

North America Printed Signage Materials Market Forecast to 2028 – COVID-19 Impact and Regional Analysis – by Material (Paper and Paperboard, Plastic, Metal, and Others); Application (Posters, PoP Displays, Backlit Displays, Billboards' Banners, Flags and Backdrops, Vehicle/Fleet Graphics, and Others); and End-Use Industry (BFSI, Retail, Transportation and Logistics, Healthcare, Sports and Entertainment, and Others)

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Abstracts

The North America printed signage materials market is expected to grow from US\$ 12,866.34 million in 2022 to US\$ 15,885.31 million by 2028. It is estimated to grow at a CAGR of 3.6% from 2022 to 2028.

Increasing Demand for Printed Signage from Retail Sector Drive North America Printed Signage Materials Market

According to new estimates from the US Census Bureau's 2021 Annual Retail Trade Survey (ARTS), retail sales in the US increased by 17.1%, from US\$ 5,572.0 billion in 2020 to US\$ 6,522.6 billion in 2021. In the retail sector, printed signage is used for brand marketing and product recognition. Printed signage is extensively used in the form of point-of-sale displays, banners, posters, backlit billboards, graphics, hoardings, and other display patterns and information boards for advertising products to attract customers and expand their knowledge about products. Interior retail signage and exterior retail signage are types of retail signage. Interior retail signage aims to convince a customer to make a purchase and directs customers to specific locations in the store

such as dressing rooms, or even restrooms. Exterior retail signage is used to create an up-to-date engaging invitation. The demand for exterior printed signages is increased as they help attract customers into the store. According to the Out of Home Advertising Association of America (OAAA), in the US, compared to June 2020, out-of-home (OOH) advertising and marketing revenue increased by 33.4% and reached over US\$ 4.43 billion in 2021. Materials such as paper and paperboards, plastic, and metals are extensively used in manufacturing printed signage in the retail sector. Thus, the growing retail industry and the rising demand for printed signage from the retail sector drive the growth of the North America printed signage materials market.

North America Printed Signage Materials Market Overview

The rapid adoption of innovative technologies and the continuous expansion of retail businesses benefit the North America printed signage materials market in North America. Additionally, the increasing importance of dedicated product suppliers bolsters the demand for printed signage materials in the region. According to Statista, in 2020, there were a total of 1.04 million retail establishments throughout the United States. The expanded presence and reach of retail sectors, coupled with high investments in advertising and marketing to create an impressive brand image, boosts the sales of printed signage in North America. Growth in total advertising expenditure benefits advertising agencies. In 2022, total advertising expenditure increased in the region, this created an opportunity for the North America printed signage materials market. Major countries in North America—the US, Canada, and Mexico—have vast developed infrastructure, transportation, hospitality sectors, that requires expansion to meet future demand, and this fact is creating a massive demand for printed signage materials.

North America Printed Signage Materials Market Revenue and Forecast to 2028 (US\$ Million)

North America Printed Signage Materials Market Segmentation

The North America printed signage materials market is segmented into material, application, end-use industry, and country.

Based on material, the North America printed signage materials market is segmented into paper and paperboard, plastic, metal, and others. In 2022, the plastic segment registered a largest share in the North America printed signage materials market.

Based on application, the North America printed signage materials market is segmented

into posters, pop displays, backlit displays, billboards' banners, flags and backdrops, vehicle/fleet graphics, and others. In 2022, the posters segment registered a largest share in the North America printed signage materials market.

Based on end-use industry, the North America printed signage materials market is segmented into BFSI, retail, transportation and logistics, healthcare, sports and entertainment, and others. In 2022, the retail segment registered a largest share in the North America printed signage materials market.

Based on country, the North America printed signage materials market is segmented into the US, Canada, and Mexico. In 2022, the US segment registered a largest share in the North America printed signage materials market.

3A Composites GmbH; Antalis; Avery Dennison Corp; Lintec Europe (UK) Ltd; ORAFOL Europe GmbH; Spandex AG; and Thyssenkrupp Materials Services GmbH are the leading companies operating in the North America printed signage materials market.

