

# Digital Signage Market worth \$49.78 billion by 2030, growing at a CAGR of 7.59% - Exclusive Report by 360iResearch

*The Global Digital Signage Market to grow from USD 27.72 billion in 2022 to USD 49.78 billion by 2030, at a CAGR of 7.59%.*

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EINPresswire.com/ -- The "[Digital Signage Market](#) by Type (Conventional, Smart), Product (Standalone Display, Video Wall), Offering, Application - Global Forecast 2023-2030" report has been added to 360iResearch.com's offering.

The Global Digital Signage Market to grow from USD 27.72 billion in 2022 to USD 49.78 billion by 2030, at a CAGR of 7.59%.

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The digital signage market encompasses designing, developing, manufacturing, distributing, and applying display technologies and solutions to present dynamic content and information in public and commercial spaces. These systems typically comprise display panels, media players, content management systems (CMS), software applications, and networking infrastructure components facilitating communication between devices. The increasing demand for personalized advertising content with real-time data updates and the rising adoption of digital signage by sponsors in entertainment and sports events led to high adoption rates across various industries. The initial setup costs of digital signage systems can be high, especially for SMEs, and the availability of low-cost alternatives for advertisement hampering market demand. Implementing IoT connectivity offers new possibilities for integrating advanced sensors into digital signage networks, enabling targeted content delivery based on location or demographic



data, further fueling the market growth.

Type: Increasing preference for smart digital signage

Conventional digital signage systems are non-interactive displays primarily as advertisement boards or information screens. Conventional digital signage are widely used in retail stores, restaurants, airports, and public spaces for showcasing promotional content or providing critical information to customers and visitors. Smart digital signage systems incorporate interactive features such as touchscreens, gesture recognition, and connectivity options such as Wi-Fi or Bluetooth. These advanced capabilities enable businesses to engage customers more effectively by offering personalized content and experiences. Artificial Intelligence (AI) revolutionizes digital signage by creating more engaging, personalized, and responsive content. AI-based signage systems utilize advanced algorithms to analyze user behavior, preferences, and demographics in real time. Context-aware signage systems are designed to adapt content based on various factors such as location, environment, audience demographics, time of day, and weather conditions. Considering this contextual information, these systems ensure maximum relevance and effectiveness of displayed content. IoT-enabled smart signage represents the next frontier in digital advertising and customer engagement. Digital signage can interact with various systems and data sources to create a seamless, connected experience for users by integrating Internet of Things (IoT) devices and sensors.

Application: Emerging utilization of digital signage in retail applications

In the corporate sector, digital signage is primarily used for communication, marketing, and employee engagement. Companies prefer solutions that are user-friendly and provide seamless integration with existing systems. Digital signage in education serves various purposes, such as disseminating information about events or schedules to students and staff members and displaying emergency alerts or visual aids during lectures. Government organizations utilize digital signage for public information dissemination, security alerts, wayfinding assistance in public buildings such as courts, museums, or libraries, and employee training. These organizations prioritize security features and ease of use when selecting a digital signage system provider. The hospitality industry relies on digital signage to enhance guest experiences by displaying menus, promotions, or wayfinding information in hotels, restaurants, and entertainment venues. Transportation utilizes digital signage systems to give travelers real-time updates on schedules, delays, or cancellations, display advertising content, and guide passengers through terminals. The transportation sector prioritizes network stability and ease of scalability when selecting providers. Digital signage is essential in the retail sector for its ability to captivate customers, enhance the shopping experience, and boost sales by offering dynamic content, tailored promotions, and interactive features.

