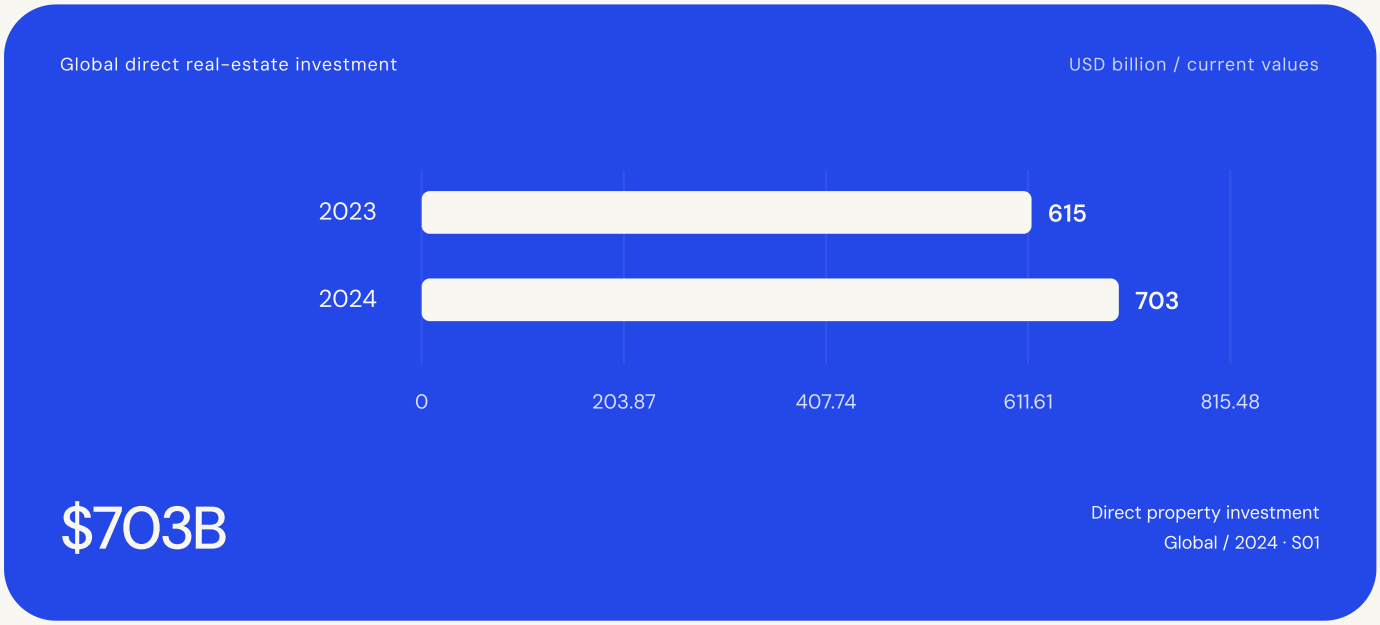
SECTOR MARKET BRIEF

OCTOBER 2026 EDITION

Signage & wayfinding companies

Market indicators, potential customer segments and practical routes to new business.
Global market.



PUBLIC-SOURCE RESEARCH / EDITORIAL SERIES

A short guide to the market, potential customers and useful first conversations. Published figures retain their dates and scope.

29 OCTOBER 2026
Global market

01 / EXECUTIVE SUMMARY

Understand the market. Choose a focused segment.

Signage work starts with where and how the signs will be used. A new branch sign and a campus wayfinding project require different briefs.

$703B
Direct property investment
Global / 2024 [S01]

+14%
Investment volume growth
Global / 2024 / publisher rounded [S01]

$615B
Previous-year investment
Global / 2023 / same report [S01]

01 What you can offer

Offer signage or wayfinding within the sizes, materials and installation work you can handle.

02 Where to start

Choose a business type in your service area.

03 What to ask

Carry out a survey to establish dimensions and materials.

About this brief

Market
Global market

Data periods
Shown beside each indicator.

Purpose
Understand the context and choose a relevant customer group.

Your next step

Choose one customer group from this brief. Write down what you could offer and what you need to learn in the first conversation.

02 / MARKET INDICATORS

What the numbers tell us.

Commercial property investment gives broad context for property activity. For a service provider, the next question is what project the owner or occupier is planning.

Direct property investment

Global / 2024 [S01]

$703B

Investment volume growth

Global / 2024 / publisher rounded [S01]

+14%

Previous-year investment

Global / 2023 / same report [S01]

$615B

What these figures cover

These figures measure global direct property investment, not agency fees, relocation, renovation or design spending. The growth rate retains the publisher's rounded figure.

