

# **Asia Pacific Electronic Shelf Label Market Forecast to 2030 - Regional Analysis - by Components (Hardware, Software, and Services), Hardware (Displays, Batteries, Transceivers, Microprocessors, and Others), Product Type (LCD ESL and E-Paper based ESL), Store Type (Hypermarkets, Supermarkets, Non-Food Retail Stores, Specialty Stores, and Others), and Communication Technology (Radio Frequency, Infrared, Near Field Communication, and Others)**

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## **Abstracts**

The Asia Pacific electronic shelf label market is expected to grow from US\$ 516.54 million in 2022 to US\$ 2,175.43 million by 2030. It is estimated to record a CAGR of 19.7% from 2022 to 2030.

### **Rise in Strategic Initiatives by Market Stakeholders Fuel Asia Pacific Electronic Shelf Label Market**

Automation in the retail industry has benefitted retailers on a large scale by reducing human errors. In addition, the retail sector across the world is continuously growing. For example, according to the India Brand Equity Foundation, the Indian retail sector is anticipated to reach US\$ 2 trillion in value by 2032. Moreover, as per the National Bureau of Statistics of China, retail sales of professional stores, specialty stores, supermarkets, and convenience stores in retail businesses above designated size surged by 3.0%, 3.7%, 3.5%, and 0.2%, respectively, in 2022, according to retail formats. The retail industry is increasingly emphasizing reducing total operational costs by removing manual operations in stores associated with stock, changing prices, and

more. Therefore, the demand for automation solutions throughout the retail industry is rising. Furthermore, the concept of automation also includes the utilization of ESLs in retail stores with an aim to eliminate the maximum manual tasks, which will help in lowering overheads. The market players in the electronic shelf label (ESL) market are engaging in various organic and inorganic growth strategies to cater to the growing demand for retail products. This further drives the electronic shelf label (ESL) market growth. A few of the growth strategies are mentioned as, In January 2023, Ynvisible Interactive Inc. launched a large-format electronic shelf label display for grocery store retailers. In May 2023, Pricer & StrongPoint unveiled electronic shelf labels that can display graphics in yellow, red, black, and white. The use of high-resolution graphics and vibrant colors attracts more customers and increases store sales. In February 2023, Qualcomm Technologies Inc. announced the collaboration with SES-image tag to develop technology that allows new electronic shelf labels (ESLs) based on the ESL wireless standards from the Bluetooth Special Interest Group (SIG). They collaborated to develop scalable, highly secure, and ultra-low power ESLs to help retailers enhance operational efficiencies and customers' experiences and empower their employees. In January 2023, the SES-imagotag group announced the acquisition of French company In the Memory ("Memory") to enhance the efficiency of processing and analyzing large quantities of data originating from different sources. This development will enhance the capabilities of ESL solutions offered by SES-imagotag group. Thus, such strategic initiatives by market players drives the electronic shelf label (ESL) market growth.

## Asia Pacific Electronic Shelf Label Market Overview

The electronic shelf label market in APAC. The region has a more advanced economic outlook than other regions in the world. The Asian economy in retail is booming at an exponential rate. Owing to increasing demand for consumer goods, such as consumer electronics, and home appliances, various companies are looking ahead to make a substantial investment in the Indian retail space. For instance, Walmart Investments Cooperative spent US\$ 37.68 Mn (Rs 2.75 billion) in Wal-Mart India Pvt Ltd in 2020. Moreover, in July 2020 Retail investor turnover was 49 % of total turnover of equity cash market. Over 35.97 lakh new retail investors were added since 2nd quarter taking total registered investors number to over 5.42 Crore as per Bombay Stock Exchange (BSE) data as on September 13, 2020. Around 1,605 listed companies such as RIL, L&T, HDFC etc. hit the 11-year high retail holding which is around Rs 10.58 trillion at the end of September 2020. Furthermore, due to the presence of consumer electronics manufacturers in South Korea, Taiwan, China, and others, the scenario of the retail industry is transforming. Samsung is one of the players in the electronic shelf label

market. The booming retail industry supports the consumption of highly advanced ESLs. Also, Hanshow has developed a smart ESL solution that provides retailer owners with an opportunity to improve their store management processes while lowering price-related grievances. These solutions offer owners the guidance to place items on appropriate shelves that increases shelf management efficiency. Such a positive outlook of the Asian countries in retail industry is estimated to upsurge the growth of retail stores, and therefore, installation of ESL would grow.

## Asia Pacific Electronic Shelf Label Market Revenue and Forecast to 2030 (US\$ Million)

### Asia Pacific Electronic Shelf Label Market Segmentation

The Asia Pacific electronic shelf label market is segmented into component, product type, store type, communication technology, and country.

Based on component, the Asia Pacific electronic shelf label market is bifurcated into hardware and software & services. The hardware segment held a larger share of the Asia Pacific electronic shelf label market in 2022. The hardware segment is further subsegmented into displays, batteries, transceivers, microprocessors, and others.

In terms of product type, the Asia Pacific electronic shelf label market is bifurcated into E-paper based ESL and LCD ESL. The E-paper segment held a larger share of the Asia Pacific electronic shelf label market in 2022.

Based on store type, the Asia Pacific electronic shelf label market is segmented into hypermarkets, supermarkets, specialty stores, non-food retail stores, and others. The hypermarkets segment held the largest share of the Asia Pacific electronic shelf label market in 2022.

In terms of communication technology, the Asia Pacific electronic shelf label market is segmented into radio frequency, near field communication, infrared, and others. The radio frequency segment held the largest share of the Asia Pacific electronic shelf label market in 2022.

By country, the Asia Pacific electronic shelf label market is segmented into China, Japan, India, South Korea, Australia, and the Rest of Asia Pacific. China dominated the Asia Pacific electronic shelf label market in 2022.

LabelNest; Panasonic Holdings Corp; M2C Communication DOO; Hanshow

Technology; Opticon Sensors Europe BV; Ses Imagotag SA; Samsung Electro-Mechanics Co Ltd; Diebold Nixdorf, Incorporated; and Pricer AB are some of the leading companies operating in the Asia Pacific electronic shelf label market.

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