

# Global Smart Advertising Market Research Report 2021-2025

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## Abstracts

Technological advancements in areas such as artificial intelligence (AI), machine learning (ML), sensor-fusion, and big data analytics have enabled Digital Out-of-Home (DOOH) companies to identify potential customers and deliver customized advertising content. In the context of China-US trade war and global economic volatility and uncertainty, it will have a big influence on this market. Smart Advertising Report by Material, Application, and Geography – Global Forecast to 2025 is a professional and comprehensive research report on the world's major regional market conditions, focusing on the main regions (North America, Europe and Asia-Pacific) and the main countries (United States, Germany, United Kingdom, Japan, South Korea and China).

In this report, the global Smart Advertising market is valued at USD XX million in 2021 and is projected to reach USD XX million by the end of 2025, growing at a CAGR of 19.4% during the period 2021 to 2025.

The report firstly introduced the Smart Advertising basics: definitions, classifications, applications and market overview; product specifications; manufacturing processes; cost structures, raw materials and so on. Then it analyzed the world's main region market conditions, including the product price, profit, capacity, production, supply, demand and market growth rate and forecast etc. In the end, the report introduced new project SWOT analysis, investment feasibility analysis, and investment return analysis.

The major players profiled in this report include:

Lamar Advertising Company

OUTFRONT Media Inc.

CIVIQ Smartscapes

Clear Channel Outdoor Holdings, Inc.

Exterior Media (UK) Limited  
JCDecaux Group, Include Ltd.  
Intersection  
IKE Smart City  
Changing Environments Inc.  
Captivate.

The end users/applications and product categories analysis:

On the basis of product, this report displays the sales volume, revenue (Million USD), product price, market share and growth rate of each type, primarily split into-

Interactive Kiosk  
Digital Billboard  
Digital Poster

On the basis on the end users/applications, this report focuses on the status and outlook for major applications/end users, sales volume, market share and growth rate of Smart Advertising for each application, including-

Corporate  
Government  
Education  
Food & Beverage

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