

France Digital Signage Market, By Type (Video Wall, Video Screen, Kiosk, Transparent LCD Screen, Digital Poster), By Component (Hardware, Software, Services), By Size (Below 32, 32 To 52, Above 52), By Location (In-Store, Outdoor), By Application (Retail, Transportation, Hospitality, Corporate, Education, Government), By Region, Competition, Forecast & Opportunities, 2019-2029F

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Abstracts

France Digital Signage Market was valued at USD 1.5 Billion in 2023 and is expected to reach USD 2.35 Billion by 2029 with a CAGR of 7.61% during the forecast period.

The digital signage market refers to the use of digital displays to convey information, advertisements, and other content in various public and private spaces. This technology leverages screens, such as LCD, LED, and projection displays, to create dynamic and engaging visual communications. Digital signage can be found in a wide array of environments, including retail stores, transportation hubs, corporate offices, educational institutions, and entertainment venues.

The market encompasses hardware components, such as displays and media players, as well as software solutions that facilitate content management and distribution. It also includes services related to installation, maintenance, and support. The growing demand for effective advertising and enhanced customer engagement drives market expansion, as businesses increasingly recognize the benefits of digital signage in capturing audience attention and delivering targeted messages.

Key Market Drivers

Increasing Demand for Effective Advertising

One of the primary drivers of the digital signage market in France is the growing demand for effective advertising solutions. In an era where consumers are bombarded with information and marketing messages, traditional advertising methods often struggle to capture attention. Digital signage, with its vibrant visuals and dynamic content, provides a more engaging alternative. Advertisers in France are increasingly turning to digital displays to convey their messages in real time, allowing for timely promotions and targeted advertising.

The ability to update content remotely and frequently is a significant advantage of digital signage. Retailers, for example, can modify promotions based on current stock levels, seasonal trends, or special events. This flexibility enhances the relevance of advertisements, which can lead to higher conversion rates. Furthermore, the integration of analytics into digital signage solutions enables advertisers to assess the effectiveness of their campaigns. By analyzing viewer engagement and response rates, businesses can refine their marketing strategies to maximize impact. In addition to retail, other sectors, such as transportation, hospitality, and corporate environments, are recognizing the power of digital signage. For instance, airports and train stations utilize digital displays to provide real-time travel information, enhancing the passenger experience while promoting nearby shops and services. Similarly, hotels employ digital signage in lobbies and conference rooms to inform guests about services and events, thereby improving customer engagement.

As companies in France increasingly prioritize customer experience and brand visibility, the demand for effective advertising through digital signage is expected to rise. This trend not only benefits advertisers but also contributes to a more informed and engaged consumer base, driving the growth of the digital signage market in the country.

Advancements in Display Technology

Advancements in display technology are significantly propelling the digital signage market in France. Over the past few years, innovations in display technologies, such as OLED, LED, and 4K resolution, have transformed the capabilities and applications of digital signage. These advancements enable businesses to create stunning visuals that capture audience attention and enhance brand messages.

High-resolution displays, such as 4K and even 8K screens, provide unparalleled clarity and detail, making them ideal for various environments, including retail, corporate, and entertainment sectors. Retailers can utilize ultra-high-definition displays to showcase their products in vivid detail, creating an immersive shopping experience that encourages consumer engagement. This level of visual fidelity helps brands communicate their values and offerings more effectively, ultimately influencing purchasing decisions. Moreover, advancements in LED technology have resulted in thinner, lighter, and more energy-efficient displays. This has allowed for the development of creative digital signage applications, such as video walls, interactive kiosks, and outdoor displays that can withstand varying weather conditions. The growing popularity of outdoor digital signage is particularly notable, as it allows advertisers to reach consumers in high-traffic areas. As cities in France continue to embrace urban modernization, outdoor digital displays are becoming integral to public spaces, enhancing the overall aesthetic while delivering targeted advertising.

