

# Digital Signage In Banking And Finance Market Size, Share & Trends Analysis Report By Product

*The Business Research Company's Digital Signage In Banking And Finance Global Market Report 2025 – Market Size, Trends, And Global Forecast 2025-2034*

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What Is The Digital Signage In Banking And Finance Market Size And Growth?

The banking and finance sector has recently seen a swift expansion in the [size of the digital signage market](#). It is expected to escalate from a market worth of \$3.71 billion in 2024 to \$4.22 billion in 2025, marking a compound annual growth rate (CAGR) of 13.7%. This enlargement in the historical time frame can be ascribed to factors like the growing need for customer interaction, early acceptance in developed economies, decline in display technology costs, requirements for brand visibility, and regulatory approval for digital messaging.

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The Business Research Company's Latest Report Explores Market Driver, Trends, Regional Insights - Market Sizing & Forecasts Through 2034”

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The banking and finance sector's digital signage market is projected to witness significant expansion in the coming

years, with an anticipated growth to \$6.97 billion by 2029 at an annual compounded growth rate of 13.4%. The forecasted growth can be credited to the heightened demand for real-time updates, increasing embracement of branch digitization, improvement of customer interaction strategies, growing requirement for a unified digital communication, and heightened emphasis on operational efficiency. Key trends for the predicted period comprise advancements in interactive display technology, incorporation of artificial intelligence and machine learning, the emergence of innovative content automation platforms, the evolution of cloud-based digital signage systems, and a focus on creating immersive visual experiences.

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<https://www.thebusinessresearchcompany.com/sample.aspx?id=26849&type=smp>

### What Are The Current Leading Growth Drivers For Digital Signage In Banking And Finance Market?

The surge in the usage of digital marketing is predicted to stimulate the expansion of the digital signage market in the banking and finance sector. The term digital marketing involves the utilization of digital mediums like social media, email, and search engines for advertising products or services and connecting with clients. The growth of digital marketing can be attributed to the fact that financial establishments are progressively emphasizing on personal and immediate interaction with clients through digital platforms. In the banking and finance sphere, digital signage amplifies digital marketing by dispensing personalized, real-time information to clients while in-branch. It optimizes engagement via dynamic display boards, allowing financial institutions to advertise their services and fortify brand exposure. For instance, as per Wyzowl, a British video marketing firm and software business, in November 2022, the uptake of video content marketing by corporations advanced to 91% in 2023, a surge from 86% in 2022. Hence, the escalating acceptance of digital marketing is catalyzing the evolution of the digital signage market in the banking and finance domain.

### Which Companies Are Currently Leading In The Digital Signage In Banking And Finance Market? Major players in the Digital Signage In Banking And Finance Global Market Report 2025 include:

- Samsung Electronics Co. Ltd.
- LG Electronics Inc.
- Intel Corporation
- Cisco Systems Inc.
- NEC Corporation
- The Element Group Inc.
- STRATACACHE Inc.
- Scala Inc.
- ScreenCloud
- Broadsign International LLC.

### What Are The Major Trends That Will Shape The Digital Signage In Banking And Finance Market In The Future?

Leading firms in the financial digital signage market are emphasizing strategic collaborations to provide more personalized, data-based content solutions, especially tailored for financial bodies. These partnerships represent a symbiotic relationship where organizations pool their expertise and resources towards common objectives. In the context of finance and banking, such partnerships frequently focus on improving services, leveraging new technology, and enhancing market footprint. For instance, in March 2023, Telecine, a media and software firm based in Canada, allied with YCD Multimedia, a digital signage company in the US, to usher in RAMP Up, a jointly-branded television channel dedicated to financial news for banks. It boasts automatic

Bloomberg News updates, integration with bank logos and commercials, ADA-compliant designs, tools for playlist automation, and adjustable content zones. This offers refreshing, intriguing, and customized content designed exclusively to inform and retain customers of the branch. On the whole, the solution aims to ease the workload of in-house marketing teams by simplifying content delivery, requiring only minimal manual work.

#### How Is The [Digital Signage In Banking And Finance Market Segmented?](#)

The digital signage in banking and finance market covered in this report is segmented –

- 1) By Type: Digital Notice Board, Digital Standee, Bank Lobby Displays, Kiosks, Bank Window Displays, Media Walls, Other Types
- 2) By Component: Hardware, Software, Service
- 3) By Technology: Liquid Crystal Display, Light Emitting Diode (LED), Organic Light Emitting Diode, Projection
- 4) By Location: In-Branch, Out-Of-Branch
- 5) By Application: Customer Engagement, Internal Communication, Branding And Marketing, Queue Management, Other Applications

#### Subsegments:

- 1) By Digital Notice Board: Information Display Panels, Regulatory Compliance Boards, Exchange Rate Boards, Interest Rate Display Units
- 2) By Digital Standee: Promotional Display Standees, Interactive Service Standees, Touch-Based Product Browsers, Queue Information Standees
- 3) By Bank Lobby Displays: Welcome Message Screens, Product Promotion Displays, Customer Guidance Screens, Real-Time Information Panels
- 4) By Kiosks: Self-Service Banking Kiosks, Account Opening Kiosks, Feedback Collection Kiosks, Cheque Deposit Kiosks
- 5) By Bank Window Displays: High Brightness Outdoor Screens, Promotional Video Displays, Light Emitting Diode (LED) Ticker Screens, Seasonal Offer Panels
- 6) By Media Walls: Video Wall Installations, Multi-Screen Display Systems, Real-Time Data Display Walls, Interactive Branding Walls
- 7) By Other Types: Digital Brochure Holders, Wall-Mounted Information Boards, Wayfinding Digital Systems, Customer Survey Stations

View the full digital signage in banking and finance market report:

<https://www.thebusinessresearchcompany.com/report/digital-signage-in-banking-and-finance-global-market-report>

#### Which Is The Dominating Region For The Digital Signage In Banking And Finance Market?

In 2024, North America dominated the digital signage market in the banking and finance sector. The Digital Signage in Banking and Finance Global Market Report 2025 indicates a forecasted growth for this region. The report includes regions such as Asia-Pacific, Western Europe, Eastern Europe, South America, Middle East, and Africa.

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