UAE Digital Signage Market Forecast and Opportunities, 2019

Description: According to "UAE Digital Signage Market Forecast & Opportunities, 2019", the UAE digital signage market is projected to grow at a CAGR of around 23% during 2014-19, primarily due to growing retail, travel & tourism, and hospitality industries as well as Dubai hosting World Expo 2020. The market is expected to further grow due to emerging next-generation technologies of video wall, 3D digital signage, cloud access digital signage and smart digital signage. In UAE, the digital signages are being majorly imported from China, Japan and South Korea due to non-existence of manufacturing units in the country. Advanced Interactive Media Solutions and Alpha Data are some of the major system integrators of digital signage systems in UAE. Companies such as Samsung, LG and Toshiba are involved in providing display and media solution for UAE's digital signage market, while Scala, Cisco and Navori are engaged in offering software solutions for digital signages.

A digital signage plays a vital role to dynamically flash and convey the information to the viewers. This is a comparatively better alternative than static signage, as the content can be updated frequently and from a distance as well, using smart devices, cloud and internet. Digital signages are largely deployed as a marketing tool to promote products and services of a company, as well as for brand building. In digital signage, three types of display technologies are used that include plasma, LCD and LED display. LED has emerged as an advanced display technology due to less power consumption and enhanced contrast ratio. The software segment in the digital signage market is classified into content management software and media player software, where former holds larger revenue share due to higher prices, various customized applications and personalization of content.

"UAE Digital Signage Market Forecast & Opportunities, 2019" report elaborates following aspects related to digital signage market in UAE:

- UAE Digital Signage Market Size, Share & Forecast
- Segment Analysis – Display, Media Player & Software Digital Signage
- Policy & Regulatory Landscape
- Changing Market Trends & Emerging Opportunities
- Strategic Recommendations & Competitive Landscape

Why You Should Buy This Report?

- To gain an in-depth understanding of digital signage market in UAE
- To identify the on-going trends and anticipated growth in the coming years
- To help industry consultants, hardware equipment manufacturers, software suppliers, vendors and dealers to align their market-centric strategies
- To obtain research based business decision and add weight to presentations and marketing materials
- To gain competitive knowledge of leading players
- To avail 10% customization in the report without any extra charges and get the research data or trends added in the report as per the buyer's specific needs

Report Methodology

The information contained in this report is based on both primary and secondary sources. Primary research included interviews with digital signage suppliers and industry experts. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and proprietary databases.

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