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Electronic Shelf Labels Market by Full Graphic E-paper, LCDs, Segmented E-paper, Retail, Industrial, Label Management, Inventory & Stock Management, Transceivers, Infrared, Radio Frequency, Near-field Communication and Region - Global Forecast to 2029

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Abstracts

The electronic shelf labels market was valued at 2.34 billion in 2024 and is projected to reach USD 4.18 billion by 2029; it is expected to register a CAGR of 12.3% during the forecast period. The integration of ESL facilitates dynamic price changes, eliminating the need for manual price updat is driving the growth. Whereas lack of suitable infrastructures for wireless technologies and high installation and supporting infrastructure expenses is restraining the growth of the electronic shelf labels market.

“The LCD segment is expected to grow at the second highest CAGR during the forecast period.”

The LCD segment is projected to grow at the second highest CAGR during the forecast period. This growth can be attributed to the increasing penetration of LCD-based ESL solutions in retail environments where high quality clear display capabilities are important in capturing consumer attention, and to offer information which can easily be read from a distance.

The Near-field Communication type is likely to grow at the second highest CAGR during the forecast period

The Near-field Communication is expected to grow at second highest CAGR during the forecast period.

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The NFC-based ESLs have unique characteristics especially in terms of their capability to interface with smart phones and other devices equipped with NFC technology. As a result, NFC-based labels are quite appropriate for various uses such as stock checking, changes in prices, as well as product verification; all of which prove the versatility of the programmes. NFC is fast, accurate and contactless – perfect for a retail environment where time is of the essence. ESLs that are NFC compatible enable retailers to make changes such as prices, product and promotional information on the go by touching the device on the NFC label.

“Europe is likely to grow at the largest share during the forecast period.”

The market in Europe is expected to grow at the largest share during the forecast period. There are several reasons that support this dominance, such as established retail market, continuous integration of the advanced technologies in the operation of retail outlets, and a strong focus on enhancing customer experience. ESL is becoming incredibly popular with the European retailers as they are interested in enhancing their in-/store efficiency, minimizing costs, and giving the consumers accurate timely information on the product prices. Some of the prominent market players in Europe and their ongoing innovation and expansion schemes contribute to the growth of the market. The region’s business environment, which promotes the use of efficient energy technology ad sustainability, also provides another consideration for the use of electronic shelf labels.

Breakdown of primaries

The study contains insights from various industry experts, ranging from component suppliers to Tier 1 companies and OEMs. The break-up of the primaries is as follows:

By Company Type - Tier 1 – 55%, Tier 2 – 25%, Tier 3 – 20%

By Designation— C-level Executives - 50%, Directors - 30%, Others - 20%

By Region—North America - 40%, Europe - 35%, Asia Pacific - 20%, RoW - 5%

The electronic shelf labels market is dominated by a few globally established players such as VusionGroup (France), SOLUM (South Korea), Pricer (Sweden), Displaydata Ltd. (UK), Teraoka Seiko Co., Ltd. (Japan). The study includes an in-depth competitive analysis of these key players in the electronic shelf labels market, with their company

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profiles, recent developments, and key market strategies.

Research Coverage:

The report segments the Home automation system market and forecasts its size by component, product type, communications technology, display size, end-user, region. The report also discusses the drivers, restraints, opportunities, and challenges pertaining to the market. It gives a detailed view of the market across four main region—North America, Asia Pacific, Europe, RoW. Supply chain analysis has been included in the report, along with the key players and their competitive analysis in the electronic shelf labels ecosystem.

Key Benefits to Buy the Report:

Analysis of key Drivers (Growing trend of retail automation, Benefits offered by ESLs, High demand for price optimization from retailers, Electronic shelf labels facilitate reduced labor efforts, Advent of 5G), Restraints (High installation and supporting infrastructure expenses, Lack of suitable infrastructures for wireless technologies), Opportunities (Constantly growing retail sector, Growth in Omni-Channel Retail, Digital disruptions facilitating adoption of advanced retail solutions), Challenges (Low labor costs in developing countries, Growing trend of e-commerce, Low retail margins hindering adoption of advanced retail solutions)

Product Development/Innovation: Detailed insights on upcoming technologies, research and development activities, and new product launches in the electronic shelf labels market.

Market Development: Comprehensive information about lucrative markets – the report analyses the Home automation system market across varied countries.

Market Diversification: Exhaustive information about new products and services, untapped geographies, recent developments, and investments in the electronic shelf labels market.

Competitive Assessment: In-depth assessment of market shares, growth strategies, and system types of leading players like VusionGroup (France), SOLUM (South Korea), Pricer (Sweden), Displaydata Ltd. (UK), Teraoka Seiko Co., Ltd. (Japan), M2COMM (Taiwan), Opticon (Netherlands), PARTRON ESL

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(South Korea), Shanghai SUNMI Technology Co., Ltd. (China), Hanshow (China), Dalian Sertag Technology Co., Ltd. (China), among others in the electronic shelf labels market.

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