

# Global Digital Signage Market | Technology Advancement, Growth Rate, key Players & Outlook Analysis 2021-2027

*Latest Study Analysis of Global Digital Signage Market has been published by Qualiket Research.*



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[Digital Signage Market](#) was valued at US\$ 15,475.36 Mn in 2020 which expected to reach US\$ 30,650.35 Mn by 2027, with a CAGR of 9.32% from 2021-2027.

Digital Signage is also called as dynamic signage which is an electronic display which advertises contents, broadcast data, television programming, and other contents. It is mainly depends on hardware components to ensure the delivery of high-quality content.

Global Digital Signage Market growth is driven by the increase in demand for the digitized promotion of products & services to attract the attention of the target audience effectively. Moreover, the demand for 4K digitized sign display with the embedded software as well as media player is increasing as it offers customers an affordable Ultra HD digital signage solution, which is anticipated to fuel the market further. In addition, there is growing demand for advanced products that require digitized information management and guidance and can be accessed from remote locations. This is also among the key factors expected to boost the global digital signage market growth over the forecast period.

## Top players of Global Digital Signage Market

- Samsung Electronics
- LG Electronics
- Ledyard Optoelectronic
- Sharp Corporation
- Sony Corporation
- BARCO
- Panasonic Corporation
- Shanghai Goodview Electronics
- AU Optronics

- BrightSign LLC

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In September 2021: LG electronics had introduced an enormous 'direct view LED TV' that offers a very expansive screen & an extreme home cinema system for the super-luxury segment of customers. The company had dubbed the giant Tv as Extreme Home Cinema which measures a whopping 325 inches wide. The tv is available in 2K, 4K as well as 8K configurations.

Qualiket Research has segmented the Global Digital Signage Market based on Offering, Application, Product, Installation location, Display Size, and region.

By Offering

- Hardware
- Software

By Application

- Institutional
- Infrastructure
- Commercial
- Industrial

By Product

- Standalone Display
- Video Wall

By Installation location

- Indoor
- Outdoor

By Display Size

- Below 32 inch
- Between 32 and 52 inches
- Above 52 inch

By Region

- North America
- Latin America
- Europe
- Asia Pacific
- Middle East & Africa

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#### Key Insights & Findings:

- In the Application segment Video Wall Applications is expected to dominate the Digital Signage Market throughout the forecast period, and is estimated to account for 55.46% of the market share in 2020.
- Among the display size segment, the Above 52-inch segment is expected to drive the market demand for Digital Signage market, and would grow at a CAGR of 9.41% during the forecast period.
- The market in North America is projected to dominate the Digital Signage market due to rise in demand for Digital Signage's in the region.
- Furthermore, APAC is anticipated to witness noteworthy growth primarily due to the rising scope of product application in retail stores, corporate offices, hospitals, and hotels.

Get a glimpse of the in-depth analysis through Digital Signage Market Report <https://qualiketresearch.com/reports-details/Digital-Signage-Market>

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