

Electronic Shelf Label (ESL) Market to Witness Massive Growth with Samsung, Hanshow Technology, LG Innotek, Displaydata

Global Electronic Shelf Label (ESL) Market 2024

PUNE, MAHARASHTRA, INDIA, February 14, 2024 /EINPresswire.com/ -- Latest [Global Electronic Shelf Label \(ESL\) Market](#) study with 100+ market data Tables, Pie charts & Figures is now released



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Craig Francis

by HTF MI. The research assessment of the Market is designed to analyze futuristic trends, growth factors, industry opinions, and industry-validated market facts to forecast till 2030. A significant region that is speeding up marketization is used to split the market study. Some of the leading players covered such as SES-imagotag (France), Pricer AB (Sweden), E Ink Holdings - Taiwan, Displaydata - United Kingdom, Samsung - South Korea, Altierre - United States, LG Innotek - South Korea, M2Communication - South Korea, Hanshow Technology - China, Panasonic - Japan.

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According to HTF Market Intelligence, the Global Electronic Shelf Label (ESL) market to witness a CAGR of % during forecast period of 2024-2030. The market is segmented by Global Electronic Shelf Label (ESL) Market Breakdown by Type (LCD, Segmented E-Paper, Full-Graphic E-Paper) by Component (Displays, Batteries, Transceiver, Microprocessors, Others) by Communication Technology (Radio Frequency, Infrared, Near Field Communication, Others) by Distribution Channel (Hypermarkets, Supermarkets, Non-Food Retail Stores, Specialty Stores, Others)

Definition:

Digital displays called Electronic Shelf Labels (ESLs) are utilized in retail establishments to replace conventional paper price tags. They update and display current product information, including prices, promotions, and product details, wirelessly. They facilitate dynamic pricing methods, improve operational efficiency, and lower pricing errors. Efficiency in retail operations is a key factor driving demand for ESLs. By providing precise pricing and information, they facilitate quick

price adjustments, aid with inventory control, and improve customer satisfaction. The switch from traditional labels to ESLs necessitates investments in hardware and infrastructure, which can be costly to install and impede market expansion.

Electronic Shelf Label (ESL) Market Competitive Analysis:

Know your current market situation! Not just new products but ongoing products are also essential to analyze due to ever-changing market dynamics. The study allows marketers to understand consumer trends and segment analysis where they can face a rapid market share drop. Figure out who really the competition is in the marketplace, get to know market share analysis, market position, % Market Share, and segmented revenue.

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Players Included in Research Coverage: SES-imagotag (France), Pricer AB (Sweden), E Ink Holdings - Taiwan, Displaydata - United Kingdom, Samsung - South Korea, Altierre - United States, LG Innotek - South Korea, M2Communication - South Korea, Hanshow Technology - China, Panasonic - Japan

Additionally, Past Electronic Shelf Label (ESL) Market data breakdown, Market Entropy to understand development activity and Patent Analysis*, Competitors Swot Analysis, Product Specifications, and Peer Group Analysis including financial metrics are covered.

Segmentation and Targeting:

Essential demographic, geographic, psychographic, and behavioral information about business segments in the Electronic Shelf Label (ESL) market is targeted to aid in determining the features the company should encompass in order to fit into the business's requirements. For the Consumer-based market - the study is also classified with Market Maker information in order to understand better who the clients are, their buying behavior, and patterns.

Electronic Shelf Label (ESL)Product Types In-Depth: LCD, Segmented E-Paper, Full-Graphic E-Paper

Electronic Shelf Label (ESL) Major Applications/End users: Hypermarkets, Supermarkets, Non-Food Retail Stores, Specialty Stores, Others

Electronic Shelf Label (ESL) Major Geographical First Level Segmentation:

- APAC (Japan, China, South Korea, Australia, India, and the Rest of APAC; the Rest of APAC is further segmented into Malaysia, Singapore, Indonesia, Thailand, New Zealand, Vietnam, and Sri Lanka)
- Europe (Germany, UK, France, Spain, Italy, Russia, Rest of Europe; Rest of Europe is further segmented into Belgium, Denmark, Austria, Norway, Sweden, The Netherlands, Poland, Czech Republic, Slovakia, Hungary, and Romania)

- North America (U.S., Canada, and Mexico)
- South America (Brazil, Chile, Argentina, Rest of South America)
- MEA (Saudi Arabia, UAE, South Africa)

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Research Objectives:

- Focuses on the key manufacturers, to define, pronounce and examine the value, sales volume, market share, market competition landscape, SWOT analysis, and development plans in the next few years.
- To share comprehensive information about the key factors influencing the growth of the market (opportunities, drivers, growth potential, industry-specific challenges and risks).
- To analyze the concerning individual future prospects, growth trends and their involvement to the total market.
- To analyze reasonable developments such as agreements, expansions new product launches, and acquisitions in the market.
- To deliberately profile the key players and systematically examine their growth strategies.

FIVE FORCES & PESTLE ANALYSIS:

In order to better understand market conditions five forces analysis is conducted that includes the Bargaining power of buyers, Bargaining power of suppliers, Threat of new entrants, Threat of substitutes, and Threat of rivalry.

- Political (Political policy and stability as well as trade, fiscal, and taxation policies)
- Economical (Interest rates, employment or unemployment rates, raw material costs, and foreign exchange rates)
- Social (Changing family demographics, education levels, cultural trends, attitude changes, and changes in lifestyles)
- Technological (Changes in digital or mobile technology, automation, research, and development)
- Legal (Employment legislation, consumer law, health, and safety, international as well as trade regulation and restrictions)
- Environmental (Climate, recycling procedures, carbon footprint, waste disposal, and sustainability)

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