisfaction. Furthermore, these innovations align with the rising demand for e-commerce platforms and the need for efficient and data-driven business operations. This dynamic approach enables the electronics industry to tap into the expanding POS display market and its lucrative prospects.

For example, in January 2023, Panasonic introduced a new line of DLP projectors, premium displays, and touchscreen displays. These high-quality, interactive multi-touch professional displays are bifurcated in six sizes ranging from 43 to 86 inches and feature Capacitive Touch Technology, enhancing collaboration in various settings like meetings and classrooms.

Asia-Pacific led the Point-of-Sale Display Market in All Aspects

Asia-Pacific holds the largest share in the global point-of-sales display market due to several factors. Its robust retail industry growth and rapid urbanization have driven POS display demand. Additionally, a large population with a rising middle class has boosted consumer spending. Moreover, technological advancements and adoption of digital payment methods are prominent in the region. Favorable government policies and incentives for businesses have contributed to the enhancement of the point-of-sale display market growth in Asia-Pacific, thereby making it a global leader in all aspects.

For illustration, in February 2022, Digi POS registered the world's first touchless aerial display point-of-sale (POS) register, which uses holography for point-of-sale cash registers. The Digi POS registers were first rolled out across six 7-Eleven convenience

stores in Tokyo, Japan. The holographic checkouts offer a touch-free experience whereby customers scan their goods, then finalize their purchase by simply poking the air to interact with the holographic display. Furthermore, the payments are accepted by cashless methods, including e-money cards, credit cards, and QR codes.

Government Initiatives

Government initiatives impacting the point-of-sale display market typically revolve around regulations, standards, and incentives to enhance cybersecurity, data protection, and accessibility. These measures promote secure and equitable transactions, foster innovation, and protect consumer interests while ensuring compliance with relevant laws and industry guidelines.

For example, in May 2021, the Indian Ministry of Electronics and Information Technology (MeitY) announced that it is seeking expressions of interest from companies looking to set up a display manufacturing unit in India. The data collected will play a crucial role in formulating a program to offer suitable incentives to these companies. Notably, displays represent over 25% of the bill of materials for smartphones and more than 50% for LCD/LED TVs.

Impact of COVID-19

The COVID-19 pandemic brought a profound transformation in the POS display market. Prior to the pandemic, the market experienced steady growth, primarily fueled by traditional in-store shopping experiences and payment methods. However, the onset of COVID-19 triggered a seismic shift in consumer behavior, as health concerns led to a rapid adoption of contactless and digital payment solutions. This surge in demand propelled digital POS displays and e-commerce into the spotlight, revolutionizing the market's dynamics. Post-COVID-19, the market saw a lasting change, with e-commerce and online shopping becoming the new norm, forcing traditional retail stores to adapt by integrating digital POS displays and innovative technologies. This transformation highlighted the need for adaptability and innovation in response to shifting consumer preferences, reshaping the future of the point-of-sale display market.

Key Players Landscape and Outlook

The global point of sale display sector is undergoing swift progress, characterized by prominent corporations enhancing their online retail platforms. The key players operating in global point of sale display market are Samsung Electronics Co. Ltd, Elo

Touch Solutions Inc., Panasonic Corporation, HP Development Company, L.P., LG Electronics Inc., Dell Technologies Inc., NEC Corporation, NCR Corporation, Sharp Corporation, and Fujitsu Limited. Additionally, these businesses are allocating significant resources to enhance their competitive standing and financial results. They are actively participating in alliances, takeovers, and cooperative ventures, thereby reshaping the industry landscape, and propelling the overall market expansion.

In August 2023, Toshiba introduced the TCx 900, a robust and space-saving POS system. The latest POS system from Toshiba Global Commerce Solutions delivers cutting-edge technology features within a durable and adaptable compact design. Designed to provide long-lasting support for retailers, the TCx 900 enhances store efficiency, empowering retailers to reduce in-store operational costs and shift their focus towards delivering captivating shopping experiences for customers.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work.

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