

Digital Signage Market: Global Market Size, Forecast, Insights, and Competitive Landscape

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Abstracts

The global digital signage market is expected to grow at a CAGR of around 7.2% during 2023-2030. This report on global digital signage market report provides holistic understanding of the market along with market sizing, forecast, drivers, challenges, and competitive landscape. The report presents a clear picture of the global digital signage market by segmenting the market based on screen type, component, technology, location, content category, screen size, application and region. Also, detailed profiles of companies operating in the digital signage market are provided in this report. We believe that this report will aid the professionals and industry stakeholders in making informed decision.

Market Drivers

Rise in Demand for Bright And Power-Efficient Display Panels

Rapid Digitalization

Decline In Demand For Traditional Billboards

Market Challenges

Deployment of Widescreen Alternatives

Lack of Standard Policy and Power Problems

Historical & Forecast Period

Base Year: 2022

Historical Period: 2018-2022

Forecast Period: 2023-2030

Market by Screen Type

Video Walls

Video Screens

Transparent LED Screens

Digital Posters

Kiosks

Others

Market by Component

Hardware

Software

Services

Market by Technology

LCD

LED

Projection

Market by Location

In-store

Out-store

Market by Content Category

Broadcast

News

Weather

Sports

Others

Non-Broadcast

Market by Screen Size

Below 32 Inches

32 to 52 Inches

More than 52 Inches

Market by Application

Retail

Hospitality

Entertainment

Stadiums & Playgrounds

Corporate

Banking

Healthcare

Education

Transportation

Others

Market by Region

Europe

Germany

United Kingdom

France

Italy

Spain

Russia

Netherlands

Rest of Europe

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Rest of Asia Pacific

Latin America

Mexico

Brazil

Argentina

Rest of Latin America

Middle East & Africa

Saudi Arabia

Turkey

Iran

United Arab Emirates

Rest of Middle East & Africa

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