The introduction of touch and interactive displays has transformed the digital signage landscape. Consumers now expect more engaging experiences, and interactive signage allows businesses to provide personalized content and facilitate customer interactions. For example, museums and exhibitions in France are increasingly using interactive displays to enhance visitor engagement, allowing individuals to explore exhibits at their own pace.

As technology continues to evolve, the capabilities and applications of digital signage will expand, further driving market growth in France. Businesses that invest in cutting-edge display technology will not only enhance their marketing strategies but also improve customer experiences, solidifying digital signage as a vital tool in modern communication.

Growing Adoption of Cloud-Based Solutions

The growing adoption of cloud-based solutions is a significant driver of the digital signage market in France. As businesses increasingly shift their operations to the cloud, the demand for cloud-based digital signage systems has surged. These solutions offer several advantages, including scalability, ease of management, and cost-effectiveness, making them attractive options for organizations of all sizes.

One of the key benefits of cloud-based digital signage is the centralized management it provides. Businesses can control and update content across multiple locations from a single platform, streamlining operations and reducing the need for on-site IT resources.

This is particularly beneficial for large retail chains, franchises, and multinational corporations with numerous outlets in France. By leveraging cloud technology, these organizations can ensure consistent branding and messaging across all their digital signage displays. Additionally, cloud-based solutions facilitate real-time content updates, allowing businesses to respond swiftly to changing market conditions or consumer preferences. For example, a retail store can quickly adjust its promotions based on current sales data or seasonal trends, enhancing the relevance of its advertising. This agility is crucial in today's fast-paced business environment, where consumer expectations are continuously evolving.

The scalability of cloud-based digital signage solutions allows businesses to expand their operations easily. Companies can add new displays or locations without significant upfront investments in hardware or software, making it an attractive option for startups and small businesses looking to grow. As the market for digital signage in France continues to expand, more organizations are likely to adopt cloud solutions to support their advertising and communication efforts.

Security is also a consideration driving the adoption of cloud-based digital signage. Many providers offer robust security features that protect sensitive data and ensure compliance with regulations. This added layer of security is particularly important for organizations in sectors such as finance and healthcare, where data protection is paramount.

As the advantages of cloud-based digital signage become more widely recognized, it is expected that this trend will continue to fuel the growth of the digital signage market in France. Companies that embrace these solutions will benefit from improved operational efficiency, enhanced customer engagement, and a more agile approach to marketing. In 2023, approximately 50% of companies were in the process of migrating their legacy systems to the cloud, with 70% of businesses planning to complete their migration by 2025.

Key Market Challenges

High Initial Investment and Ongoing Maintenance Costs

One of the most significant challenges facing the digital signage market in France is the high initial investment and ongoing maintenance costs associated with implementing and managing digital signage solutions. For many businesses, especially small and medium-sized enterprises (SMEs), the financial burden of investing in the necessary

hardware, software, and infrastructure can be daunting.

The initial costs include purchasing high-quality displays, media players, and content management systems. For instance, state-of-the-art LED screens and interactive kiosks, while offering superior performance and visual appeal, often come with steep price tags. Additionally, businesses need to factor in costs related to installation, which may require specialized labor, particularly for complex setups involving multiple displays or intricate mounting systems. This upfront investment can deter some organizations from adopting digital signage, particularly those operating on tight budgets.

Once digital signage systems are in place, ongoing maintenance costs can further strain financial resources. Businesses must consider expenses related to software updates, hardware repairs, and content creation. For instance, keeping the content fresh and engaging requires continuous effort and resources, as stale or outdated content can diminish the effectiveness of digital signage. Many companies opt to hire external agencies or dedicated personnel to manage content, leading to additional labor costs. Furthermore, regular maintenance is necessary to ensure that displays function correctly and remain visually appealing, which can involve both routine check-ups and unexpected repairs.

