

ElectroniCast Consultants



LEDs Used in Signage & Professional Displays Global Market Forecast (2010-2016)

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This 2010-2016 market review and forecast is presented for Standard-type versus High Brightness- (HB) type LEDs used in signage and professional displays.

This application category includes covers LEDs that are used in stationary and vehicle-based signs and displays. LEDs are used in building facades, large outdoor video screens, digital billboards, sport/stadium displays, small indoor retail displays, food displays (restaurants/supermarkets), signs on taxis and destination signs on mass-transit vehicles, channel-lettering/light-boxes, LED/LCD TV screens (used exclusively for professional purposes), and the list continues...

High Brightness (HB) light emitting diodes (LEDs), defined by ElectroniCast, are component-level bulbs with a Lumens/Watt rating of 30lm/W and above ($\geq 30\text{lm/W}$); Standard-type LEDs have a Lumen/Watt rating of less than 30lm/W ($< 30\text{lm/W}$). The LED market forecast data are segmented by the following functions:

- Consumption Value (US\$, million)
- Quantity (number/units: Million)
- Average Selling Prices (ASP \$, each)

The forecast for each type, in turn, is segmented into geographical region. The market data are segmented into the following geographic regions, plus a Global summary:

- The Americas (North America, Central and South America)
- EMEA (Europe, Middle Eastern countries, plus Africa)
- APAC (Asia Pacific)

Below, are four levels (or “food chain”) of LEDs. For the purposes of THIS ElectroniCast study, we quantify and provide a market forecast for “Level 2”

Level 1 - The chip or die

Level 2 - The LED component (component-level bulb)

Level 3 - LED array; may include optics, heat sink and/or power supply

Level 4 - LED luminaries

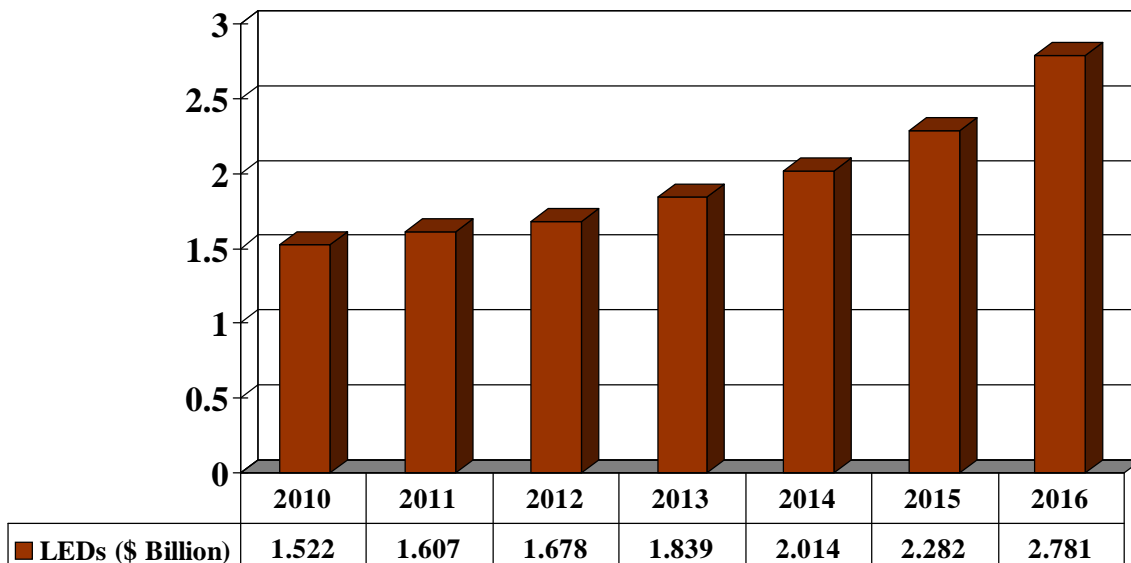
The 2010 worldwide consumption of light emitting diodes used (consumed) in signage and professional displays reached \$1.52 billion. In the year 2016, consumption is forecasted to reach \$2.78 billion.

The America region (South, Central and North America) led in consumption in 2010; however, the Asia Pacific region (APAC) is expanding at a faster pace, by a factor of 3x, in its use of LEDs in this application. According to ElectroniCast, the APAC region will grab the market share lead, mid-way through the forecast period.

The Europe, Middle East and African region (EMEA) represented a 24 percent share of global consumption value in 2010 and is also forecast with faster growth than the American region.

Note: Market forecast data in this study report refers to consumption (use) for a particular calendar year; therefore, this data is not cumulative data.

Light Emitting Diode (LED) Used in Signage & Professional Display Global Market Forecast (\$, Billion)



Source: ElectroniCast Consultants

www.electronicast.com

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