
Description: Growing advertisement expenditure, increasing organized retail sector, increasing need to promote products & services through interactive medium is spurring the adoption of digital signage systems in India. Digital signage systems market in India is in its nascent stage, which is expected to witness remarkable growth over the next five years.

In India, digital signage systems are primarily found at indoor applications, but the market is expected to witness adoption in outdoor applications as well. India digital signage systems market is projected to reach $524 million by 2019, growing at a CAGR of 25.8% during 2014-19. At present, LCD based digital signage systems have accounted for majority of the market share, however, in the forecast period, LED based digital signage systems are projected to grow with highest rate than other competing display technologies. Power efficiency and better picture quality are the factors that are driving the market for LED based digital signage systems in the country.

In India, displays with size 32-40 inches have captured major pie of display market revenues due to its low cost. Although, in the coming years, larger size screens are expected to gain grounds in Indian market. Increasing demand for large size displays in outdoor applications is anticipated its penetration in the country. Video walls are emerging as the key trend in the Indian market, which are getting deployed at various events, exhibitions, shows, etc. Amongst all regions, western region in India is playing vital role for the growth of the overall India's digital signage systems market. Increasing investments, urbanization and growing organized retail sector have contributed for the growth of this region.

Key Highlights of the Report:

- Market dynamics including drivers, restraints, opportunity for India Digital Signage Market
- Historical market revenue trends for India Digital Signage Market, 2011 – 2013 ($ Million)
- Historical market volume trends for India Digital Signage Market, 2011 – 2013 (Units)
- Market Volume and Revenue Forecast and Estimations by display technologies, until 2019
- Market Volume and Revenue Forecast and Estimations by applications, until 2019
- Market Volume and Revenue Trends and Forecast by regions, until 2019
- Market Revenue Trends and Forecast by display size, until 2019
- Market Revenue Trends and Forecast by components, until 2019
- Existing market trends and challenges
- Overview of value chain
- Porter’s Five Forces Analysis

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