

# Global Sign Market: Growth Fueled by Digital Advertising Trends

*The Business Research Company's Sign Global Market Report 2023 – Market Size, Trends, And Global Forecast 2023-2032*

LONDON, GREATER LONDON, UK, November 29, 2023 /EINPresswire.com/ -- The global sign market is poised for growth, transitioning from \$116.07 billion in 2022 to \$123.54 billion in 2023, exhibiting a robust Compound Annual Growth Rate (CAGR) of 6.4%. Anticipated trends suggest a further ascent, reaching \$152.87 billion by 2027 at a CAGR of 5.5%.



The size of sign market is expected to grow to \$152.87 billion in 2027 at a CAGR of 5.5%.”

*The Business Research Company*

**Driving Forces: Digital Display Advertising and Billboards**  
The surge in demand for digital display advertising and billboards emerges as a key driver propelling [the sign market](#) forward. The shift towards digitized promotion of products and services in outdoor spaces to captivate target

audiences has led to an increased demand for digital billboards. These dynamic displays have the capability to showcase images, videos, and animations, catering to the evolving preferences of advertisers. According to insights from PQ Media, a US-based custom media research company, digital out-of-home advertising constituted 28.3% of all out-of-home ads in 2019, with projections indicating a rise to 38.3% by 2023. This surge in demand for digital billboard advertising is expected to play a pivotal role in shaping the market's trajectory.

For a deeper understanding and strategic insights, refer to our comprehensive sample report: <https://www.thebusinessresearchcompany.com/sample.aspx?id=2916&type=smp>

## Key Market Players Shaping the Landscape

Major companies influencing the [dynamics of the sign market](#) include Brady Corporation, Okamura Corporation, Samsung Electronics Co. Ltd., LG Display Co. Ltd., NEC Display Solutions, Sharp Corporation, and Planar Systems. These industry leaders contribute significantly to market evolution and innovation.

## Digital Signage: Meeting Evolving Information Management Needs

The rising [demand for digital signage](#) is attributed to its enhanced information management capabilities. Serving as a digitally managed display used for sales, marketing, or advertising purposes, digital signage offers seamless deployment of advertisements while optimizing cost

and time associated with logistics and printing materials. Various types of digital signage, such as Multi-Screen Experience, Streaming Advertisements over IP, and the integration of Bluetooth for two-way communication, are gaining prominence, reflecting the dynamic nature of this segment.

### Regional Dynamics: Asia-Pacific Leading the Way

In 2022, Asia-Pacific emerged as the largest region in the sign market, with Western Europe securing the second-largest market share. The comprehensive market analysis encompasses regions such as Asia-Pacific, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa.

The global sign market is segmented –

- 1) By Type: Traditional Billboards And Signs, Digital Billboards And Signs, Other Sign
- 2) By Application: Indoor, Outdoor
- 3) By End-user Vertical: BFSI, Retail, Transportation and Logistics, Healthcare, Other End-user Verticals

For comprehensive insights into market dynamics and future trends, please refer to the complete report:

<https://www.thebusinessresearchcompany.com/report/sign-global-market-report>

Sign Global Market Report 2023 from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Sign Global Market Report 2023 by The Business Research Company is the most comprehensive report that provides insights on sign market size, sign market drivers and trends, sign market major players, sign market competitors' revenues, sign market positioning, and sign market growth across geographies. The sign market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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**Global Sign Market**

Expected Growth Rate Through 2026  
**5.5%**

Expected Market Size By 2027  
**\$152.87 Bn**

The rise in demand for digital signage due to its better information managing capabilities is the main driver of the market

**Asia-Pacific** is the largest region in the market

Information sourced from The Business Research Company  
[thebusinessresearchcompany.com](https://www.thebusinessresearchcompany.com)

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Biometrics Global Market Report 2023

<https://www.thebusinessresearchcompany.com/report/biometrics-global-market-report>

Voice Biometrics Global Market Report 2023

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About The Business Research Company

The Business Research Company has published over 3000+ detailed industry reports, spanning over 6500+ market segments and 60 geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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