

# **Global Smart Advertising Market Size study, by Component (Hardware, Software, Services) Product (Interactive Kiosks, Digital Poster, Digital Billboard, Others) by End Use (Corporate, Government, Education, Food & Beverages, Others) and Regional Forecasts 2021-2027**

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## **Abstracts**

Global Smart Advertising Market is valued approximately USD XX billion in 2020 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2021-2027. Smart advertising makes use of advanced technologies such as AI and machine learning to target audiences based on various criteria including gender, age, location, etc. Increasing advancements in technology and increase in number of wireless internet connections worldwide are factors contributing to the market growth. For instance, according to Statista, the number of wireless internet users were 4.28 billion people in 2020, which was 90% of the total number of active internet users worldwide (4.7 billion). This percentage is expected to increase at a whopping rate in the near future owing to increase in the affordability and engagement of the users worldwide. Thus, with an increase in the wireless internet connections worldwide there will be an ultimate increase in the adoption of smart advertising in the long run. However, lack of skilled professionals and strict implementation of government rules and regulations regarding data privacy impedes the growth of the market over the forecast period of 2021-2027. Also, increasing awareness about the benefits of smart advertising and increase in adoption of digital banners and billboards is likely to increase the growth of the market in the forecasting period.

The regional analysis of global Smart Advertising market includes Asia Pacific, North America, Europe, Latin America and Rest of the World for analysis and estimation,

North America is a significant region in terms of market share, across the world owing to presence of well-established industries coupled with well-established wireless infrastructure. Whereas, Asia-Pacific is anticipated to exhibit the highest growth rate over the forecast period 2021-2027. Factors such as increasing investments from the companies coupled with technological advancements would create lucrative growth prospects for the Smart Advertising market across Asia Pacific region.

Major market player included in this report are:

Changing Environments Inc  
Lamar Advertising Company  
OUTFRONT Media Inc  
CIVIQ Smartscales  
Clear Channel Outdoor Holdings Inc  
Exterior Media (UK) Limited  
JCDecaux Group  
Include Ltd  
Intersection  
IKE Smart City

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Component:

Hardware

Software

Services

By Product:

Interactive Kiosks

Digital Poster  
Digital Billboard  
Others  
By End Use:  
Corporate  
Government  
Education  
Food & Beverages  
Others  
By Region:  
North America  
U.S.  
Canada  
Europe  
UK  
Germany  
France  
Spain  
Italy  
ROE

Asia Pacific  
China  
India  
Japan  
Australia  
South Korea  
RoAPAC  
Latin America  
Brazil  
Mexico  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027

Target Audience of the Global Smart Advertising Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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