

India Outdoor LED Display Market, By Pixel Pitch (P5.1-P7.0, P7.1-P10.0, and Above P10.0), By Screen Size (Below 100inch, 100-150 inch, Above 150 inch), By Mode of Sales (Online and Sales), By Application (Billboards, Video Walls, Perimeter LED Boards, LED Matrix Board, Traffic Lights, Others), By Region, Competition, Forecast & Opportunities, 2025

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Abstracts

India outdoor LED display market is projected to grow at a robust CAGR of over 16% during the forecast period 2020-2025. Increasing demand from various applications such as billboards is anticipated to drive the country's outdoor LED market. Key features such as environmental friendliness, durability, impact resistance, and energy efficiency are also anticipated to propel the growth of outdoor LED display market.

India outdoor LED display market is segmented based on Pixel Pitch, Screen Size, Mode of Sales, Application, and Regional Distribution. Based on Pixel Pitch, the market can be categorized into P5.1-P7.0, P7.1-P10.0 and Above P10.0. Among these segments, P5.1-P7.0 segment accounted for the largest market share in 2019 attributable to their technological advancements and better picture quality. Based on Screen Size, the market can be fragmented into Below 100inch, 100-150 inch and Above 150 inch. The Above 150-inch segment of outdoor LED display dominated the market in 2019 and is anticipated to continue its dominance over the next five years due to greater readability than any other outdoor LED displays. Based on Application, the market can be segmented into Billboards, Video Walls, Perimeter LED Boards, LED Matrix Board, Traffic Lights and Others. The Billboards sector accounted for the largest market share in 2019 due to the growing popularity and adoption of sports, which is leading to an increase in the construction of new stadiums across the country.

Major players operating in India outdoor LED display market include Delta Electronics Pvt Ltd, Christie Digital Systems (India) Private Limited, Barco Electronics Systems Private Limited, Leyard Hong Kong International Co. Ltd, AOTO Electronics, Samsung India Electronics Private Limited, LG Electronics India Limited, and Panasonic India Pvt. Ltd.

Years considered for this report:

Historical Years: 2015-2018

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2021–2025

Objective of the Study:

To analyze and forecast the market size of India Outdoor LED Display market.

To classify and forecast India Outdoor LED Display market based on Pixel Pitch, Screen Size, Mode of Sales, Application, company, and regional distribution.

To identify drivers and challenges for India Outdoor LED Display market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in India Outdoor LED Display market.

To conduct pricing analysis for India Outdoor LED Display market.

To identify and analyze the profile of leading players operating in India Outdoor LED Display market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of outdoor LED companies 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 manufacturers, distribution channels and presence of all major players across the region.

TechSci Research calculated the market size of India outdoor LED display market using a bottom-up approach, wherein 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 market segments 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:

Outdoor LED Display manufacturers, suppliers, distributors, and other stakeholders

Government bodies such as regulating authorities and policy makers

Organizations, forums, and alliances related to Outdoor LED Display

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 and partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

In this report, India outdoor LED Display market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Market, By Pixel Pitch:

P5.1-P7.0

P7.1-P10.0

Above P10.0

Others

Market, By Screen Size:

Below 100inch

100-150 inch

Above 150 inches

Market, By Mode of Sales:

Offline

Online

Market, By Application:

Billboards

Video Walls

Perimeter LED Boards

LED Matrix Board

Traffic Lights

Others

Regions:

North

South

East

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India Outdoor LED Display 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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- 4.Leyard Hong Kong International Co. Ltd.
- 5.AOTO Electronics
- 6.Samsung India Electronics Private Limited
- 7.LG Electronics India Limited
- 8.Panasonic India Pvt. Limited

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