

Global Digital Signage Software Market Report and Forecast 2023-2028

Market Report | 2023-09-27 | 185 pages | EMR Inc.

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Report description:

Global Digital Signage Software Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the global digital signage software market reached a value of USD 25.4 billion in 2022. Aided by the booming advertising industry, a transition from traditional to digital platforms, and the burgeoning demand for interactive, efficient visual communication, the market is projected to further grow at a CAGR of 8.20% between 2023 and 2028 to reach a value of USD 40.5 billion by 2028.

Digital signage software has been reshaping the way businesses and institutions communicate visually. It facilitates the creation, scheduling, and dissemination of dynamic content on digital displays. From interactive kiosks in shopping malls, dynamic menu boards in restaurants, to informative digital billboards in airports, the applications are vast and varied. Its interactive and real-time capabilities make it a prime choice for marketers, educators, and businesses aiming for engaging and efficient communication. One major catalyst boosting the digital signage software market growth is the retail sector's evolution. In the age of experiential retail, brick-and-mortar stores are continually seeking innovative means to enhance in-store customer experience. With interactive displays powered by digital signage software, retailers can offer product details, promotions, and personalised experiences, driving customer engagement and sales.

The education sector will positively influence the digital signage software market outlook in the forecast period. Educational institutions, recognising the need for efficient information dissemination, are increasingly adopting digital signage solutions. From event announcements to emergency alerts, the software ensures that the information reaches the intended audience promptly and effectively.

Moreover, the corporate world's shift towards a more tech-integrated environment has spurred the demand for digital signage software. From showcasing key performance metrics to broadcasting company news and achievements, businesses are harnessing the software to foster a more informed and cohesive workplace culture.

The transportation and hospitality sectors are spearheading the digital signage software market demand. Airports, bus stations, and train stations, aiming to provide passengers with real-time updates and advertisements, are turning to digital signage. Hotels, too, are leveraging the technology to offer guests a more personalised experience, right from the lobby.

A noteworthy trend shaping the digital signage software landscape is the integration of AI and big data analytics. By analysing

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viewer data, businesses can tailor content to resonate more with the audience, making advertisements and information more impactful.

Market Segmentation

The market can be divided based on service, type, application, and region.

Market Breakup by Service

- Maintenance and Support Services
- Installation Services

Market Breakup by Type

- Content Management System
- Edge Server Software
- Others

Market Breakup by Application

- Banking and Transportation
- Entertainment and Education
- Healthcare and Hospitality
- Others

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global digital signage software market. Some of the major players explored in the report by Expert Market Research are as follows:

- DocuSign, Inc.
- Adobe Inc.
- airSlate Inc.
- Glykka LLC
- Cloud Software Group, Inc.
- Sertifi, Inc.
- Omnivex Corporation
- Panasonic Corporation
- Samsung Electronics Co. Ltd.
- Others

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