

North America Electronic Shelf Label Market Forecast to 2030 - Regional Analysis - by Components (Hardware and Software & 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 North America electronic shelf label market is expected to grow from US\$ 850.43 million in 2022 to US\$ 3,099.31 million by 2030. It is estimated to record a CAGR of 17.5% from 2022 to 2030.

Emergence of Battery-Free Solutions Fuels North America Electronic Shelf Label Market

Wireless data transmission helps ESLs to improve efficiency and speed while also reducing errors caused by changing prices. The application of ESLs can also be extended to factory/warehouse logistics and smart inventory management. Therefore, for ESL applications in several locations, besides its common black & white dual-color ePaper, many companies such as E Ink have created a low-temperature ePaper and triple-color ePaper. The low-temperature ePaper is appropriate for freezers, whereas the triple-color ePaper is designed for promotional or concessional markings. The triple-color ePaper has a combination of black, white & yellow, and black, white & red. In addition to recent launches, low voltage-driven ESL solutions are also included. In

comparison to wireless transmission, which is required in large-scale malls, the new battery-free solution does not require any interior decoration to be modified or any hardware installation, which makes it ideal for small shops. Only a single mobile phone equipped with the NFC feature is required to update label content anytime.

In the current market scenario, demand for better connectivity and battery-free solutions in the logistics and retail sectors is high. Therefore, developers of ESLs aim to continue to invest in more Energy Harvesting technology for ePaper. Such investment would magnify the applications of ESL and fuel its market growth. A few of the battery-free ESL product launches are mentioned as, In June 2023, Ambient Photonics partnered with E Ink to develop next-generation electronic shelf labels (ESLs) that will transform ESLs from programmable price displays into connected battery-free devices with expanded functionality. In January 2020, Ossia Inc. launched the first ever wirelessly powered, battery-free, wire-free electronic shelf label (ESL) system to eliminate the maintenance of battery replacements and the environmental impact of battery disposal. In December 2022, Powercast Corporation and KYOCERA AVX partnered to develop sustainable, battery-free solutions with the ability to harvest power from RFID readers to power ESLs, RFID Sensor Tags, and other battery-free IoT devices.

North America Electronic Shelf Label Market Overview

North America includes the US, Canada, and Mexico. The availability of efficient infrastructure in developed nations has facilitated manufacturing companies to explore the limits of science, technology, and commerce. The US is a developed country in terms of modern technology, standard of living, and infrastructure, among other factors. Across North America, technological advancements have led to a substantially competitive market. North America is a hub of technological developments that comply with economically robust countries. As a result, electronics & semiconductor manufacturing and retail industries in North America continue to develop and remain the principal factors for driving prosperity and innovation. Companies are constantly enhancing the overall processes to meet the customers' demand for high-quality solutions and products in the best possible way. The North America market is mature and homogenous, with huge product penetration. The North America electronic shelf label market is propelled by the huge presence of retail stores and significant development in the retail sector. This region is home to most of the world's largest retailers. Canada and Mexico have their own largest retail chains, and both countries have retail companies that conduct business operations worldwide. The retail industry is responsible for almost two-thirds of the US GDP. The major US retail chains include Walmart, Albertsons Companies, CVS Health, Amazon, Walgreens Boots Alliance,

Costco, Kroger Co., and Target. The market players undertake various initiatives to boost the growth of the electronic shelf label market in North America. For instance, in January 2023, Ynvisible Interactive Inc announced the launch of its latest product, "Large Format Electronic Shelf Label Display." This new product offers an easy-to-read solution for displaying product pricing and information. In the same year, Bluetooth technology announced the launch of a wireless standard for the electronic shelf label (ESL). Various leaders from the ESL industry have teamed with the Bluetooth SIG to create an ultra-low power, scalable, highly secure ESL wireless standard based on Bluetooth technology. Further, in November 2022, Jumbo announced an exclusive partnership with Hanshow to digitally transform its network of stores. This partnership will provide the adoption of over 11 million electronic shelf labels (ESLs) that will save energy and time across all Jumbo stores.

North America Electronic Shelf Label Market Revenue and Forecast to 2030 (US\$ Million)

North America Electronic Shelf Label Market Segmentation

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

Based on component, the North America electronic shelf label market is bifurcated into hardware and software & services. The hardware segment held a larger share of the North America 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 North America electronic shelf label market is bifurcated into E-paper based ESL and LCD ESL. The E-paper segment held a larger share of the North America electronic shelf label market in 2022.

Based on store type, the North America 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 North America electronic shelf label market in 2022.

In terms of technology, the North America 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 North America electronic shelf label market in 2022

By country, the North America electronic shelf label market is segmented into the US, Canada, and Mexico. The US dominated the North America electronic shelf label market in 2022.

LabelNest; Displaydata Ltd; Panasonic Holdings Corp; Hanshow Technology; Opticon Sensors North America BV; Ses Imagotag SA; Samsung Electro-Mechanics Co Ltd; Diebold Nixdorf, Incorporated; and Pricer AB are some of the leading companies operating in the North America electronic shelf label market.

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