

## **North America Digital Signage - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

The North America Digital Signage Market size is estimated at USD 10.74 billion in 2025, and is expected to reach USD 15.71 billion by 2030, at a CAGR of 7.93% during the forecast period (2025-2030).

### **Key Highlights**

- In the US, digital signage has significantly influenced purchase decisions. Institutions, including the government, healthcare, public transit, and retail stores, are increasingly turning to digital signage. This shift aims to engage target audiences more effectively and convey their messages.
- Recent technological advancements in display, connectivity, and monitoring have fuelled the rise of digital signage, particularly in the US. This surge in adoption has led to a notable drop in display panel prices. In the US, the retail sector is rapidly embracing digital signage. Established and emerging businesses leverage advanced digital signage powered by AI and machine learning to harness consumer analytics.
- In February 2025, NoviSign, a global provider of cloud-based digital signage software, forged a new alliance with BrightSign, the foremost authority in digital signage media players. This collaboration bolsters the adaptability and growth potential of NoviSign's offerings, empowering businesses to seamlessly integrate NoviSign's top-tier software with the trusted reliability and security of BrightSign's media players.
- With the help of AI-driven analytics and IoT capabilities, digital signage now delivers personalized content in real-time, boosting customer engagement and advertising efficiency. Retailers and hotels are turning to interactive kiosks, digital menus, and wayfinding solutions, enhancing customer experiences and streamlining their operations.
- Demand is surging, fueled by smart city initiatives and corporations adopting digital displays for internal communications and branding. As the costs of LCD and LED screens decline, businesses of all sizes find digital signage increasingly accessible. Furthermore, cloud-based platforms allow businesses to manage content remotely, adding a layer of flexibility. Collectively, these

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elements are propelling widespread adoption across various industries, ensuring the digital signage market in North America continues its upward trajectory.

- However, the North American digital signage market faces high initial investment costs, intricate installation and maintenance, and cybersecurity issues tied to cloud systems. Content management challenges, regulatory constraints on digital billboards, and stiff competition from online advertising further curtail market growth.

## North America Digital Signage Market Trends

### Retail Industry is Expected to Hold Significant Market Share

- Digital signage has become significant in retail, reshaping how brands interact with consumers. Digital signage trends have streamlined and strengthened the brand-consumer bond by mirroring evolving consumer needs and lifestyle shifts. With the power of digital screens, brands can now tailor personalized content, enhancing customer relations and boosting sales.
- As technology advances, commercial-grade instruments become more energy-efficient, extending product lifespans, enhancing reliability, and ensuring consistent customer communication. Furthermore, the cost of high-quality commercial-grade screens utilizing system-on-chip (SOC) digital signage technology is decreasing. These screens are less prone to failure and can automatically power on after a loss of electricity. Due to technological advancements, communications are not only kept up-to-date and secure but there's also a notable boost in efficiency and customer service. Additionally, these advancements contribute to reduced operating costs.
- Brick-and-mortar retailers harness interactive technologies like their online counterparts to glean valuable customer data. These retailers can gather insights, boost customer engagement, and build more personalized shopping experiences by tapping into customer-generated content. Retailers should consider digital signage solutions with queue management features to engage customers better and tailor content for an enriched experience. Tools like footfall counters and camera technology in retail spaces offer deeper insights into consumer behavior.
- Home to retail giants like Walmart, Costco, and Amazon, the US has witnessed a surge in digital signage investments by retailers. These investments aim to elevate consumer experiences and extract pertinent business insights. As per the US Census Bureau, from January 2017 to October 2024, US retail sales exhibited a notable upward trend. Sales in October 2024 surged to an estimated USD 730 billion, showcasing a notable increase compared to the figures from the same month the prior year.

### United States Accounts for Significant Market Share

- In the United States, the digital signage market is witnessing robust growth, fueled by a surge in demand for real-time content updates, heightened customer engagement, and amplified brand visibility. Businesses increasingly turn to touchscreen displays and AI-driven analytics to build personalized experiences. The emergence of smart cities and significant public infrastructure investments further propels the adoption of digital signage.
- Moreover, the rollout of 5G networks is facilitating swifter and more dynamic content delivery. Retail, healthcare, and education sectors are seamlessly integrating interactive kiosks and wayfinding solutions. On the sustainability front, there's a notable push for energy-efficient LED and e-paper displays, and cloud-based content management systems are streamlining business operations, regardless of their size.
- Technological advancements in display, connectivity, and monitoring have fueled the rising popularity of digital signage across the United States. This surge in adoption has, in turn, led to significant price drops for display panels. While digital outdoor signage has steadily carved its niche in the audio-visual market over the past decade, its growth trajectory is now steepening. From restaurants and hotels to retail outlets, transportation hubs, and entertainment venues, industries have rapidly adopted

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digitally operated outdoor signs.

- Educational institutions, spanning all levels, have embraced digital signage to enhance communication among visitors, students, and faculty. Digital signage effectively communicates in education, serving roles from emergency alerts to guiding navigation. Educational facilities now rely on digital signage solutions, which replace traditional message boards and posters, to share immediate, up-to-date, and engaging rich-media content. Movie theaters nationwide are increasingly adopting digital kiosks. These kiosks provide a clearer view of seating arrangements and help mitigate long ticket counter queues. As theaters continue embracing these devices, the market is poised to grow.
- Highlighting the growing prominence of out-of-home (OOH) messaging, a 2024 report from the Outdoor Advertising Association of America (OAAA) reveals that In Q3 2024, U.S. out-of-home (OOH) advertising revenues rose by about 4.3% year-over-year. In contrast, digital out-of-home (DOOH) ad spending witnessed a sharper uptick of 7.3%. Historically, DOOH has consistently outpaced total OOH growth rates, underscoring the rising prominence of digital outdoor media in the U.S.

## North America Digital Signage Industry Overview

In North America, the digital signage market showcases a fragmented landscape. Major global players, including SHARP/NEC Display Solutions Ltd, Samsung Electronics Co. Ltd, Panasonic Corporation, and Sony Corporation, dominate the market. Meanwhile, a mix of medium and smaller enterprises focus on providing software solutions for digital signage. Additionally, a wave of new entrants is emerging, each introducing unique product applications and carving out niche positions within the industry. Advanced technologies, notably AI, IoT, and cloud computing, are reshaping the digital signage arena. These innovations facilitate personalized content delivery and foster interactive experiences, especially in sectors like retail, hospitality, and public services.

Additional Benefits:

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

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