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Global Digital OOH Market 2023 by Company, Regions, Type and Application, Forecast to 2029

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Abstracts

Digital Out of Home or DOOH refers to digital media used for marketing purposes outside of the home. This excludes TV advertising and radio advertising, but includes digital signage.

According to our (Global Info Research) latest study, the global Digital OOH market size was valued at USD 21350 million in 2022 and is forecast to a readjusted size of USD 36090 million by 2029 with a CAGR of 7.8% during review period. The influence of COVID-19 and the Russia-Ukraine War were considered while estimating market sizes.

This report is a detailed and comprehensive analysis for global Digital OOH market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2023, are provided.

Key Features:

Global Digital OOH market size and forecasts, in consumption value ($ Million), 2018-2029

Global Digital OOH market size and forecasts by region and country, in consumption value ($ Million), 2018-2029

Global Digital OOH market size and forecasts, by Type and by Application, in

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consumption value ($ Million), 2018-2029

Global Digital OOH market shares of main players, in revenue ($ Million), 2018-2023

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Digital OOH

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Digital OOH market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include JCDecaux, Clear Channel Outdoor, Focus Media, Stroer and Lamar Advertising, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals, COVID-19 and Russia-Ukraine War Influence.

Market segmentation

Digital OOH market is split by Type and by Application. For the period 2018-2029, the growth among segments provide accurate calculations and forecasts for consumption value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Transit Advertising

Billboard

Street Furniture Advertising

Others

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Market segment by Application

- BFSI
- IT and Telecom
- Automotive and Transportation
- Education
- Entertainment
- Healthcare
- Consumer Goods and Retail
- Government and Utilities
- Others

Market segment by players, this report covers

- JCDecaux
- Clear Channel Outdoor
- Focus Media
- Stroer
- Lamar Advertising
- Outfront Media
- Global (Exterion Media)

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oOh!media

APG SGA

Publicis Groupe (Metrobus)

Intersection

Ocean Outdoor

Adams Outdoor Advertising

Capitol Outdoor

Blue Outdoor

Primedia Outdoor

Lightbox OOH Video Network

Captivate Network

Burkhart Advertising

Euromedia Group

Stott Outdoor Advertising

AirMedia

TOM Group

White Horse Group

Phoenix Metropolis Media

Balintimes Hong Kong Media

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Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, UK, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Digital OOH product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Digital OOH, with revenue, gross margin and global market share of Digital OOH from 2018 to 2023.

Chapter 3, the Digital OOH competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2018 to 2029.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2018 to 2023.and Digital OOH market forecast, by regions, type and application, with consumption value, from 2024 to 2029.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis, and Influence of COVID-19 and Russia-Ukraine War

Chapter 12, the key raw materials and key suppliers, and industry chain of Digital OOH.

Chapter 13, to describe Digital OOH research findings and conclusion.

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