

Europe Digital Signage Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

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Report description:

The European Digital Signage market will register a CAGR of 10.7% during the forecast period. Digital signage is when audio-visual content, such as news, alerts, wayfinding information, commercial content, or emergency messages, is dynamically broadcast via digital medium to multiple screens in various locations. Digital signage systems eliminate frequent compatibility and interoperability issues between media players and displays. Furthermore, digital signage boards are being extensively used as arrival and departure boards in airports, known as Flight Information Display Systems (FIDS).

Key Highlights

The growth in transport networks, public infrastructure, and new commercial buildings, particularly in developing economies, creates more opportunities in this market. Digital signage is being used in and on all modes of public transportation to attract the attention of on-the-go viewers, providing real-time location and context awareness related to traveler information and advertising. Moreover, it is fast becoming a standard in many educational facilities, with schools and corporate campuses facilitating digital signage systems.

The added benefits of digital signage are also driving its demand. Further, digital signage enables regional vendors to change displays and messages more quickly and effectively. Additionally, it is easy to manage when compared to traditional advertisements. Digital signs offer real-time information on products and availability, interactive data, and visually enticing photos and videos. Also, digital signage technology provides a high return on investments. It lets users control signage from any browser-based link and integrate signage into an existing IT network without replacing equipment.

The growing demand across various industries also drives innovation in digital signage technology. For instance, according to Tele2IoT, delivering content to displays over cellular networks has become increasingly attractive compared to using limited LAN, and WiFi connections, especially in areas where access to LAN or WiFi is limited. By empowering such ideas, digital displays can be installed anywhere cellular networks exist. A SIM-enabled display solution can also help reduce the cost and complexity for the

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user or end customer.

Moreover, Increasing expenditure by leading retailers and product suppliers on online and broadcast advertisements is expected to hinder market growth, as the number of individuals using the internet across the region is increasing.

Digital signage is one of the best solutions to reduce the risk of COVID-19 in crowded areas. It can be used for educating visitors, such as providing sanitizing gel or balancing the number of visitors in a venue by directing the crowd and implementing a headcount-based gateway to avoid crowded stores.

Europe Digital Signage Market Trends

Retail Industry is Expected to Hold Significant Market Share

Retail operators in the area are combining digital tools to publish pertinent and profitable material at their premises and incorporate digital adverts into their retail stores to create a unique in-store user experience to gain an advantage over physical stores. Signage in retail is crucial for the operating vendors since, according to Samsung, 53% of customers base their initial perception of the store on the exterior of the business front.

Digital signage displays are used in retail establishments to display advertising, information, or other pertinent content to transmit tailored messages. By maximizing the message's impact, digital signage enables retailers to efficiently and profitably reach their target market.

For instance, the prominent European retail company Carrefour Group recently updated its in-store consumer communications. The retail behemoth installed 150 screens across 25 stores in Belgium; the network also features an integrated audio system, a customized content management system, and integrated queuing.

Many important suppliers are creating retail-specific solutions due to the region's retail industry's dominance. For instance, NEC Display Solutions Europe just unveiled a new line of large-format UHD displays with enormous screen widths and excellent levels of resolution to allow close-up and distant viewing.

Moreover, Retailers additionally work on updating user-interactive panels in real-time to reflect the most recent gender or age demographic trends in-store to promote particular items or remove sold-out products from the screen.

Belgium Accounts for the Largest Market Share

With an increasing demand for digitalization, Belgium is more focused on customer acquisition regarding digital signage solutions, mainly in the retail sector. For instance, to promote the latest promotions and product information to customers and manage queuing at the tills, a French multinational retailer deployed a comprehensive in-store digital signage solution across 25 of its branches in Belgium, with more to follow.

Local Scala systems integrator DOBIT rolled out and tailored the entire network based on Scala technology, which acts as a central backbone for managing all screens, templates, content, and audio.

Similarly, in September 2021, ZetaDisplay entered a partnership with KFC Netherlands and Belgium, omnichannel CRM, and the order management platform Booster Agency to deliver digital signage solutions to more than 100 KFC restaurants in the 12 months that followed. This partnership is expected to boost KFC's digital signage, including new and remodelled restaurants across the Netherlands and Belgium. Each restaurant will feature six screens as digital menu boards; tests are underway at several restaurants with external-facing window digital screens aimed at passers-by.

Further, Belgium is home to 209 hospitals and one of the world's most diverse populations (up by a million since 2005), with more than 180 nationalities and 108 spoken languages. With 64,000 beds, 64,000 admissions each day, and an average stay of about 6.4 days, it's critical to maintain constant contact while maintaining patients' comfort and well-being. Unquestionably, AZ Sint-Jan

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Brugge-Oostende AV falls under this category.

Europe Digital Signage Market Competitor Analysis

The European digital signage market is fragmented with major global players, like Innolux Corp., Samsung Electronics Co. Ltd, Toshiba Tec Europe, and FocusNeo AB, the hardware end of the spectrum is covered. Various medium-sized and smaller players offer software for digital signage at the same time. Additionally, many businesses are entering the market as specialized players in the sector, offering specific product applications.

December 2022 - SpinetiX SA, one of the leaders in digital signage solutions, has announced the release of new features in its digital signage SaaS (software-as-a-service), SpinetiX ARYA increasing the integration with Elementi, the SpinetiX advanced authoring software with its 250+ data-driven widgets. This innovation expands the creative options of end users while keeping SpinetiX ARYA simple and provides value-added benefits to integrators.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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