

# 2.9inch E-ink Epaper Digital Electronic Shelf Label

2.9" tag Size Comparison



2.9 Inch ESL  
Size Comparison

Design  
your own  
Display Template



# Supermarket Case Reference



In China, There is less than 1% in domestic electronic shelf label penetration rate, and the future replacement room is very large.

It is estimated that the global market will reach 1.675 billion US dollars by 2023, and the global ESL market will grow at a rate of 28.22% per year from 2015 to 2023, the market will be stable in 2023.



According to IDC data, in 2015, the number of domestic retail top 100 enterprises totaled about 100,000, the proportion of hypermarkets reached 28.9%, the number of supermarket was close to 70,000, the convenience stores were nearly 200,000. Each supermarket is based on 25,000 SKU, convenience stores are based on 3000 SKU, and the demand for ESL modules exceeds 2 billion. The global market needs more than **2.6 billion ESL**.

Type	Shop QTY	SKU QTY	Product QTY	ESL QTY
Supermarket	70,000	25,000	28,750	2,012,500,000
Store	200,000	3,000	3,300	660,000,000



