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Merchandising Units Market Forecasts to 2032 – Global Analysis By Product Type (Floor Standing Displays, Countertop Units, Pallet Displays, End Cap Displays, Sidekick Displays, Dump Bins and Clip Strips), Material (Corrugated Board, Plastic, Metal, Wood, Glass and Mixed Material), Distribution Channel, Application, End User and By Geography

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Abstracts

According to Stratistics MRC, the Global Merchandising Units Market is accounted for $13.7 billion in 2025 and is expected to reach $27.1 billion by 2032 growing at a CAGR of 10.2% during the forecast period. Merchandising units are purpose-built retail display structures designed to enhance product visibility and encourage consumer interaction. These fixtures, including standalone displays, endcaps, shelf organizers, and promotional kiosks, are strategically placed to optimize space utilization and influence purchasing behavior. By reinforcing brand presence and facilitating impulse purchases, they contribute to improved inventory turnover and sales effectiveness. Merchandising units play a crucial role in retail marketing, ensuring well-structured product presentation and seamless alignment with promotional strategies to maximize engagement and commercial impact.

According to data from the U.S. Census Bureau, retail sales in the U.S. reached approximately $6.4 trillion in 2022, underscoring the importance of effective merchandising strategies in capturing consumer attention and driving sales growth.

Market Dynamics:

Driver:

Rising popularity of branded and personalized merchandise

Businesses are leveraging customized displays to enhance brand recall and create engaging shopping experiences. As consumers seek unique and tailored products, retailers are investing in specialized display solutions that highlight exclusivity. Personalization strategies, including modular and interactive merchandising units, contribute to higher customer retention and impulse purchases. This trend is significantly shaping the retail landscape by strengthening brand presence and consumer loyalty.

Restraint:

Limited flexibility and display space

Store layouts often restrict the ability to implement expansive product displays, affecting visibility and accessibility. Additionally, fixed placement and rigid structures hinder adaptability, preventing retailers from easily modifying setups based on seasonal promotions or inventory shifts. Space constraints become more pronounced in high-traffic areas, where retailers must optimize placement for maximum engagement hampering the market growth.

Opportunity:

Emergence of innovative visual merchandising displays

Advanced design techniques, including digital integration and modular frameworks, enhance display versatility and consumer interaction. The emergence of smart merchandising units equipped with sensor-driven analytics allows brands to optimize placement and measure customer engagement. Retailers are increasingly exploring dynamic visual elements, augmented reality features, and customizable layouts to create immersive shopping experiences propelling the market growth.

Threat:

Shifting consumer preferences towards online shopping

E-commerce platforms provide extensive product visibility without the need for physical displays, reducing reliance on in-store merchandising. The convenience of online

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browsing, coupled with AI-driven recommendations, influences purchasing behavior, diminishing the significance of traditional retail setups. As digital marketplaces expand, brick-and-mortar stores must adapt by integrating hybrid merchandising strategies that bridge physical and virtual shopping experiences.

Covid-19 Impact:

The pandemic has reshaped retail dynamics, influencing merchandising unit strategies and consumer behavior. With restrictions on in-store shopping, retailers adapted by prioritizing compact and contactless display solutions. Demand for strategically placed merchandising units in essential retail categories remained steady, while non-essential sectors experienced reduced foot traffic. Post-pandemic recovery has driven interest in experiential retail concepts, with brands leveraging interactive and touchless displays to regain customer engagement.

The floor standing displays segment is expected to be the largest during the forecast period

The floor standing displays segment is expected to account for the largest market share during the forecast period driven by their ability to create prominent product placements. These displays offer high visibility in retail environments, making them ideal for promotional campaigns and brand showcases. Their adaptability across various store layouts allows retailers to maximize space efficiency and customer engagement. Additionally, advancements in modular designs provide flexibility in arranging products dynamically, enhancing marketing impact.

The corrugated board segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the corrugated board segment is predicted to witness the highest growth rate due to its cost-effectiveness and sustainability benefits. Retailers are increasingly adopting corrugated merchandising units for their lightweight structure and ease of customization. The segment is benefiting from growing environmental awareness, as biodegradable and recyclable materials align with sustainability goals. Innovations in structural design and print quality are further driving demand for corrugated merchandising solutions.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share attributed to advanced retail infrastructure and high brand investment in merchandising units. The region's retail industry emphasizes experiential shopping, boosting demand for sophisticated display solutions. Strong consumer engagement strategies and integration of digital elements in merchandising units contribute to market dominance.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR fueled by rapid retail expansion and urbanization. Emerging economies are witnessing increased investment in modern merchandising strategies, particularly in organized retail formats. The rise of hybrid retail models and digital integration within merchandising units is accelerating adoption, making Asia Pacific a key growth region.

Key players in the market

Some of the key players in Merchandising Units Market include Cart King International, Siffron Inc., Frank Mayer and Associates, Smurfit Kappa, DS Smith, WestRock Company, Sonoco Products Company, International Paper, Mondi Group, Unicorr Packaging Group, Marketing Alliance Group, Creative Displays Now, Vanguard Companies, Quad Graphics, Pratt Industries, and STI Group.

Key Developments:

In May 2025, Mondi's Krapkowice plant significantly increases capacity for paper-based eCommerce MailerBAGs in four formats. This supports growing sustainable packaging demand and aligns with Mondi's MAP2030 circularity goals. The expansion reinforces Mondi's leadership in eco-friendly eCommerce solutions.

In April 2025, Mondi finalised its acquisition of Western Europe's Schumacher Packaging assets, adding over 1 billion m? of corrugated capacity and expanding its solid board portfolio. This move enhances eCommerce and FMCG packaging capabilities, offering customers more sustainable solutions.

In January 2025, International Paper's acquisition of DS Smith closed in late January; regulatory clearances were confirmed on Jan 24, the court sanctioned it by Jan 30, and the combination became effective Jan 31 with admission scheduled for Feb 4.

Product Types Covered:

Floor Standing Displays

Countertop Units

Pallet Displays

End Cap Displays

Sidekick Displays

Dump Bins

Clip Strips

Materials Covered:

Corrugated Board

Plastic

Metal

Wood

Glass

Mixed Material

Distribution Channels Covered:

Hypermarkets & Supermarkets

Convenience Stores

Specialty Stores

Department Stores

Online Retail

Other Distribution Channels

Applications Covered:

Health & Personal Care

Food & Beverages

Apparel & Accessories

Toys & Electronics

Other Applications

End Users Covered:

Brand Manufacturers

Retail Stores

Wholesalers & Distributors

Advertising Agencies

E-commerce Platforms

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
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- 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

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

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Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

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

Competitive Benchmarking

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

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