

# Global Digital Signage Market: Size, Trend, Share, Opportunity Analysis & Forecast, 2014-2025

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## Abstracts

Digital signage is a term given to any number of devices used to display multimedia content in public sites. Digital signage is changing the way businesses and organizations communicate in public places. It satisfies the demand for immediacy & relevance. Also, it offers significant advantages over conventional signage & posters, which have to be designed and printed well in advance. The global digital signage market is expected to grow at a CAGR of 7.1% from 2017 to 2025.

Based on technology, the market is segmented into LCD, LED, front projection, and others. Based on applications, the market is divided into retail, corporate, banking, healthcare, education, transportation, and others. Geographic breakdown and deep analysis of each of the aforesaid segments is included for North America, Europe, Asia-Pacific, and LAMEA.

## MARKET DYNAMICS:

### Drivers:

Increase in benefits of digital signage as compared to other display methods.

Offers more than one way flow of communication.

Higher resolution.

### Restraints:

Initial huge costs.

## **MARKET PLAYERS:**

The top players in the global digital signage market include Omnivex Corporation, Microsoft Corporation, ADFLOW Networks, Polk Audio, BrightSign LLC, Scala Inc., Winmate Communication Inc., Samsung Electronics, Panasonic Corporation, and LG Electronics.

## **KEY TAKEAWAYS**

### **MARKET LANDSCAPE**

#### By Technology

LCD

LED

Front Projection

Others

#### By Application

Retail

Corporate

Banking

Healthcare

Education

Transportation

Others

## By Geography

### North America

U.S.

Canada

Mexico

### Europe

UK

Germany

France

Spain

Italy

Rest of Europe

### Asia-Pacific

China

Japan

India

Australia

South Korea

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

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