Denmark Digital Signage Market, By Component (Display, Media Player, Software and Content), By Application (Indoor and Outdoor), By End User Sector (Retail, Government & Transportation, Financial Institutions, Hospitality and Others), By Region, Competition, Forecast & Opportunities, 2024

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Abstracts

Denmark digital signage market is estimated at around $ 271 million in 2019. Growth in the market is driven by usage of new digital signage technologies such as 3D digital signages, video wall and volumetric displays across the country. Moreover, increasing number of malls, hotels, etc., in the country are further expected to fuel demand for digital signages over the coming years.

Digital signage market in Denmark can be segmented based on component, application, end user sector, region and company. In terms of component, display segment dominated the market in 2018 and the trend is expected to continue until 2024. This is due to technological advancements in the display technology and declining cost of LED or LCD displays. Based on application, indoor is the leading segment in the digital signage market as it is the preferred signage type in retail stores, restaurants, airports, stadium and others. Additionally, indoor digital signage does not require waterproofing compared to an outdoor signage, aiding in reducing the overall cost as well. Based on end user sector, market can be segmented into retail, government and transportation, financial institutions, hospitality and others. Retail is the dominant end user sector in the digital signage market of Denmark as this sector requires heavy advertising and marketing for selling products and services.

Key players operating in Denmark digital signage market include Samsung Electronics

Nordic AB, LG Holding A/S, NEC Scandinavia AB, Sony Nordic A/S, Toshiba TEC Nordic, Panasonic Danmark, Sharp Danmark A/S, Philips Danmark A/S, MultiQ Denmark A/S, among others.

Years considered for this report:

Historical Years: 2014-2017

Base Year: 2018

Estimated Year: 2019

Forecast Period: 2020–2024

Objective of the Study:

To analyze and forecast the market size of Denmark digital signage market.

To classify and forecast Denmark digital signage market based on component, application, end use sector and country.

To identify drivers and challenges for Denmark digital signage market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in Denmark digital signage market.

To identify and analyze the profile of leading players operating in Denmark digital signage market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of leading digital signage manufacturers across the country. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the service offerings, distribution channels and presence of all major players operating in digital signage market in

Denmark.

TechSci Research calculated the market size of Denmark digital signage market using a bottom-up approach, where data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Digital signage manufacturers, suppliers, distributors and other stakeholders

Major end users

Government bodies such as regulating authorities and policy makers

Organizations, forums and alliances related to digital signage market

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers, suppliers, distributors and other stakeholders. The report would enable the stakeholders in strategizing investments and capitalizing on emerging market opportunities.

REPORT SCOPE:

In this report, Denmark digital signage market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Market, By Component:

Display

Media Player

Software

Content

Market, By Application:

Indoor

Outdoor

Market, By End User Sector:

Retail

Government & Transportation

Financial Institutions

Hospitality

Others

Market, By Region:

Capital Region of Denmark

Central Denmark Region

Region of Southern Denmark

Region Zealand

North Denmark Region

COMPETITIVE LANDSCAPE

Company Profiles: Detailed analysis of the major companies present in Denmark digital

signage market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

      Detailed analysis and profiling of additional market players (up to five).

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2.LG Holding A/S
3.Sony Nordic A/S
4.NEC Scandinavia AB
5.Sharp Danmark A/S
6.Panasonic Nordic AB
7.Philips Danmark A/S
8.Toshiba Tec Nordic
9.BenQ Denmark A/S
10.MultiQ Denmark A/S

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