The challenge of high costs is exacerbated by the rapid pace of technological advancements in the digital signage industry. As new technologies emerge, businesses may feel pressured to upgrade their systems to remain competitive. This ongoing cycle of investment can create a barrier for organizations that may otherwise benefit from the advantages of digital signage, particularly in sectors where budgets are already stretched thin.

Despite these challenges, companies must weigh the potential return on investment (ROI) of digital signage against its costs. While the initial financial outlay may be significant, effective digital signage can lead to improved customer engagement, increased sales, and enhanced brand visibility, ultimately justifying the expenses. To navigate this challenge, businesses in France can explore financing options, lease agreements, or cloud-based solutions that may lower upfront costs and spread expenses over time, making digital signage more accessible and manageable.

Content Creation and Management Complexity

Another significant challenge in the digital signage market in France is the complexity of content creation and management. While digital signage offers dynamic and engaging

ways to communicate with audiences, effectively creating, curating, and managing content remains a multifaceted task that can overwhelm many organizations. The success of a digital signage system relies heavily on the quality and relevance of the content displayed, making it essential for businesses to invest time and resources into developing compelling messaging.

Creating engaging content for digital signage requires a clear understanding of the target audience and their preferences. Companies must ensure that the content resonates with viewers, which involves not only designing visually appealing graphics and videos but also crafting messages that are concise, impactful, and aligned with brand identity. This process can be time-consuming, and businesses may struggle to find the right balance between creativity and clarity. Additionally, the requirement for frequent updates to keep the content fresh adds to the complexity. Stale content can quickly lead to viewer disengagement, diminishing the effectiveness of the digital signage. Moreover, managing multiple digital signage displays across various locations complicates content management. Organizations with numerous outlets must maintain consistency in branding while also tailoring messages to local audiences. This often necessitates a robust content management system that allows for centralized control and real-time updates. However, such systems can require significant technical expertise, which may be lacking in smaller businesses. Without adequate knowledge of content management software, companies may find it challenging to execute effective campaigns across their digital signage networks.

The challenge of content creation and management is compounded by the rapid evolution of technology and consumer preferences. As new trends emerge, businesses must stay abreast of changes in audience behavior and preferences to remain relevant. This requires ongoing research and adaptability, which can strain resources.

To address these challenges, organizations can consider partnering with professional content creators or digital marketing agencies specializing in digital signage. This collaboration can help ensure that the content is high-quality and aligned with marketing goals. Additionally, investing in user-friendly content management solutions can simplify the process, allowing businesses to focus on creativity while efficiently managing their digital signage networks. Ultimately, overcoming the complexities of content creation and management is crucial for maximizing the benefits of digital signage in the competitive French market.

Key Market Trends

Increased Adoption of Interactive Digital Signage

One of the most prominent trends in the French digital signage market is the increasing adoption of interactive digital signage solutions. As consumer expectations evolve, businesses are recognizing the value of engaging customers through interactive displays that facilitate direct interaction. This trend is particularly noticeable in retail environments, where interactive kiosks and touchscreens are becoming essential tools for enhancing the shopping experience.

Interactive digital signage allows customers to engage with content in meaningful ways, enabling them to explore product information, access promotions, and participate in loyalty programs. For instance, retail stores are implementing interactive displays that allow shoppers to browse product catalogs, check stock availability, or receive personalized recommendations based on their preferences. This level of engagement not only captivates consumers but also encourages longer dwell times in stores, ultimately leading to increased sales. Moreover, the rise of augmented reality (AR) and virtual reality (VR) technologies is significantly contributing to the growth of interactive digital signage. Businesses are increasingly integrating AR features into their displays, allowing customers to visualize products in their own environments or try on virtual versions of clothing and accessories. For example, beauty retailers in France are using AR technology in digital mirrors to let customers virtually apply makeup before making a purchase. This innovative approach enhances the shopping experience and fosters a deeper emotional connection between consumers and brands.