Contents

1. INTRODUCTION

- 1.1 Study Scope
- 1.2 The Insight Partners Research Report Guidance
- 1.3 Market Segmentation

2. KEY TAKEAWAYS

3. RESEARCH METHODOLOGY

- 3.1 Scope of the Study
- 3.2 Research Methodology
 - 3.2.1 Data Collection:
 - 3.2.2 Primary Interviews:
 - 3.2.3 Hypothesis formulation:
 - 3.2.4 Macro-economic factor analysis:
 - 3.2.5 Developing base number:
 - 3.2.6 Data Triangulation:
 - 3.2.7 Country level data:

4. NORTH AMERICA PRINTED SIGNAGE MATERIALS MARKET LANDSCAPE

- 4.1 Market Overview
- 4.2 Porter's Five Forces Analysis
- 4.3 Ecosystem Analysis
- 4.4 Expert Opinions

5. NORTH AMERICA PRINTED SIGNAGE MATERIALS MARKET — KEY MARKET DYNAMICS

- 5.1 Key Market Drivers
 - 5.1.1 Increasing Demand for Printed Signage from Retail Sector
 - 5.1.2 Growing Awareness of the Advantages of Using Printed Signage in Various Industries
- 5.2 Market Restraints
 - 5.2.1 Growing Popularity of Digital Signage

5.3 Market Opportunities

5.3.1 Growing Demand for Soft Signage

5.4 Future Trends

5.4.1 Rising Focus on Using Eco-Friendly Printed Signage

5.5 Impact Analysis of Drivers and Restraints

6. PRINTED SIGNAGE MATERIALS – NORTH AMERICA MARKET ANALYSIS

6.1 North America Printed Signage Materials Market –Revenue and Forecast to 2028

7. NORTH AMERICA PRINTED SIGNAGE MATERIALS MARKET ANALYSIS – BY MATERIAL

7.1 Overview

7.2 North America Printed Signage Materials Market, By Material (2021 and 2028)

7.3 Paper and Paperboard

7.3.1 Overview

7.3.2 Paper and Paperboard: North America Printed Signage Materials Market – Revenue and Forecast to 2028 (US\$ Million)

7.4 Plastic

7.4.1 Overview

7.4.2 Plastic: North America Printed Signage Materials Market – Revenue and Forecast to 2028 (US\$ Million)

7.5 Metal:

7.5.1 Overview

7.5.2 Metal: North America Printed Signage Materials Market – Revenue and Forecast to 2028 (US\$ Million)

7.6 Others

7.6.1 Overview

7.6.2 Others: North America Printed Signage Materials Market– Revenue and Forecast to 2028 (US\$ Million)

8. NORTH AMERICA PRINTED SIGNAGE MATERIALS MARKET ANALYSIS – BY APPLICATION

8.1 Overview

8.2 North America Printed Signage Materials Market, By Application (2021 and 2028)

8.3 Posters

8.3.1 Overview

8.3.2 Posters: North America Printed Signage Materials Market– Revenue and Forecast to 2028 (US\$ Million)

8.4 PoP Displays

8.4.1 Overview

8.4.2 PoP Displays: North America Printed Signage Materials Market– Revenue and Forecast to 2028 (US\$ Million)

8.5 Backlit Displays

8.5.1 Overview

8.5.2 Backlit Displays: North America Printed Signage Materials Market– Revenue and Forecast to 2028 (US\$ Million)

8.6 Billboards' Banners

8.6.1 Overview

8.6.2 Billboards' Banners: North America Printed Signage Materials Market– Revenue and Forecast to 2028 (US\$ Million)

8.7 Flags and Backdrops

8.7.1 Overview

8.7.2 Flags and Backdrops: North America Printed Signage Materials Market– Revenue and Forecast to 2028 (US\$ Million)

8.8 Vehicle/ Fleet Graphics

8.8.1 Overview

8.8.2 Vehicle/ Fleet Graphics: North America Printed Signage Materials Market– Revenue and Forecast to 2028 (US\$ Million)

8.9 Others

8.9.1 Overview

8.9.2 Others: North America Printed Signage Materials Market– Revenue and Forecast to 2028 (US\$ Million)

9. NORTH AMERICA PRINTED SIGNAGE MATERIALS MARKET ANALYSIS – BY END-USE INDUSTRY

9.1 Overview

9.2 North America Printed Signage Materials Market, By End-Use Industry (2021 and 2028)

9.3 BFSI

9.3.1 Overview

9.3.2 BFSI: North America Printed Signage Materials Market – Revenue and Forecast to 2028 (US\$ Million)

9.4 Retail

9.4.1 Overview

9.4.2 Retail: North America Printed Signage Materials Market – Revenue and Forecast to 2028 (US\$ Million)

9.5 Transportation and Logistics

9.5.1 Overview

9.5.2 Transportation and Logistics: North America Printed Signage Materials Market – Revenue and Forecast to 2028 (US\$ Million)

