

## **Electronic Shelf Label Global Market to Reach \$1.35 billion and Growing at a CAGR of 28% by 2021**

*WiseGuyReports.Com Publish a New Market Research Report On - "Electronic Shelf Label Global Market to Reach \$1.35 billion and Growing at a CAGR of 28% by 2021".*

WiseGuyReports.Com Publish a New Market Research Report On - "Electronic Shelf Label Global Market to Reach \$1.35 billion and Growing at a CAGR of 28% by 2021".Pune, India - April 20, 2017 /MarketersMedia/ -- The global electronic shelf label market is expected to be more than \$1.35 billion with a CAGR more than 28% during 2016-2022

The market research report considers the present scenario of the worldwide Electronic Shelf Label market and its strategic assessment for the period 2016-2022. It includes the market growth drivers, trends, and restraints. It also analyzes leading five vendors and ten other prominent vendors in the market.

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Scope of the Report:

This research report categorizes the global electronic shelf market based on display type, communication technology, and geography. The report provides market size in terms of:

1. Revenue (US\$ million)
2. sales unit (Million units)

By Display Type

1. LCD
2. E-Paper Display
3. OLED

By Communication Technology

1. Vendor Facing
  - i. Radio Frequency
  - ii. Infrared
2. Customer Facing
  - i. Bluetooth Low Energy
  - ii. NFR

By End Use Market

1. Super Markets and Hyper Markets
2. Departmental Stores
3. Convenience Stores
4. Drugstores
5. Others

By Geography

1. APAC
2. EMEA
  - i. Europe
  - ii. Middle-East Africa
3. Latin America
4. North America

## By Key Countries

1. Africa
2. China
3. France
4. Germany
5. Japan
6. UK
7. US

The report also provides market share and profiles the key vendors operating in the Global Electronic Shelf Label Market and also provides the detailed competitive landscape of key players.

### Electronic Shelf Label Market (ESL) - Market Size and Dynamics

Analysts at Beige Market Intelligence says that the worldwide electronic shelf label market is expected to cross US\$ 1,35 billion by 2022 with a CAGR closed to 28%. The market is going to witness the growth in revenues as well as shipment. The market size and sales volume of each segment is included in the report for the present as well as for next five years. The E-Paper Display Segment is going to have the largest share among all the other segments of the display type. The annual shipments of ESL are forecasted to cross 260 million units by 2022, driven by lower prices, fuelling the adoption and reach. Further, the exponential growth in demand is also driven by replacement demand from retailers in developed economies.

### Electronic Shelf Label Market (ESL) - Trends, Drivers and Challenges

With increasing internet and smart phone penetration, and the advent of social media for information exchange the purchasing behavior of the consumers have changed considerably. The customers are preferring to do the research online before going to purchase anything from the store. It has created a new reality in the retail store which has created the omni channels. ESL can be one of the technologies that can provide this omni-channel solution by displaying the detailed product information and the associated real-time promotions in the convenience of in-store shelf edges which the traditional shelf labels cannot provide. Thus the emerging retail reality is among the one of the emerging trends in the Electronic shelf label market, described in the report.

The report contains the major drivers and upcoming challenges of the global electronic shelf label market. Rapidly decreasing cost of semiconductor chips and sensors and consistent drop in the cost of the micro-displays are among the major driving factors included in the report. High cost of the ESL systems and the limited battery life of the label device can limit the adoption of the electronic shelf labels. The report also provides the Porter's five forces analysis along with a description of each of the forces and its impact on the market.

### Electronic shelf label (ESL) - Geographical Analysis

The report includes the market analysis of electronic shelf label market in different regions such as North America, APAC, EMEA and Latin America. The report outlines the major market share holder and the market size analysis of all the regions and provides the market size and forecast of key countries.

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### Electronic Shelf Label (ESL) - Market Share and Key Vendor

This market research report profiles the major companies in the electronic shelf label market and also provides the competitive landscape of key players. Within the report covers the entire ESL market outlook regarding the value chain operating within the market. The major players in the market include

1. Altierre
2. DIGI

- 3. Displaydata
- 4. Pricer
- 5. SES - imagotag

Other Top Vendors include E-Ink Holdings, Samsung Electro Mechanics SEMCO, Mirador Marketing, CEST, LG Innotek-ESL, NZ Elcetronic Shelf Label, Opticon, Hanshow Technology, Pervasive Display, Wincor Nixdorf.

Why Should you buy this report?

The report gives reasonable answers for the following questions which leads you to know the in-depth market analysis such as

- 1. How has the market been performing and what are some of the current changes which are expected to change the landscape in the coming years?
- 2. What are the various factors that can affect the market and in what way over the next few years?
- 3. What are the emerging trends and challenges for the market over the next five years?
- 4. What is the market size and market forecast for each product segment?
- 5. What is the market size and market forecast for each user type?
- 6. Which regions are going to have the largest market share and what are the factors propelling the market growth in that region?
- 7. What is the sales growth rate in key geographies?
- 8. Which are the key countries and the market size and market forecast in the key countries?
- 9. Which companies are the key vendors in the market?

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