Global Electronic Shelf Label Market is projected to reach US$528.405 million by 2022 from US$240.481 million in 2016, at a CAGR of 14.02% over the forecast period. The rising number of retail stores is investing in these solutions in order to improve customer's satisfaction, reduce costs, and remain competitive. These labels also help retailers to change the product prices remotely, leading to enhanced business process efficiency.

Factors that are driving the market for electronic shelf labels include augmenting demand for real-time product positioning coupled with stringent government regulations regarding accurate label pricing. APAC region is anticipated to witness the fastest growth in electronic shelf market during the forecast period owing to growing demand for retail automation and expansion of organized retail chains in emerging economies such as China and India.

The first section of the report deals with detailed research methodology for calculating market size and forecasts, secondary data sources used and the primary inputs which were taken for data validation. This section also outlines various segmentations which have been covered as part of the report.

Next section provides comprehensive market dynamics through an overview section along with growth drivers, challenges, and opportunities which exist in the current market. This section of the report also provides supplier and industry outlook as a whole; key industry, global and regional regulations which are determining the market growth and a brief technological aspect of Electronic Shelf Label Market. Complete industry analysis has also been covered by Porter's Five Forces model as a part of this report section.

Thirdly, Electronic Shelf Label Market has been segmented by product type, communication technology, store type and geography. By Product type, the market is segmented as Segmented, Full-Graphic E-Paper, and LCD Electronic Shelf Labels. By Communication Technology, the segmentation has been done as Radio Frequency (RF), Near-Field Communication (NFC), Infrared (IR) and others. By store type, segmentation has been done into supermarkets, hypermarkets, minimarkets and others.

Important regions for vendors in terms of market size are covered through detailed geographical segmentation and country level forecasts. Geographical regions covered as a part of this section are Americas, Europe Middle East and Africa, and Asia Pacific.

Finally, competitive intelligence section deals with major players in the market, their market shares, growth strategies, products, financials, and recent investments among others. Key industry player profiles as part of this section are Altierre Corp, Pricer AB, and Store Electronic Systems among other companies.

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