9.6 Healthcare

9.6.1 Overview

9.6.2 Healthcare: North America Printed Signage Materials Market – Revenue and Forecast to 2028 (US\$ Million)

9.7 Sports and Entertainment

9.7.1 Overview

9.7.2 Sports and Entertainment: North America Printed Signage Materials Market – Revenue and Forecast to 2028 (US\$ Million)

9.8 Others

9.8.1 Overview

9.8.2 Others: North America Printed Signage Materials Market – Revenue and Forecast to 2028 (US\$ Million)

10. NORTH AMERICA PRINTED SIGNAGE MATERIALS MARKET – COUNTRY ANALYSIS

10.1 Overview

10.1.1 North America: Printed Signage Materials Market, by Key Country

10.1.1.1 US: Printed Signage Materials Market –Revenue and Forecast to 2028 (US\$ Million)

10.1.1.1.1 US: Printed Signage Materials Market, by Material

10.1.1.1.2 US: Printed Signage Materials Market, by Application

10.1.1.1.3 US: Printed Signage Materials Market, by End-Use Industry

10.1.1.2 Canada: Printed Signage Materials Market–Revenue and Forecast to 2028 (US\$ Million)

10.1.1.2.1 Canada: Printed Signage Materials Market, by Material

10.1.1.2.2 Canada: Printed Signage Materials Market, by Application

10.1.1.2.3 Canada: Printed Signage Materials Market, by End-Use Industry

10.1.1.3 Mexico: Printed Signage Materials Market–Revenue and Forecast to 2028 (US\$ Million)

10.1.1.3.1 Mexico: Printed Signage Materials Market, by Material

10.1.1.3.2 Mexico: Printed Signage Materials Market, by Application

10.1.1.3.3 Mexico: Printed Signage Materials Market, by End-Use Industry

11. INDUSTRY LANDSCAPE

11.1 Product Launch

11.2 Merger & Acquisition

12. COMPANY PROFILES

12.1 3A Composites GmbH

12.1.1 Key Facts

12.1.2 Business Description

12.1.3 Products and Services

12.1.4 Financial Overview

12.1.5 SWOT Analysis

12.1.6 Key Developments

12.2 Avery Dennison Corp

12.2.1 Key Facts

12.2.2 Business Description

12.2.3 Products and Services

12.2.4 Financial Overview

12.2.5 SWOT Analysis

12.2.6 Key Developments

12.3 Spandex AG

12.3.1 Key Facts

12.3.2 Business Description

12.3.3 Products and Services

12.3.4 Financial Overview

12.3.5 SWOT Analysis

12.3.6 Key Developments

12.4 Lintec Europe (UK) Ltd

12.4.1 Key Facts

12.4.2 Business Description

12.4.3 Products and Services

12.4.4 Financial Overview

12.4.5 SWOT Analysis

12.4.6 Key Developments

12.5 ORAFOL Europe GmbH

12.5.1 Key Facts

12.5.2 Business Description

- 12.5.3 Products and Services
- 12.5.4 Financial Overview
- 12.5.5 SWOT Analysis
- 12.5.6 Key Developments
- 12.6 Thyssenkrupp Materials Services GmbH
- 12.6.1 Key Facts
- 12.6.2 Business Description
- 12.6.3 Products and Services
- 12.6.4 Financial Overview
- 12.6.5 SWOT Analysis
- 12.6.6 Key Developments
- 12.7 Antalis
- 12.7.1 Key Facts
- 12.7.2 Business Description
- 12.7.3 Products and Services
- 12.7.4 Financial Overview
- 12.7.5 SWOT Analysis
- 12.7.6 Key Developments

13. APPENDIX

- 13.1 About The Insight Partners
- 13.2 Glossary of Terms

List Of Tables

LIST OF TABLES

Table 1. North America Printed Signage Materials Market –Revenue and Forecast to 2028 (US\$ Million)

Table 2. US Printed Signage Materials Market, by Material – Revenue and Forecast to 2028 (US\$ Million)

Table 3. US Printed Signage Materials Market, by Application – Revenue and Forecast to 2028 (US\$ Million)