The integration of interactive elements into digital signage is not limited to retail; it is also gaining traction in other sectors, such as education, healthcare, and entertainment. Educational institutions are using interactive displays to create engaging learning environments, while healthcare facilities are implementing kiosks that allow patients to check in or access information about services. In entertainment venues, interactive signage enhances visitor experiences by providing real-time information and personalized content.

As the demand for interactive experiences continues to rise, businesses in France are investing in the technology and strategies needed to implement these solutions effectively. This trend is expected to drive significant growth in the digital signage market as companies seek to create engaging and personalized experiences that resonate with their audiences.

Integration of Artificial Intelligence and Data Analytics

The integration of artificial intelligence (AI) and data analytics is rapidly transforming the digital signage landscape in France. As businesses strive to create more targeted and effective marketing campaigns, leveraging AI and data-driven insights has become essential for maximizing the impact of digital signage. This trend is revolutionizing how organizations create, manage, and deliver content to their audiences.

AI-powered digital signage systems can analyze vast amounts of data in real-time to gain insights into consumer behavior, preferences, and engagement patterns. For instance, advanced analytics tools can track how viewers interact with digital displays, measuring metrics such as dwell time, engagement rates, and audience demographics. This data enables businesses to understand which content resonates best with their target audience, allowing for more effective content personalization and optimization. Moreover, AI technologies can automate content delivery, ensuring that the right message reaches the right audience at the right time. For example, a retail store in France can utilize AI to adjust its digital signage content based on factors such as time of day, weather conditions, or foot traffic patterns. If foot traffic increases during lunchtime, the system could automatically display promotions for lunch specials, enhancing the likelihood of conversions. This dynamic approach not only improves customer engagement but also drives sales.

The incorporation of AI also extends to predictive analytics, where businesses can forecast trends and consumer behaviors based on historical data. By analyzing past purchasing patterns, organizations can anticipate customer needs and tailor their digital signage strategies accordingly. This proactive approach allows businesses to stay ahead of the competition and deliver relevant content that captures consumer attention. Additionally, AI-driven facial recognition technology is emerging in the digital signage sector, enabling businesses to gather real-time demographic data about viewers. This capability allows companies to customize content based on the age and gender of the audience, ensuring that messaging aligns with the specific interests of different consumer segments. However, it is essential for businesses to address privacy concerns and comply with regulations when implementing such technologies.

As AI and data analytics become increasingly integral to digital signage strategies in France, organizations that embrace these technologies will be well-positioned to enhance customer engagement, drive sales, and achieve their marketing objectives. Around 50% of companies globally have implemented AI in at least one business function, with 30% of organizations using AI to improve product or service innovation, and 60% applying AI to optimize business operations.

Growth of Cloud-Based Digital Signage Solutions

The growth of cloud-based digital signage solutions is a significant trend shaping the digital signage market in France. As businesses increasingly migrate their operations to the cloud, the demand for scalable, flexible, and cost-effective digital signage systems has surged. Cloud-based solutions offer numerous advantages over traditional on-premises systems, making them an attractive option for organizations of all sizes.

One of the primary benefits of cloud-based digital signage is the ability to manage and control content from a centralized platform. Businesses can update content across multiple locations in real-time, eliminating the need for on-site IT resources and reducing operational complexities. This centralized management capability is particularly advantageous for retailers, franchises, and multinational corporations with numerous outlets, as it ensures consistent branding and messaging across all displays. Additionally, cloud-based digital signage solutions enable organizations to scale their operations easily. Companies can add new displays or locations without significant upfront investments in hardware or software. This scalability is essential for businesses looking to grow or expand their digital signage networks without incurring prohibitive costs. For instance, a retail chain opening new stores can quickly implement cloud-based signage without the need for extensive infrastructure setup.

The cost-effectiveness of cloud-based solutions is another critical factor driving their adoption. By leveraging cloud technology, businesses can reduce expenses associated with hardware maintenance, software licensing, and technical support. Many cloud-based digital signage providers offer subscription-based pricing models, allowing organizations to pay only for the services they use. This flexibility makes digital signage more accessible, especially for small and medium-sized enterprises (SMEs) that may have limited budgets.

cloud-based digital signage solutions often come with enhanced security features, including data encryption and remote monitoring capabilities. This added layer of security is crucial for organizations that handle sensitive information or operate in regulated industries, such as finance or healthcare.