Product: Emerging inclination toward innovative video wall

A standalone display, a single-screen digital sign, is an independently functioning display unit to showcase content such as advertisements, announcements, or information. These displays generally utilize LCD, LED, or OLED technology for high-definition visuals and are suitable for small to medium-sized businesses with modest budgets. Digital billboards are an effective

outdoor advertising medium that offers high visibility and impactful messaging opportunities. These large-format displays benefit from advanced LED technology that provides vibrant colors, superior brightness levels, and lower energy consumption. Interactive kiosks have emerged as a multifunctional solution for various retail, hospitality, and healthcare sectors. These self-service terminals enable users to access information or complete transactions independently, reducing wait times and staff workload. Digital menu boards revolutionize the way quick-service restaurants (QSRs) and fast-casual establishments showcase their offerings to customers. Easier update mechanisms allow businesses to adapt specials or update pricing frequently without the need for reprinting. Modernizing traditional signboards with digital technology enhances visual communication capabilities across various retail, real estate, and transportation industries. Video walls are scalable display solutions composed of interconnected screens that create a visually striking effect for advertising or informational purposes. Their main benefit lies in their ability to present large amounts of data or high-resolution images across vast surface areas without losing image quality or visibility from various viewing angles.

**Offering:** Significant adoption of digital signage hardware providing the necessary components to display content

Hardware forms the foundation of digital signage systems by providing the necessary components to display content. This category includes screens (LCD, LED), media players, mounts, and enclosures. Hardware preference depends on screen size requirements, resolution, durability in varying environmental conditions, and energy efficiency. The services subcategory encompasses various support offerings that help businesses utilize digital signage solutions effectively. These services include installation and maintenance support provided by professional technicians; content creation services from design agencies or freelance designers; network management to ensure seamless data transmission; consulting services for strategy planning based on industry trends, and ongoing technical support. Digital signage software is essential for organizing, scheduling, and managing the content displayed on screens. The need-based preferences within this subcategory revolve around compatibility with various hardware components, user-friendly interfaces, scalability options, dynamic content capabilities (such as real-time data updates), remote access, and multi-screen management.

**Regional Insights:**

The Americas region has observed a developed landscape in the digital signage market due to its large consumer base and high purchasing power. The country boasts cutting-edge research facilities, a strong presence of leading market players, and several government initiatives that encourage the adoption of digital technologies in various sectors have fueled the market adoption in the region. Europe region has a significant landscape in the digital signage market driven by innovative digital campaigns in retail malls and airports across these countries that contribute significantly to the market growth. Furthermore, adopting energy-efficient displays with eco-friendly materials has gained traction among EU businesses. The APAC has observed a rapidly growing landscape in digital signage adoption due to its vast population and rapid urbanization. The high degree of technological advancement, with leading market players investing heavily in research & development, and substantial government initiatives encouraging

investment in technology infrastructure, resulting in more opportunities for local players to innovate and expand their offerings.

#### FPNV Positioning Matrix:

The FPNV Positioning Matrix is essential for assessing the Digital Signage Market. It provides a comprehensive evaluation of vendors by examining key metrics within Business Strategy and Product Satisfaction, allowing users to make informed decisions based on their specific needs. This advanced analysis then organizes these vendors into four distinct quadrants, which represent varying levels of success: Forefront (F), Pathfinder (P), Niche (N), or Vital(V).

#### Market Share Analysis:

The Market Share Analysis offers an insightful look at the current state of vendors in the Digital Signage Market. By comparing vendor contributions to overall revenue, customer base, and other key metrics, we can give companies a greater understanding of their performance and what they are up against when competing for market share. The analysis also sheds light on just how competitive any given sector is about accumulation, fragmentation dominance, and amalgamation traits over the base year period studied.

#### Key Company Profiles:

The report delves into recent significant developments in the Digital Signage Market, highlighting leading vendors and their innovative profiles. These include American LED Wall Company, AUO Corporation, Barco NV, Cisco Systems Inc., Daktronics, Inc., Electronic Displays Inc., GALAXY SIGNAGE, Goodview Company, Hangzhou Hikvision Digital Technology Co., Ltd., Hitachi Ltd., LG Electronics Inc., LIANTRONICS CO., LTD., Microsoft Corporation, NEC Corporation, Neoti LLC, Panasonic Corporation, Planar Systems Inc., ProDVX, Samsung Electronics Co. Ltd., Scala, Sharp Corporation, Sony Corporation, Toshiba Corporation, Visix, Inc., Winmate Inc., and Ynvisible Interactive Inc..

