

United States Digital Signage - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

United States Digital Signage Market Analysis

The United States digital signage market is valued at USD 9.07 billion in 2025 and is projected to reach USD 12.92 billion by 2030, translating into a 7.33% CAGR. Rising programmatic buying of digital-out-of-home (DOOH) inventory, large-scale retail digital transformation, and the embedding of displays into smart-building platforms are the three structural growth engines behind the current expansion of the United States digital signage market. National DOOH ad spending is scaling in tandem with the broader out-of-home sector, which crossed USD 9 billion in total revenue in early 2025 and now derives roughly one-third of that revenue from digital formats. Hardware continues to dominate revenue, yet proof-of-performance analytics, subscription-based content management systems, and creative services are shifting profit pools toward recurring software and services lines. Energy-efficient OLED, high-brightness LCD, and reflective e-paper displays give end users a widening menu of technology choices, enabling more precise alignment with venue-specific visual, sustainability, and cost objectives

United States Digital Signage Market Trends and Insights

Surge in United States DOOH Ad-Spend

DOOH programmatic exchanges now allow advertisers to trade impressions almost in real time, elevating measurability and attribution in ways previously unattainable in static outdoor media. More than three-quarters of surveyed consumers reported taking action after seeing a DOOH message, reinforcing advertiser confidence in the format. Telecommunications operators have

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entered the space through high-profile acquisitions, a signal that nationwide fiber and 5G networks can be monetized through advertising as well as connectivity. AI-generated creative iterations cut campaign setup times and allow content to adjust to local weather, traffic, or audience demographics, which further boosts return on ad spend. Because the same data layers power connected-TV buying, cross-screen frequency and reach management are becoming routine, solidifying DOOH as a critical pillar in omnichannel marketing.

Retail Digital-Transformation Mandates

Brick-and-mortar still captures the majority of U.S. shopping activity, prompting chains to embed displays into aisles, shelves, and checkout zones to encourage incremental purchases and to synchronize with e-commerce promotions. Retailers are re-architecting stores so that inventory, customer-relationship tools, and visual messaging all draw from a shared real-time data lake. Digital menu boards in quick-service restaurants, endless-aisle kiosks in big-box stores, and electronic shelf labels in grocery stores are visible manifestations of the same imperative: curate, inform, and transact in context. Early deployments in the South and West demonstrate revenue uplifts on promoted SKUs, which are accelerating budget approvals for rollouts across other regions.

Data-Privacy and Opt-In Compliance Hurdles

Multiple states have enacted statutes that parallel the California Consumer Privacy Act, compelling venue operators to obtain explicit consent before capturing or processing biometric and behavioral data. Municipal codes now regulate display luminance - for instance, Philadelphia limits maximum brightness to 6,500 nits by day and 450 nits at night while mandating automated dimming controls. Such requirements force integrators to embed secure data pipelines, audit logs, and privacy-by-design principles, adding both engineering and legal costs. National advertisers must subsequently tailor campaigns for a patchwork of local standards, dampening scale economies.

Other drivers and restraints analyzed in the detailed report include:

Turnkey Signage-as-a-Service Offerings / Context-Aware and Programmatic Advertising Growth / High Capex for Large-Format/Interactive Displays /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

The hardware segment accounts for 64.8% of the revenue market share. Services revenue is forecast to grow at an 8.2% CAGR, reshaping value capture inside the United States digital signage market. Although hardware generated almost two-thirds of 2024 revenue, buyers increasingly favor cloud-based content management, network monitoring, and analytics that convert one-time capital expense into predictable operating expense. Many manufacturers, therefore, bundle displays, media players, and field maintenance under multi-year subscriptions. National chain rollouts illustrate that services lower the total cost of ownership by eliminating ad-hoc truck rolls and by automating content updates across thousands of screens.

Managed services also encompass creative development, data integration, and campaign optimization. These capabilities appeal to retailers, healthcare providers, and municipalities lacking in-house design or IT resources yet seeking to maximize engagement. With AI tools detecting traffic patterns and demographics, service partners can deploy context-specific playlists that improve campaign relevance. Continued migration toward services is expected to nudge the United States digital signage market toward higher gross margin profiles, reinforcing consolidation among firms able to fund nationwide support networks.

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LCD and direct-view LED continue to account for 71.5% of revenue, yet OLED's 9.9% CAGR underscores a discernible shift toward premium visual performance. Retail flagships, corporate lobbies, and high-end hospitality venues cite OLED's near-infinite contrast and ultra-wide viewing angles as brand differentiation levers. Several Fortune 500 campuses in the West region have migrated entrance lobby video walls from LED to tiled OLED canvases, evidencing wallet share gains.

OLED's energy efficiency also dovetails with corporate sustainability programs, a factor that carries weight in jurisdictions employing emissions reporting. Flexible substrates allow architects to curve displays around pillars or create ceiling-mounted ribbons, unlocking design possibilities unattainable with rigid LCD. Projection remains a niche for auditoriums, while e-paper addresses sun-facing or battery-powered assets. Continued cost declines in OLED manufacturing are anticipated to expand addressable applications, giving the technology a growing footprint within the United States digital signage market.

United States Digital Signage Market Report is Segmented by Component (Hardware, Software and Services), Display Technology (LCD/LED, OLED, Projections, and More), Screen Size (Less Than 32-Inch, 32-Inch - 52-Inch, and More), Installation Location (Indoor, and Outdoor), End User (Retail, Transportation, Hospitality and QSR, BFSI, Education, Healthcare, and More) and Geography (Northeast, Midwest, South, and West).

List of Companies Covered in this Report:

Samsung Electronics Co., Ltd. / LG Display Co., Ltd. / NEC Corporation / Stratacache, Inc. / Daktronics, Inc. / Sony Group Corporation / Panasonic Holdings Corporation / Sharp NEC Display Solutions of America, Inc. / Christie Digital Systems USA, Inc. / Barco NV / Planar Systems, Inc. / BrightSign LLC / Four Winds Interactive LLC / BroadSign International, LLC / Navori Labs SA / Cisco Systems, Inc. / Goodview Electronics Co., Ltd. / Toshiba America Business Solutions, Inc. / Peerless-AV (Peerless Industries, Inc.) / Watchfire Signs, LLC / Rise Vision, Inc. /

Additional Benefits:

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

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