Consider international customers

Export fabricated signs or supply foreign-owned local sites; overseas installation needs a defined local execution partner.

03 / CHARTS AND MARKET REACH

Compare the figures. Choose where to start.

The chart brings the published figures together. Below it are two ways to turn this context into a more focused customer search.

Global direct real-estate investment

USD billion / current values

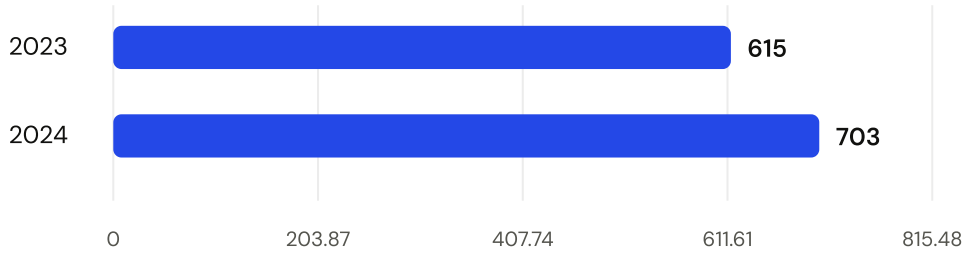


Figure 01 · Source: [S01]

01 / FIRST CUSTOMER GROUP

Start with a specific job

Choose a business type in your service area. Approach companies announcing an opening or refurbishment and find the project owner.

02 / INTERNATIONAL CUSTOMERS

Consider international customers

Export fabricated signs or supply foreign-owned local sites; overseas installation needs a defined local execution partner.

These figures measure global direct property investment, not agency fees, relocation, renovation or design spending. The growth rate retains the publisher's rounded figure.

04 / POTENTIAL CUSTOMER SEGMENTS

Find a buyer group you can serve well.

These four groups offer different starting points. Choose one that fits your experience, then use the suggested discussion topic to learn about the company's needs.

PROFILE 01
Potential buyer

Multi-site retailers

What to discuss
Discuss how retail networks apply their brand appearance across different shops.

Who to speak with
Facilities lead or project manager

PROFILE 02
Potential buyer

Office operators

What to discuss
Explore how entrance, floor and department signs should guide people through an office.

Who to speak with
Facilities lead or project manager

PROFILE 03
Potential buyer

Hotels

What to discuss
Consider hotel exterior signs and internal wayfinding separately, according to how each space is used.

Who to speak with
Facilities lead or project manager

PROFILE 04
Potential buyer

Industrial campuses

What to discuss
Clarify which areas and routes an industrial site needs to identify with its authorised contact.

Who to speak with
Facilities lead or project manager

These are suggested buyer groups. Confirm the company's current needs and the right contact before preparing a proposal.

05 / SECTOR OPPORTUNITIES

Turn the context into a useful conversation.

Use one of these approaches to begin a focused discussion. Learn what the customer needs before deciding whether to prepare a proposal.

01

Choose your starting point

Choose a business type in your service area. Approach companies announcing an opening or refurbishment and find the project owner.

Next step

Research a small group of relevant firms.

02

Define the work together

Carry out a survey to establish dimensions and materials. Check site authority, installation access and project-specific approvals.

Next step

Write down the agreed requirements.

03

Look across borders

Export fabricated signs or supply foreign-owned local sites; overseas installation needs a defined local execution partner.

Next step

Check how you would deliver the work.

ANIVO / PRACTICAL WORKFLOW

From research to the first conversation.

1. **Define the search.** Describe your service, target customer and market in Anivo.
2. **Review the plan.** Check the proposed research approach before starting.
3. **Assess the firms.** Review company information and save suitable firms to the CRM with your notes.
4. **Prepare your introduction.** Review the email draft before sending. Track replies and the next step in the company record.

Make the message relevant

In your introduction, explain why you are contacting this company and which part of its work you can support. Ask one clear question that can start a useful conversation.

06 / SOURCES AND NOTES

Read the original sources.

Use these links to read the original publications. The date beside each indicator is its measurement period, which may be earlier than this report.

S01 Global Real Estate Perspective: Highlights, p. 5

JLL · February 2025

www.jll.com ↗

How we prepared this brief

We selected published indicators to explain the market context. Customer groups and suggested approaches are Anivo's practical interpretation of that context.

When using the figures

Keep the stated dates and geography when sharing a figure. Wider-sector data do not measure every specialist service. Source updates may change the published values.

Choose one group. Begin one conversation.

Use the customer profiles to select a manageable starting point. Learn about the company's needs, then decide whether your service is a fit.

Related sector workflow · anivoapp.com/for/signage-wayfinding-companies/

Sources accessed 29 October 2026 · OCTOBER 2026 EDITION