Table 4. US Printed Signage Materials Market, by End-Use Industry – Revenue and Forecast to 2028 (US\$ Million)

Table 5. Canada: Printed Signage Materials Market, by Material – Revenue and Forecast to 2028 (US\$ Million)

Table 6. Canada: Printed Signage Materials Market, by Application – Revenue and Forecast to 2028 (US\$ Million)

Table 7. Canada: Printed Signage Materials Market, by End-Use Industry – Revenue and Forecast to 2028 (US\$ Million)

Table 8. Mexico Printed Signage Materials Market, by Material – Revenue and Forecast to 2028 (US\$ Million)

Table 9. Mexico Printed Signage Materials Market, by Application – Revenue and Forecast to 2028 (US\$ Million)

Table 10. Mexico Printed Signage Materials Market, by End-Use Industry – Revenue and Forecast to 2028 (US\$ Million)

Table 11. Glossary of Terms, North America Printed Signage Materials Market

List Of Figures

LIST OF FIGURES

- Figure 1. North America Printed Signage Materials Market Segmentation
- Figure 2. North America Printed Signage Materials Market Segmentation – By Country
- Figure 3. North America Printed Signage Materials Market Overview
- Figure 4. North America Printed Signage Materials Market, by Material
- Figure 5. North America Printed Signage Materials Market, by Country
- Figure 6. Porter's Five Forces Analysis
- Figure 7. North America Printed Signage Materials Market – Ecosystem
- Figure 8. Expert Opinions
- Figure 9. North America Printed Signage Materials Market Impact Analysis of Drivers and Restraints
- Figure 10. North America: Printed Signage Materials Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 11. North America Printed Signage Materials Market Revenue Share, By Material (2021 and 2028)
- Figure 12. Paper and Paperboard: North America Printed Signage Materials Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 13. Plastic: North America Printed Signage Materials Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 14. Metal: North America Printed Signage Materials Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 15. Others: North America Printed Signage Materials Market– Revenue and Forecast To 2028 (US\$ Million)
- Figure 16. North America Printed Signage Materials Market Revenue Share, By Application (2021 and 2028)
- Figure 17. Posters: North America Printed Signage Materials Market– Revenue and Forecast To 2028 (US\$ Million)
- Figure 18. PoP Displays: North America Printed Signage Materials Market– Revenue and Forecast To 2028 (US\$ Million)
- Figure 19. Backlit Displays: North America Printed Signage Materials Market– Revenue and Forecast To 2028 (US\$ Million)
- Figure 20. Billboards' Banners: North America Printed Signage Materials Market– Revenue and Forecast To 2028 (US\$ Million)
- Figure 21. Flags and Backdrops: North America Printed Signage Materials Market– Revenue and Forecast To 2028 (US\$ Million)
- Figure 22. Vehicle/ Fleet Graphics: North America Printed Signage Materials Market–

Revenue and Forecast To 2028 (US\$ Million)

Figure 23. Others: Printed Signage Materials Market– Revenue and Forecast To 2028 (US\$ Million)

Figure 24. North America Printed Signage Materials Market Revenue Share, By End-Use Industry (2021 and 2028)

Figure 25. BFSI: North America Printed Signage Materials Market – Revenue and Forecast To 2028 (US\$ Million)

Figure 26. Retail: North America Printed Signage Materials Market – Revenue and Forecast To 2028 (US\$ Million)

Figure 27. Transportation and Logistics: North America Printed Signage Materials Market – Revenue and Forecast To 2028 (US\$ Million)

Figure 28. Healthcare: North America Printed Signage Materials Market – Revenue and Forecast To 2028 (US\$ Million)

Figure 29. Sports and Entertainment: North America Printed Signage Materials Market – Revenue and Forecast To 2028 (US\$ Million)

Figure 30. Others: North America Printed Signage Materials Market – Revenue and Forecast To 2028 (US\$ Million)

Figure 31. North America: Printed Signage Materials Market, by Key Country - Revenue (2021) (US\$ Million)

Figure 32. North America: Printed Signage Materials Market Revenue Share, by Key Country (2021 and 2028)

Figure 33. US: Printed Signage Materials Market –Revenue and Forecast to 2028 (US\$ Million)

Figure 34. Canada: Printed Signage Materials Market–Revenue and Forecast to 2028 (US\$ Million)

Figure 35. Mexico: Printed Signage Materials Market–Revenue and Forecast to 2028 (US\$ Million)

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