As businesses in France increasingly recognize the benefits of cloud-based digital signage, this trend is expected to drive significant growth in the market. Organizations that adopt these solutions will benefit from improved operational efficiency, enhanced customer engagement, and a more agile approach to marketing and communication.

Segmental Insights

Component Insights

The Hardware held the largest market share in 2023. Hardware dominates the France digital signage market primarily due to its critical role in delivering high-quality visual experiences and effective communication. The physical components of digital signage systems—including displays, media players, and mounting solutions—are essential for implementing any digital signage strategy. High-resolution displays, such as LED and LCD screens, are particularly sought after for their ability to present vibrant, eye-catching content that captures consumer attention.

The rapid advancement of display technologies, such as ultra-high-definition and curved screens, has elevated the importance of hardware in creating immersive experiences. Businesses recognize that investing in top-tier hardware enhances their brand visibility and messaging effectiveness. Additionally, as organizations increasingly utilize digital signage in diverse environments—such as retail stores, transportation hubs, and corporate offices—the demand for specialized hardware tailored to different applications is growing. This includes interactive kiosks, video walls, and digital posters, all of which require robust hardware solutions to function optimally.

While software and content management solutions are crucial for operating digital signage systems, the foundational need for reliable, high-performance hardware ensures its dominance in the market. Consequently, companies in France continue to prioritize hardware investments to maximize the impact and effectiveness of their digital signage initiatives.

Regional Insights

Ile-de-France held the largest market share in 2023. Ile-de-France dominates the France Digital Signage Market due to its economic prominence, high population density, technological leadership, and extensive adoption of digital advertising and communication solutions. As the economic and cultural heart of France, this region offers the perfect environment for the growth and dominance of digital signage.

Home to Paris, one of the most populous and vibrant cities in Europe, Ile-de-France provides a dense network of businesses, retail outlets, and transportation hubs, all of which rely heavily on digital signage. The region's extensive network of shopping

centers, such as Les Quatre Temps and Forum des Halles, as well as its numerous metro and train stations, use digital signage for advertising, wayfinding, and information dissemination.

Ile-de-France accounts for a significant portion of France's economic activity, hosting a wide array of industries, including luxury retail, technology, and tourism. Businesses in these sectors invest heavily in digital signage to enhance customer engagement, brand visibility, and sales. The region also attracts multinational corporations and advertising agencies that leverage digital signage to create innovative and interactive campaigns.

The region is at the forefront of adopting advanced digital signage technologies, including interactive displays, AI-driven content, and 3D digital billboards. Companies in Ile-de-France also benefit from the presence of cutting-edge technology providers and skilled professionals, ensuring consistent innovation in the field.

Key Market Players

Samsung Electronics Co., Ltd.

LG Electronics Inc.

Sony Group Corporation

Panasonic Corporation

Cisco Systems Inc.

Dell Technologies Inc.

Barco NV

Mitsubishi Electric Corporation

Report Scope:

In this report, the France Digital Signage Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

France Digital Signage Market, By Type:

Video Wall

Video Screen

Kiosk

Transparent LCD Screen

Digital Poster

France Digital Signage Market, By Component:

Hardware

Software

Services

France Digital Signage Market, By Size:

Below 32

32 To 52

Above 52

France Digital Signage Market, By Location:

In-Store

Outdoor

France Digital Signage Market, By Application:

Retail

Transportation

Hospitality

Corporate

Education

Government

France Digital Signage Market, By Region:

Normandy

Ile-de-France

Grand Est

Occitanie

Pays de la Loire

Rest of France

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the France Digital Signage Market.

Available Customizations:

France Digital Signage Market report 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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