

Smart Shelves Market by Components (Hardware, Software and solutions, Professional services), Organization Size, Application (Planogram management, Inventory management, Pricing management, Content management) and Region - Global Forecast to 2027

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Report description:

The global Smart Shelves market size is expected to grow from an estimated value of USD 3.0 billion in 2022 to USD 8.3 billion by 2027, at a Compound Annual Growth Rate (CAGR) of 22.4% from 2022 to 2027. Some of the factors that are driving the market growth includes Use of automation and intelligence for better smart shopping. However, Shifting of customers to the online retail store is expected to hinder the market growth.

By organization size, Large enterprises to account for a higher market share during the forecast period

Large enterprises are defined as companies with having an employee strength of more than 1,000. In the smart shelves market, large-scale retailers, supermarkets, and hypermarkets with multinational presence have been considered as large enterprises. Real-time inventory insights, check and update customer buying behavior, pricing management, and assistance to the retailer in optimizing store operations is provided by Smart shelves. Walmart, Kroger, and Walgreens, among others are the large retailers who have already adopted ESLs, sensors, RFID tags, and readers in their outlets in the US, Canada, and European nations.

By application, pricing management to grow at the highest CAGR during the forecast period

Emergence of hyper-connected consumers and aggressive competition are driving the need for price management. Retailers deploy a pricing strategy as they are constantly looking for the fair price of a product rather than a low price and are connected to several channels of distribution at a single time. The increasing demand for goods has resulted in the establishment of always-on

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channels that can cater to the high demand and reduce opportunity loss. Dynamic pricing has been used by gas stations and disruptive vendors. price management has become increasingly important for the retailers to check on the competitive pricing displayed on the shelf, thereby enabling the consumers to make an informed decision while comparing prices. The retailers can take advantage of the price optimization strategy by using automation to manage the pricing and demand efficiently.

Breakdown of primary participants:

- By Company Type: Tier 1 = 20%, Tier 2 = 57%, and Tier 3 = 33%
- By Designation: C-Level Executives = 40%, Managers and Others = 60%
- By Region: North America = 35%, Europe = 20%, APAC = 45%,

Major vendors in the global smart shelves market include SES-Imagotag (France), Pricer (Sweden), Trax (Singapore), Avery Dennison (US), Samsung (South Korea), E Ink (Taiwan), Intel (US), Huawei (China), Honeywell (US), Solum (south Korea), NEXCOM (Taiwan), DreamzTech Solutions (US), Sennco (US), Tronitag (Germany), Mago S.A. (Poland), Happiest Minds (India), PCCW Solutions (Hong Kong), NXP semiconductor (Netherlands), Diebold Nixdorf (US), Software AG (Germany), Minew (China), AWM Smart Shelves (US), Wiseshelf (Israel), Trigo (Israel), Caper (US), Zippin (US), Focal Systems (UK).
The study includes an in-depth competitive analysis of the key players in the smart shelves market, with their company profiles, recent developments, and key market strategies.

Research coverage

The report segment the smart shelves market and forecast its size, by smart shelves market by component (hardware, software and solutions and professional services), by organization size (large enterprises and SMEs), application (planogram management, inventory management, pricing management, content management), and by region (North America, Europe, Asia Pacific, MEA, and Latin America).
The study also includes an in-depth competitive analysis of the key players in the market, along with their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.
Key benefits of buying the report
The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall smart shelves market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

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