

# Electronic Shelf Label - Global Market Outlook (2017-2026)

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## Abstracts

According to Statistics MRC, the Global Electronic Shelf Label Market is accounted for \$435.93 million in 2017 and is expected to reach \$2,721.70 million by 2026 growing at a CAGR of 22.6% during the forecast period. Some of the key factors influencing the market growth include increased operational efficiency with real-time product positioning, NFC penetration in POS and Smartphones and increase in retail infrastructure. However, high expenses for installation and supporting infrastructure are restraining the market growth.

Electronic shelf label (ESL) is an emerging system used for displaying product pricing and product information on shelves by using wireless communication networks such as radio frequency (RF) technology, and infrared (IR) technology to communicate with the back-end database. These labels help to eliminate the discrepancies in selling price of the products and displays reliable pricing to the customers.

Based on the component, Full-graphic e-paper ESL has is likely to have a huge demand due to the growing demand for price automation from the Tier I and Tier II retailers that rely on these ESLs to a large extent, as these ESLs support the graphic content and information. In addition, full graphic e-paper ESLs are a key to gain customer attention and make the in-store communication dynamic. By Geography, Asia Pacific market is going to have a lucrative growth during the forecast period due to increasing adoption of advanced technologies (example: IoT, checkout-free stores, etc.) in the retail sector. In addition, the large revenue potential and increasing multi-channel retailing operations in India, China and the other ASEAN countries, the Asia Pacific market is expected to be flooded with ample revenue generation opportunities in the coming years.

Some of the key players in global electronic shelf label market are Diebold Nixdorf,

Solum Co. Ltd, Advantech U.S., Pricer AB, M2Communication Hosting, Hanshow Technology Co. Ltd, Altierre Corporation, DisplayData Ltd., Teraoka Seiko Co., Ltd., E Ink Holding Inc., LG Innotek, Opticon Sensors Europe B.V, Ses-Imagotag, Samsung Electro-Mechanics Co.Ltd, MariElla Group, Wincor Nixdorf AG and Herbert Ltd.

#### Components Covered:

Batteries

Displays

Microprocessors

Hardware

Services

Software

Other Components

#### Sales Channels Covered:

Distribution Sales

Direct Sales

#### Types Covered:

Large (7.1-10 inch)

Mid-Large (3.1-7 inch)

Standard (1-3 inch)

## Communication Technologies Covered:

Infra-Red (IR)

Visible Light Communication (VLC)

Near Field Communication (NFC)

Radio frequency (RF)

Beacon

Customer Facing

Bluetooth Enabled (BLE)

Zigbee

Wi-Fi

Other Communication Technologies

## End Users Covered:

Drug Store/Pharmacies

Consumer Electronics (Standalone)

Commercial

Industrial

Specialty Stores

Department Store

Convenience Store

Home Furnishing Stores

DIY stores

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

Market share assessments for the regional and country level segments

Market share analysis of the top industry players

Strategic recommendations for the new entrants

Market forecasts for a minimum of 9 years of all the mentioned segments, sub segments and the regional markets

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

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SWOT Analysis of key players (up to 3)

##### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the clients interest (Note: Depends of feasibility check)

##### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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