

South & Central America Printed Signage Materials Market Forecast to 2028 -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 South & Central America printed signage materials market is expected to grow from US\$ 1,746.50 million in 2022 to US\$ 2,245.82 million by 2028. It is estimated to grow at a CAGR of 4.3% from 2022 to 2028.

Growing Awareness of the Advantages of Using Printed Signage in Various Industries Drive South & Central America Printed Signage Materials Market

Printed signage helps businesses reach a large and diverse range of consumers. By using printed signage, businesses can create a distinctive and memorable brand image to differentiate from the competition while increasing customer recognition. In the banking & financial sector, printed signage is used near ATMs and in banks to educate the customer or promote any product or service. Large-format printed signage such as banners, posters, charts, announcement and marketing displays, signs, and diagrams are used to create high-impact visuals. All these advantages associated with the printed signage are driving the demand for printed signage.

South & Central America Printed Signage Materials Market Overview

South & Central America poses a huge demand for printed signage and the materials required for printing them. This is attributed to the growing need for these signboards in industries such as retail, entertainment, BFSI, sports, and leisure activities. Businesses in these industries extract more profits from their operations through effective promotion of their products by installing printed signage at different places within cities or towns. Government initiatives to help enterprises to connect effectively with their customers are contributing to the growth of the printed signage market in South & Central America. Moreover, shopping festivals provide essential growth opportunities for retailers to spend more on their marketing activities, which further contributes to the demand for printed signage materials in the region. The number of tourists that visit countries in this region is increasing each year, in turn, resulting in the opening of many new recreational and entertainment arenas. Thus, the increasing number of tourists would indirectly and positively contribute to the growth of the South & Central America printed signage materials market in South & Central America in the coming years.

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

South & Central America Printed Signage Materials Market Segmentation

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

Based on material, the South & Central 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 South & Central America printed signage materials market.

Based on application, the South & Central 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 South & Central America printed signage materials market.

Based on end-use industry, the South & Central 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 South & Central America printed signage materials market.

Based on country, the South & Central America printed signage materials market is segmented into Brazil, Argentina, and the Rest of South & Central America. In 2022, Brazil segment registered a largest share in the South & Central America printed signage materials market.

3A Composites GmbH; Antalis; Avery Dennison Corp; and Thyssenkrupp Materials Services GmbH are the leading companies operating in the South & Central America printed signage materials market.

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