

Global Digital Signage Market to Grow at a CAGR Of 5.80% to Forecast 2021

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PUNE, INDIA, November 8, 2016 /EINPresswire.com/ -- [Digital Signage Market](#)

Global Digital Signage Market is projected to grow at a CAGR of 5.80% over the forecast period to reach a total market size of \$19.414 by 2021, from estimated value of \$13.840 in 2015. Digital signage is an innovative electronic method to communicate with the targeted customers effectively and efficiently at a broader level. Declining manufacturing costs and advancement in display technologies are some of the major factors fuelling the growth of global digital signage market. Growth in the retail industry in emerging economies and the continuous invention of newer applications that require intensive marketing strategies will drive the demand for digital signage applications over the forecast period. However, growing cases of software non-compatibility and networking glitches, connectivity issues, and lack of technology access in remote areas will hamper the market growth.

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The first section of the report deals with detailed research methodology for calculating market size and forecasts, secondary data sources used and the primary inputs which were taken for data validation. This section also outlines various segmentations which have been covered as part of the report.

Next section provides comprehensive market dynamics through an overview section along with growth drivers, challenges, and opportunities which exist in the current market. This section of the report also provides supplier and industry outlook as a whole; key industry, global and regional regulations which are determining the market growth and a brief technological aspect of Digital Signage. Complete industry analysis has also been covered by Porter's Five Forces model as a part of this report section.

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Thirdly, Digital Signage market has been segmented by product type, industry verticals, solutions and geography. By product type, the market is segmented as kiosks, billboards, signboards, and menu boards. By industry verticals, the segmentation has been done as retail, transportation, healthcare, media and entertainment, education, hospitality, corporate, and government. Under solutions type; hardware, software and services have been covered as a part of this report.

Important regions for vendors in terms of market size are covered through detailed geographical segmentation and country level forecasts. Geographical regions covered as a part of this section are Americas, Europe Middle East and Africa, and Asia Pacific.

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Finally, competitive intelligence section deals with major players in the market, their market shares, growth strategies, products, financials, and recent investments among others. Key industry player profiles as part of this section are Samsung Electronics Co. Ltd., Panasonic Corporation, Omnivex Corporation, Intel Corporation, and Cisco System Inc. along with several other players.

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