

United States Digital Signage Market Latest Trends and Innovations 2024-2030 | Exactitude Consultancy

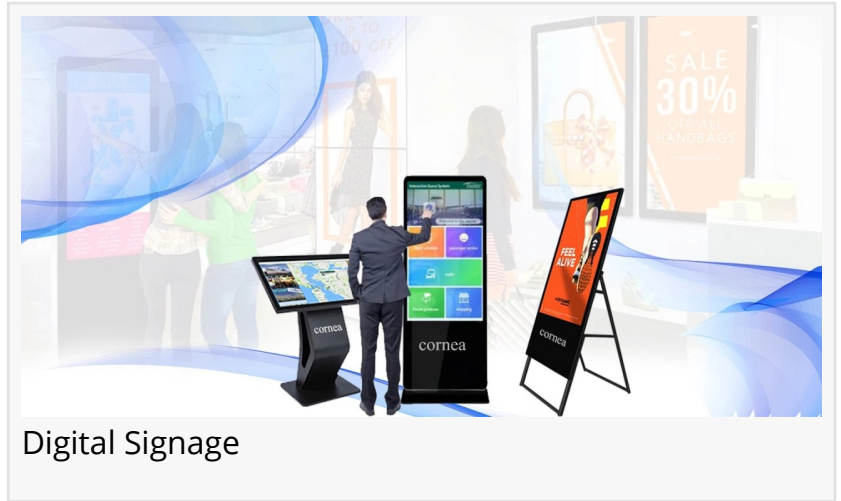
Global Digital Signage Market include BrightSign, LLC, Cisco Systems, Inc., Intel Corp., KeyWest Technology, Inc., LG Electronics (LG Corp.), Microsoft Corp

LUTON, BEDFORDSHIRE, UNITED KINGDOM, April 26, 2024

/EINPresswire.com/ -- The Market research report offers an elaborate study of the global [Digital Signage](#)

Market to help players prepare themselves well to tackle future growth

challenges and ensure continued business expansion. The report provides an up-to-date analysis of the current market scenario, including the latest trends and drivers influencing the Digital Signage market. The report includes comprehensive information on the market drivers, key trends and challenges, a deep analysis of technology trends, opportunities, value chains, future



Digital Signage

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Growing demand for dynamic advertising solutions drives the global digital signage market, transforming traditional static displays into interactive experiences.”

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protocol, and strategies. The Digital Signage market report studies the role of the leading market players involved in the industry including their commercial overview, financial summary and SWOT analysis. Furthermore, the report includes actionable insights into the Market's prospects based on input from industry professionals to assist readers in establishing effective strategies.

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MARKET DRIVERS

“Increasing Demand for Enhanced Connectivity, Flexibility, and Affordability to Drive the Market”

Digital display helps to build a connection between the person or organization displaying the content and the person reading the content. Due to the improved flexibility of the hardware and software, the adoption of digital signage is gaining pace. Digital display hardware has become more affordable in recent years. Hence, organizations are making substantial investments in digital signage solutions. This factor is likely to drive the digital signage market.

“Growing Infrastructure Development across Industries to Expand the Market Size”

Retailers today leverage digital signage to create enhanced shopping experience, resulting in high sales. They make considerable investments in infrastructure of retail stores to reap the benefits of digitization. Digital signage enables retailers to provide personalized offerings, theme-based digitally enhanced experience stores, and other advanced services.

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In this section, we assess the competitive landscape of the Digital Signage Market, focusing on key players.

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ADFLOW Networks, BrightSign, LLC, Cisco Systems, Inc., Intel Corp., KeyWest Technology, Inc., LG Electronics (LG Corp.), Microsoft Corp., NEC Display Solutions, Omnivex Corp., Panasonic Corp., SAMSUNG Electronics, Scala Digital Signage, Winmate Inc., Daktronics, Sony Corporation.

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In June 2021- Sony Corporation expanded product offerings by introducing BZ35J and BZ30J series of 4K HDR BRAVIA professional displays. The solutions enables to customize settings and quick optimization customers. The new solution introduced supports high end and mid-range demands of the business to business market.

In May 2021- LG Electronics collaborated with video encoding and streaming solutions provider, VITEC. The partnership aims to allow enterprise IPTV customers to securely deliver, view multicast MPEG video on LG webOS-based smart signage displays. This collaboration introduced

a LGs webOPs extension to VITECs IPTV and digital signage platform, which aims to support advanced IPTV applications in technologically effective and secure manner.

In April 2021- Scala launched Scala Enterprise Version 12.50, the latest release of flagship digital signage platform. The new release features enhancements such as introduced snapshot capabilities for Scala Media players, workgroup management and more intuitive and collapsible menu panels in content manager. The release features significant performance improvements that elevate customer digital experience.