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#### Market Segmentation & Coverage:

This research report categorizes the Digital Signage Market in order to forecast the revenues and analyze trends in each of following sub-markets:

Based on Type, market is studied across Conventional and Smart. The Smart is further studied across AI-Based Signage, Context Aware Signage, and IoT-Enabled Smart Signage. The Conventional is projected to witness significant market share during forecast period.

Based on Product, market is studied across Standalone Display and Video Wall. The Standalone Display is further studied across Billboards, Kiosks, Menu Boards, and Signboards. The Standalone Display is projected to witness significant market share during forecast period.

Based on Offering, market is studied across Hardware, Services, and Software. The Hardware is further studied across LCD or LED Display, Media Players, OLED Display, and Projector or Projection Screens. The Services is further studied across Consulting Services, Installation Services, and Maintenance & Support Services. The Software is further studied across Content Management System and Edge Server Software. The Hardware is projected to witness significant market share during forecast period.

Based on Application, market is studied across Banking, Financial Services & Insurance (BFSI), Corporate, Education, Government, Hospitality, Retail, and Transportation. The Transportation is further studied across Airport and City Management. The Corporate is projected to witness significant market share during forecast period.

Based on Region, market is studied across Americas, Asia-Pacific, and Europe, Middle East & Africa. The Americas is further studied across Argentina, Brazil, Canada, Mexico, and United States. The United States is further studied across California, Florida, Illinois, New York, Ohio, Pennsylvania, and Texas. The Asia-Pacific is further studied across Australia, China, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, and Vietnam. The Europe, Middle East & Africa is further studied across Denmark, Egypt, Finland, France, Germany, Israel, Italy, Netherlands, Nigeria, Norway, Poland, Qatar, Russia, Saudi Arabia, South Africa, Spain, Sweden, Switzerland, Turkey, United Arab Emirates, and United Kingdom. The Europe, Middle East & Africa commanded largest market share of 38.21% in 2022, followed by Asia-Pacific.

Key Topics Covered:

1. Preface
2. Research Methodology
3. Executive Summary
4. Market Overview
5. Market Insights
6. Digital Signage Market, by Type
7. Digital Signage Market, by Product
8. Digital Signage Market, by Offering
9. Digital Signage Market, by Application
10. Americas Digital Signage Market
11. Asia-Pacific Digital Signage Market
12. Europe, Middle East & Africa Digital Signage Market
13. Competitive Landscape
14. Competitive Portfolio

## 15. Appendix

The report provides insights on the following pointers:

1. Market Penetration: Provides comprehensive information on the market offered by the key players
2. Market Development: Provides in-depth information about lucrative emerging markets and analyzes penetration across mature segments of the markets
3. Market Diversification: Provides detailed information about new product launches, untapped geographies, recent developments, and investments
4. Competitive Assessment & Intelligence: Provides an exhaustive assessment of market shares, strategies, products, certification, regulatory approvals, patent landscape, and manufacturing capabilities of the leading players
5. Product Development & Innovation: Provides intelligent insights on future technologies, R&D activities, and breakthrough product developments

The report answers questions such as:

1. What is the market size and forecast of the Digital Signage Market?
2. Which are the products/segments/applications/areas to invest in over the forecast period in the Digital Signage Market?
3. What is the competitive strategic window for opportunities in the Digital Signage Market?
4. What are the technology trends and regulatory frameworks in the Digital Signage Market?
5. What is the market share of the leading vendors in the Digital Signage Market?
6. What modes and strategic moves are considered suitable for entering the Digital Signage Market?

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