

# Global Digital Out of Home Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Digital Out of Home market size was valued at USD 19340 million in 2023 and is forecast to a readjusted size of USD 41400 million by 2030 with a CAGR of 11.5% during review period.

This report studies the digital out of home market, digital out of home or DOOH refers to digital media used for marketing purposes outside of the home.

Advances in mobile-based digital networks have enabled digital out-of-home advertisers to reach consumers anywhere through location-based advertising. Due to the advancement of digital outdoor advertising technology, digital outdoor advertising is replacing traditional outdoor advertising. Growing urbanization in emerging economies across the globe is expected to create lucrative growth opportunities for the digital out-of-home market during the forecast period.

The Global Info Research report includes an overview of the development of the Digital Out of Home industry chain, the market status of Commercial (Billboard, Street Furniture Advertising), Infrastructural (Billboard, Street Furniture Advertising), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Digital Out of Home.

Regionally, the report analyzes the Digital Out of Home markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Digital Out of Home market, with robust domestic demand, supportive policies, and a strong manufacturing base.

## Key Features:

The report presents comprehensive understanding of the Digital Out of Home market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Digital Out of Home industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Billboard, Street Furniture Advertising).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Digital Out of Home market.

**Regional Analysis:** The report involves examining the Digital Out of Home market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Digital Out of Home market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Digital Out of Home:

**Company Analysis:** Report covers individual Digital Out of Home manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Digital Out of Home This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Commercial,

Infrastructural).

**Technology Analysis:** Report covers specific technologies relevant to Digital Out of Home. It assesses the current state, advancements, and potential future developments in Digital Out of Home areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Digital Out of Home market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Digital Out of Home market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

### Market segment by Type

Billboard

Street Furniture Advertising

Transit Advertising

Others

### Market segment by Application

Commercial

Infrastructural

Institutional

## Major players covered

JCDecaux

Clear Channel Outdoor Holdings

Lamar Advertising Company

OUTFRONT Media

Daktronics

Prismview

NEC Display Solutions

OOh!media

Broadsign International

Str?er

Mvix

Christie Digital Systems USA

Ayuda Media Systems

Deepsky Corporation

## Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

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

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

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

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

Chapter 2, to profile the top manufacturers of Digital Out of Home, with price, sales, revenue and global market share of Digital Out of Home from 2019 to 2024.

Chapter 3, the Digital Out of Home competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Digital Out of Home breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Digital Out of Home market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Digital Out of Home.

Chapter 14 and 15, to describe Digital Out of Home sales channel, distributors, customers, research findings and conclusion.

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