

Digital Signage Market worth US\$80.9 Billion 2029 with a CAGR of 16.9%

Digital Signage market is projected to grow from the US \$21.1 billion in 2020 to US\$ 80.9 billion by 2030. Rising adoption of LED and LCDs for advertising and display promotion such factor are expected demand for digital signage technology. Additionally increasing demand for digitized promotion of products and services to attract the target audience in an effective manner supporting the growth digital signage market. Moreover increasing retail space worldwide, growing demand for context-aware signage, and increasing change of traditional stores to smart stores in the retail vertical drives growth for the target market. High maintenance cost restrains the target market growth.

The report "Global Digital Signage Market by Offering (Hardware, Software, and Services), By Product (Video Wall, and Standalone Display), By Application (Indoor, and Outdoor), By Vertical (Commercial, Infrastructural, Infrastructural, Industrial), and Region - Global Forecast to 2029"

Key Highlights:

- In December 2018 NEC Display Solutions of America, Inc announced C651Q and V654Q, large-format 4K UHD displays packed with commercial-grade features and a thinner, lighter design. With portrait orientation support for presentation purposes or digital signage use.
- On March 2019 Leyard and Planar, global leaders in visualization products, announced the industry-leading display technologies at the 2019 Digital Signage Expo (DSE).

Key Market Insights from the report:

The global Digital Signage market accounted for US\$ 80.9 billion in 2019 and is projected to register a moderate CAGR of 16.9% over the forecast period. The market report has been segmented based on Hardware, By End-user Industry, and region.

- By offering a global digital signage market is classified into hardware, software, and services.
- By product global digital signage market is classified into a video wall and standalone display.
- By application, the global digital signage market is classified into indoor, and outdoor.
- By vertical global digital signage market is classified in to commercial, infrastructural, infrastructural, and industrial.
- By region, Asia Pacific is expected to dominate the target market. Owing to growing developments in the field of retail, transportation, public infrastructure, and corporate are expected to create a huge demand for digital signage.

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The key players operating the global Digital Signage market involves NEC Display Solutions Ltd, Samsung Electronics Co. Ltd, LG Display Co. Ltd, Panasonic Corporation, Sony Corporation, Sharp Corporation, Planar Systems Inc., Hitachi Ltd, Barco NV, Goodview and Cisco Systems Inc. the key players in the market are focusing on technological development and product launch and advertisement.

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