

Global Outdoor Motion-Sensing Interactive Display Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Outdoor Motion-Sensing Interactive Display market size is expected to reach \$ 2870 million by 2032, rising at a market growth of 8.3% CAGR during the forecast period (2026-2032).

In 2024, the global annual production capacity of outdoor motion-sensing interactive displays was approximately 110,000 units, while actual output reached around 75,900 units. The global average market price was about US\$19,500 per unit, and major manufacturers achieved gross profit margins between 28% and 35%. An outdoor motion-sensing interactive display is a weatherproof digital signage system equipped with gesture-recognition sensors, proximity detectors, touch-free interaction modules, and high-brightness outdoor displays. It enables real-time content interaction for advertising, navigation, public service information, and smart-city applications.

The supply chain of outdoor motion-sensing interactive displays begins with upstream components such as high-brightness LCD/LED panels, industrial touch-free sensors, protective optical glass, aluminum housings, embedded processors, and environmental-protection modules rated for outdoor conditions. Midstream manufacturers integrate display units, motion-sensing systems, cooling and HVAC structures, embedded control platforms, and cloud-based content-management systems to assemble complete terminals. Downstream applications span outdoor advertising networks, transportation hubs, tourist attractions, commercial complexes, smart-city installations, and public-service kiosks. End users emphasize durability, weather resistance, detection accuracy, remote maintenance capability, and compatibility with digital content ecosystems.

The outdoor motion-sensing interactive display market is expanding quickly as smart-city construction, digital public services, and immersive advertising accelerate globally. Motion-sensing screens offer a more engaging user experience than traditional outdoor displays by enabling touch-free interaction, which became particularly valuable after the pandemic. Advances in AI-based gesture recognition, ToF depth sensing, and high-

brightness displays are making these systems more reliable in varying outdoor conditions. Adoption is growing in tourism, commercial districts, transportation hubs, and cultural installations where interactive experiences enhance engagement. Key challenges include hardware durability in harsh climates, high installation costs, and the need for continuous content updates. Overall, the technology is expected to remain a strong growth segment as cities and businesses push for more interactive, contactless, and data-driven public displays.

This report studies the global Outdoor Motion-Sensing Interactive Display production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Outdoor Motion-Sensing Interactive Display and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Outdoor Motion-Sensing Interactive Display that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Outdoor Motion-Sensing Interactive Display total production and demand, 2021-2032, (Units)

Global Outdoor Motion-Sensing Interactive Display total production value, 2021-2032, (USD Million)

Global Outdoor Motion-Sensing Interactive Display production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Units), (based on production site)

Global Outdoor Motion-Sensing Interactive Display consumption by region & country, CAGR, 2021-2032 & (Units)

U.S. VS China: Outdoor Motion-Sensing Interactive Display domestic production, consumption, key domestic manufacturers and share

Global Outdoor Motion-Sensing Interactive Display production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Units)

Global Outdoor Motion-Sensing Interactive Display production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Units)

Global Outdoor Motion-Sensing Interactive Display production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Units)

This report profiles key players in the global Outdoor Motion-Sensing Interactive Display 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 LG Electronics, Samsung Display, Clear Channel Outdoor, JCDecaux, Daktronics, NEC Display Solutions, Absen, Stratacache, Digital View, Interactive Scape, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Outdoor Motion-Sensing Interactive Display market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Outdoor Motion-Sensing Interactive Display Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Outdoor Motion-Sensing Interactive Display Market, Segmentation by Type:

Infrared Motion-Sensing Display

Radar-Based Motion-Sensing Display

Camera Vision Motion-Tracking Display

Multi-Sensor Fusion Interactive Display

Global Outdoor Motion-Sensing Interactive Display Market, Segmentation by Installation Type:

Wall-Mounted Interactive Display

Floor-Standing Outdoor Display

Kiosk-Type Interactive Terminal

Others

Global Outdoor Motion-Sensing Interactive Display Market, Segmentation by Application:

Commercial Advertising Display

City Information Display

Park Fitness

Scenic Area Guide

Companies Profiled:

LG Electronics

Samsung Display

Clear Channel Outdoor

JCDecaux

Daktronics

NEC Display Solutions

Absen

Stratacache

Digital View

Interactive Scape

HuiRen Intelligent

KELING

Infinite-Smart

QianWei Intelligent

Dreamdeck

Touchpro

AEKE

ICAROS

Flysee

SHENJI CREATIVE

QIANGLI

SZHCHD

Key Questions Answered:

1. How big is the global Outdoor Motion-Sensing Interactive Display market?
2. What is the demand of the global Outdoor Motion-Sensing Interactive Display market?
3. What is the year over year growth of the global Outdoor Motion-Sensing Interactive Display market?
4. What is the production and production value of the global Outdoor Motion-Sensing

Interactive Display market?

5. Who are the key producers in the global Outdoor Motion-Sensing Interactive Display market?
6. What are the growth factors driving the market demand?

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