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The competitive analysis reveals a dynamic landscape in the Digital Signage Market, with each key player adopting distinct strategies to secure their positions. Market leaders face pressure from agile newcomers, making innovation and adaptability key factors for sustained success.

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In this section, we provide a breakdown of the Digital Signage Market into segments based on different criteria, including the type of analysis, industry verticals, and geographic regions.

Digital Signage Market by Component, 2020-2029, (USD Billion, Thousand Units)

Hardware

Software

Services

Digital Signage Market by Screen Type, 2020-2029, (USD Billion, Thousand Units)

Video Walls

Video Screens

Transparent Led Screens

Digital Posters

Kiosks

Digital Signage Market by Technology, 2020-2029, (USD Billion, Thousand Units)

LCD

LED

Projection

Digital Signage Market by Installation Location, 2020-2029, (USD Billion, Thousand Units)

Indoor

Outdoor

Digital Signage Market by Content Category, 2020-2029, (USD Billion, Thousand Units)

Broadcast

News

Weather

Sports

Non-Broadcast

Digital Signage Market by Screen Size, 2020-2029, (USD Billion, Thousand Units)

Below 32 Inches

32 To 52 Inches

More Than 52 Inches

Digital Signage Market by Application, 2020-2029, (USD Billion, Thousand Units)

Retail

Hospitality

Entertainment

Stadiums & Playgrounds

Corporate

Banking

Healthcare

Education

Transportation

Regional Segments:

North America (United States, Mexico & Canada)

Asia-Pacific (Taiwan, Hong Kong, Singapore, Vietnam, China, Malaysia, Japan, Philippines, Korea, Thailand, India, Indonesia, and Australia).

South America (Brazil, Venezuela, Argentina, Ecuador, Peru, Colombia, etc.)

Europe (Turkey, Spain, Turkey, Netherlands Denmark, Belgium, Switzerland, Germany, Russia UK, Italy, France, etc.)

The Middle East and Africa (South Africa, Saudi Arabia, UAE, Israel, Egypt, etc.)

North America held the largest share of digital signage market

North America accounted for the largest share of the digital signage market in 2022. Presence of many digital signage software providers and higher adoption of advanced technologies such as IoT especially in retail and hospitality sectors are some of the major factors driving the market growth in North America. Moreover, the increasing commercialization of 5G technology and fiber optic networks has led to growing use of digital signage in retail, institutions, public, government, and other such sectors that are witnessing rapid digitalization. These developments are expected to drive the growth of the digital signage market in the region. Additionally, Canada, with a relatively stable economy, is also expected to witness significant increase in the adoption of digital signage in the near future due to the increasing retail spaces and transition of conventional retail stores into smart stores.

Key Findings:

Estimate the current Digital Signage market size and predict future growth based on identified trends.

Offer an overview of key market players and assess their strategies, strengths, and weaknesses. Analyze the impact of government regulations and incentives on the Digital Signage market's direction.

Share insights into consumer preferences and target demographics for the manufacturers. Identify opportunities for new entrants and existing companies while highlighting industry risks and challenges.

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Chapter 5: Displaying the by Type, End User and Region

Chapter 6: Evaluating the leading manufacturers of the Digital Signage market which consists of its Competitive Landscape, Peer Group Analysis, BCG Matrix & Company Profile

Chapter 7: To evaluate the market by segments, by countries and by Manufacturers with revenue share and sales by key countries in these various regions (2024-2030)

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Key Findings

Growing demand for surveillance across several verticals

Gradual decrease in cost of Digital Signage

Rapid development of high-performance Digital Signage

Key Insights

The report provides an overview of every manufacturers and the products developed by each manufacturer along with the application scope of every product.

Data regarding the market share of every company, as well as sales figures concerning each firm, is stated in the report.

Details regarding the profit margins and price patterns have been inculcated in the report.

0000000000 000 000000 00 000 Digital Signage Market Research Report:

- Understanding the Market
- Assessing Market Opportunities
- Evaluating Market Challenges
- Competitive Analysis
- Consumer Insights
- Market Forecasting
- Risk Assessment
- Decision Support
- Information Dissemination
- Benchmarking and Performance Evaluation
- Policy and Regulatory Guidance
- Educational and Research Purposes

Key Questions Covered in Digital Signage Market Report:

What is the present Digital Signage market size in terms of revenue and volume, and how much growth is expected during the forecast period?

Which are the key developments that are anticipated to stimulate Digital Signage market trends?

Which factors will trigger product demand and how much product consumption is estimated?

What are the upcoming business opportunities and restraints?

Which region will dominate the global Digital Signage market share?

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