

# Global Electronic Shelf Label Market - Market Size to Cross \$1,675 million by 2023 | Arizton

The electronic shelf label (ESL) market revenues to cross \$1,675 million growing at a CAGR of more than 28% during 2017-2023

CHICAGO, IL, UNITED STATES, February 15, 2018 /EINPresswire.com/ -- Arizton's recent market research report on the [electronic shelf label \(ESL\) market](#) provides comprehensive industry analysis, trend forecasts, and competitive analysis. The research study segments the market by display (LCD, EPD, and OLED), by technology (vendor facing (RF and IR) and customer facing (BLE and NFC), end-users (supermarkets and hypermarkets, departmental stores, convenience stores, drugstores, and others), and geography (North America, APAC, Europe, MEA, and Latin America).



Electronic Shelf Label Market Size in Revenue - \$1.6 billion

## Electronic Shelf Label Market Overview



The leading vendors in the electronic shelf label (ESL) market are SES-imagotag, Pricer, Displaydata Ltd, Altierre Corp, and DIGI."

Abby

The revolutionary changes in consumption patterns and trade flow across the world is propelling the growth of the electronic shelf label market. The economic development of different emerging countries such as India and China are attributing to the increase in retail consumption in these regions and driving the demand for technological innovations. The development of the retail industry with the advent of e-commerce and rising sale of consumables through stores, shopping marts, and supermarkets will have a positive impact on the global ESL

market. The integration of latest technology to offer customers a seamless buying experience, increased range and assortment of goods, and added value in-store experience will create the demand in the electronic shelf label (ESL) market.

The urbanization, changing retail landscape, and rapid infrastructural expansion in emerging countries will augment the growth of the electronic shelf label (ESL) market. The advent of LED and e-paper displays and the usage of micro-displays in consumer applications will revolutionize the global electronic shelf market.

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## Market Dynamics

The emergence and prominence of omnichannel and retail reality are driving the growth of the global ESL market. The development of omnichannel retailing will allow vendors to offer integrated services online and in-store to provide seamless consumer experiences. Such development will boost customer engagement and improve consumer interaction levels boosting sales and promoting the development of the electronic shelf label market over the next few years. The increasing penetration of the internet, smartphones, and the advent of social media is transforming the retail industry and encouraging vendors to introduce advanced technologies such as ESL in the global market. The usage of electronic shelf labels helps retailers display detailed product information and associated real-time promotions in the convenience of in-store shelf edges.



## Electronic Shelf Label Market – By Technology

RF and infra-red (IR) technologies are the most predominately used mode of communication in the ESL market

The electronic shelf label market by technology is classified into radio frequency (RF), infra-red (IR), Bluetooth enabled (BLE), and near field communication (NFC). The vendor facing technology was very popular in the ESL market and is expected to grow at a CAGR of more than 39% during the forecast period. RF technology dominated the vendor facing segment in 2017. RF communication has no line of sight issue, and there is no hindrance in the communication line. The ESL manufacturers are using RF to communicate with the base station and ESL tags, and range of the transmitter is inversely proportional to the frequency. The use of these communication devices will propel the growth of this market segment in the global electronic shelf label market.

## Electronic Shelf Label Market – By Display

LCD screens to dominate the global ESL market during the forecast period

The display segment in the electronic shelf label (ESL) market is divided into LCD, EPD, and OLED. The LCD segment dominated the global ESL market accounting for around half of the total market share and is anticipated to grow at a CAGR of more than 29% during the forecast period. The rapid evolution of display technologies wherein the micro-displays have become cheaper, efficient, and smarter is driving the growth of the LCD display segment in the electronic shelf label market. The two major variants of LCD available in the global market are active and passive matrix displays. The cost-effectiveness of LCD displays is propelling the growth of this market segment in the global ELS market and create new opportunities for vendors to launch innovative products to gain a larger market

share.

### Electronic Shelf Label Market – By End-Users

Supermarkets and hypermarkets to generate the highest revenues in the global ESL market during the forecast period

The electronic shelf label market by end-users is segmented into supermarkets and hypermarkets, departmental stores, convenience stores, drugstores, and others. Supermarkets and hypermarkets dominated the ESL market share in 2017 and is expected to grow at a CAGR of over 27% during the forecast period. The adoption of self-service in supermarkets and hypermarkets is boosting the growth of this market segment in global ESL market. The wide availability of groceries, hardware, sports equipment, furniture, consumer appliances, computers, and electronics will boost the demand for ESLs in the supermarket and hypermarket segment during the forecast period.

### Electronic Shelf Label Market – By Geography

Europe to dominate the market share in the global ESL market during the forecast period

The geographical segment in the global ESL market is divided into North America, APAC, Europe, MEA, and Latin America. Europe was the largest geographical segment in the global electronic shelf label (ESL) market accounting for more than 1/3rd of the total market share in 2017. France, UK, and Germany are the highest revenue generators in the global electronic shelf label market. The strong presence of domestic and multinational retailers is driving the growth of the ESL market in Europe. The increasing investments to warrant automation will transform the retail industry in the region and create new opportunities for ESL manufacturers during the forecast period.

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The key countries profiled in the report are:

- US
- Germany
- France
- UK
- China
- Japan
- Singapore

### Key Vendor Analysis

Pricer and SES Imagotag dominate the global electronic shelf label (ESL) market occupying around majority of the market share in Europe and APAC. The leading vendors in China are gaining traction in the market and boosting the competition in the global ESL market. The prominent companies in the global market are offering installation contracts with a multi-year arrangement that includes services such as the supply of tags, price, and supply analytics, POS hardware, and software to sustain the competition in the market. The advent of low-cost suppliers of micro-displays and labels from APAC will boost the competition in the global electronic shelf label market during the forecast period.

The major vendors in the global market are:

SES-imagotag  
Pricer  
Displaydata Ltd  
Altierre Corp  
DIGI

Other prominent vendors include E-Ink Holdings Inc, Samsung Electro Mechanics (SEMCO), Mirador Marketing, CEST Ltd, LG Innotak, NZ Electronic Shelf Label, Opticon Inc, Hanshow Technology, Pervasive Displays Inc., (PDI), and Wincor Nixdorf.

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