

# **Point Of Sale Display Market Outlook 2025-2034: Market Share, and Growth Analysis By Type (Flour Displays, Freestanding Displays, Countertop Displays, Other Types), By Application (Mobile POS, Fixed POS), By End-User**

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## **Abstracts**

The Point Of Sale Display Market is valued at USD 11.5 billion in 2025 and is projected to grow at a CAGR of 7.7% to reach USD 22.5 billion by 2034.

### Point of Sale Display Market Overview

The point of sale (POS) display market is growing rapidly as brands and retailers focus on enhancing in-store customer engagement and boosting impulse purchases. POS displays, including countertop displays, freestanding units, and endcap displays, serve as critical marketing tools for retail stores, supermarkets, and convenience stores. These displays effectively showcase promotional products, seasonal items, and limited-time offers, increasing visibility and encouraging customer interaction. The growing competition among brands, combined with evolving consumer preferences, has led to innovative and interactive POS display solutions that integrate digital screens, augmented reality (AR), and smart sensors. Additionally, the rise of eco-friendly and sustainable materials in POS display manufacturing is gaining traction as companies prioritize environmental responsibility. As retailers seek to create more immersive shopping experiences, the POS display market is expected to continue evolving with advanced technologies and data-driven personalization strategies. The POS display market experienced notable advancements, driven by the adoption of digital and interactive display solutions. Retailers integrated AI-powered displays capable of analyzing shopper behavior and delivering targeted promotions in real time. The expansion of near-field communication (NFC) and QR code-enabled POS displays

allowed customers to access additional product information and exclusive discounts via their smartphones. Sustainability remained a key focus, with major brands shifting toward recyclable and biodegradable display materials to reduce waste. The rise of self-checkout and cashier-less stores also influenced POS display designs, with brands optimizing placements to attract consumer attention in fast-paced retail environments. Additionally, customization and modular POS displays gained popularity, allowing businesses to adapt their marketing strategies dynamically based on seasonal campaigns and store layouts. The combination of technology-driven engagement and sustainability initiatives significantly reshaped the competitive landscape of the POS display industry. The POS display market is expected to witness further innovations in AI-driven personalization, holographic displays, and integration with smart retail ecosystems. AI-powered digital displays will leverage facial recognition and predictive analytics to deliver personalized product recommendations in real-time. The growing adoption of holographic and 3D projection-based POS displays will create visually striking marketing experiences, increasing customer engagement and brand recall. Retailers will continue investing in data-driven insights to optimize display placements and measure campaign effectiveness more accurately. Additionally, the expansion of omnichannel retail strategies will lead to hybrid POS displays that seamlessly connect online and offline shopping experiences. As smart stores and automation technologies gain momentum, POS displays will become more interactive, adaptive, and integrated with IoT-driven retail management systems, ensuring long-term growth and transformation in the market.

## Key Insights Point Of Sale Display Market

**AI-Powered Interactive Displays:** Retailers are adopting AI-integrated POS displays that analyze customer behavior and deliver personalized promotions in real-time to enhance engagement.

**Sustainable and Eco-Friendly Display Solutions:** Brands are focusing on recyclable, biodegradable, and reusable materials for POS displays to align with sustainability goals and reduce environmental impact.

**Integration of QR Codes and NFC Technology:** Smart POS displays with QR codes and NFC capabilities are enabling seamless access to product information, promotions, and digital payment options.

**Rise of Holographic and 3D Projection Displays:** Innovative POS displays featuring holographic and 3D projection technology are enhancing brand

visibility and creating immersive in-store experiences.

**Customization and Modular Display Solutions:** Flexible, modular POS displays are allowing retailers to easily reconfigure layouts based on seasonal promotions and evolving marketing strategies.

**Increasing Consumer Demand for Experiential Retail:** Retailers are investing in engaging, interactive POS displays to enhance customer shopping experiences and differentiate from e-commerce competition.

**Growth of Omnichannel Retail Strategies:** The integration of in-store and online shopping experiences is driving demand for digital-enabled POS displays that connect both channels seamlessly.

**Rising Competition Among Brands:** With growing product variety, brands are using POS displays as strategic marketing tools to stand out and influence last-minute purchase decisions.

**Advancements in Display Technology:** Innovations in LED, OLED, and touchscreen technologies are enhancing the visual appeal and functionality of POS displays, making them more effective in engaging customers.

**High Implementation Costs for Advanced Digital Displays:** The adoption of AI-powered, holographic, and interactive POS displays requires significant investment, making it challenging for small retailers and brands to compete with larger players.

## Point Of Sale Display Market Segmentation

### By Type

Flour Displays

Freestanding Displays

Countertop Displays

Other Types

## By Application

Mobile POS

Fixed POS

## By End-User

Restaurants

Retail

Healthcare

Warehouse

Entertainment

Hospitality

Other End-User

## Key Companies Analysed

WestRock Company

Smurfit Kappa Group plc

DS Smith Plc

Pratt Industries Inc.

INDEVCO Group

Menasha Packaging Company LLC

MBC Signs

Great Northern Corporation

The Royal Group

InnoMark Communications

Rapid Displays Inc.

Bay Cities Inc.

United Displaycraft

Wright Global Graphics

Creative Displays Now

Vanguard Protex Global Ltd.

Easternpak Ltd.

Interstate Display & Packaging Inc.

Retail Resource Group LLC

Southern Imperial

Unipak Inc.

Excel Display & Packaging

Stirling Promotions

Clear Packaging Inc.

ColorPoint International LLC

Popco Inc.

RICH LTD.

Product Display Solutions

Northern Products Incorporated

Marvolus Manufacturing

## Point Of Sale Display Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

## Point Of Sale Display Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

## Countries Covered

North America — Point Of Sale Display market data and outlook to 2034

United States

Canada

Mexico

Europe — Point Of Sale Display market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Point Of Sale Display market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Point Of Sale Display market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Point Of Sale Display market data and outlook to 2034

Brazil

Argentina

Chile

Peru

*\* We can include data and analysis of additional countries on demand.*

## Research Methodology

This study combines primary inputs from industry experts across the Point Of Sale Display value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

## Key Questions Addressed

*Point Of Sale Display Market Outlook 2025-2034: Market Share, and Growth Analysis By Type (Flour Displays, Fre...*

What is the current and forecast market size of the Point Of Sale Display industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

## Your Key Takeaways from the Point Of Sale Display Market Report

Global Point Of Sale Display market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Point Of Sale Display trade, costs, and supply chains

Point Of Sale Display market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Point Of Sale Display market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Point Of Sale Display market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, technological developments, and Point Of Sale Display supply chain analysis

Point Of Sale Display trade analysis, Point Of Sale Display market price analysis, and Point Of Sale Display supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Point Of Sale Display market news and developments

### Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

*\* The updated report will be delivered within 3 working days*

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