



Production of digital advertising monitors

I THINK YOU NEED A "COFFEE"



A digital advertisement for a coffee shop. The top part shows a blurred image of a coffee shop interior with people sitting at tables. A white coffee cup is in the foreground. The text 'I THINK YOU NEED A "COFFEE"' is overlaid in white. Below the text is a large QR code.

Coffee shop 50-55M
210 votes

Espresso
Cappuccino
Americano
Latte
Mocha



An interactive digital menu interface. It features a circular graphic with a location pin and a list of coffee options: Espresso, Cappuccino, Americano, Latte, and Mocha. The 'Americano' option is highlighted with a blue bar and arrows. Above the menu, there is a coffee shop icon, the name 'Coffee shop', the address '50-55M', and '210 votes'.



Production of digital advertising monitors



Relevance of the project

The global digital signage kiosk market is expected to witness significant growth in the near future. The market is seeing an increase in demand for self-service monitors and non-interactive signage displays. Growing consumer demand for fast service delivery in fast food chains and without the need for employee interaction is expected to drive the growth of the digital monitors market.



Advantages of project implementation

The interactive monitors market is expected to grow from 26.2 billion USD in 2020 to 32.8 billion USD by 2025, at a CAGR of 4.6%. Factors such as improved customer shopping experience, lower investment costs compared to traditional retail outlets, improved non-traditional applications, and innovations in touch displays and glass technologies are driving demand for interactive monitors.



Import analysis

The analysis of the market of the Republic of Uzbekistan shows that in 2018 the total volume of imports of digital advertising monitors to the republic amounted to 8,844 units for a total amount of **3.1 million USD**, 15 798 units were imported in 2019 digital advertising monitors totaling **6.4 million USD**.



Local partners

If necessary, assistance will be provided in the search and identification of local partners with production experience that are part of the Uzeltexsanoat Association.



Location of the project



Republic of Uzbekistan, including in Free Economic Zones



Key investment indicators

\$2.8 M	Estimated project cost	5 years	Payback period of the project	45	Number of new jobs created
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Production volume and revenue

Product name	1 year		2 year		3 year		4 year	
	quantity (thousand sq. m.)	amount (in M USD)	quantity (thousand sq. m.)	amount (in M USD)	quantity (thousand sq. m.)	amount (in M USD)	quantity (thousand sq. m.)	amount (in M USD)
Digital advertising monitors	3.0	1.5	5.0	2.5	8.0	4.0	10.0	5.0



Sales market

The local market of Uzbekistan, as well as neighboring Central Asian and CIS countries, are considered as the main markets for products.