

# Global Outdoor Motion-Sensing Interactive Display Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

<https://marketpublishers.com/r/GE44777B8DD8EN.html>

Date: December 2025

Pages: 154

Price: US\$ 3,480.00 (Single User License)

ID: GE44777B8DD8EN

## Abstracts

According to our (Global Info Research) latest study, the global Outdoor Motion-Sensing Interactive Display market size was valued at US\$ 1652 million in 2025 and is forecast to a readjusted size of US\$ 2870 million by 2032 with a CAGR of 8.3% during review period.

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 is a detailed and comprehensive analysis for global Outdoor Motion-Sensing Interactive Display market. Both quantitative and qualitative analyses are presented by manufacturers, 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 2025, are provided.

### **Key Features:**

Global Outdoor Motion-Sensing Interactive Display market size and forecasts, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Unit), 2021-2032

Global Outdoor Motion-Sensing Interactive Display market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Unit), 2021-2032

Global Outdoor Motion-Sensing Interactive Display market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Unit), 2021-2032

Global Outdoor Motion-Sensing Interactive Display market shares of main players, shipments in revenue (\$ Million), sales quantity (Units), and ASP (US\$/Unit), 2021-2026

### **The Primary Objectives in This Report Are:**

*Global Outdoor Motion-Sensing Interactive Display Market 2026 by Manufacturers, Regions, Type and Application,...*

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

To assess the growth potential for Outdoor Motion-Sensing Interactive Display

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 Outdoor Motion-Sensing Interactive Display market based on the following parameters - company overview, sales quantity, revenue, 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.

## **Market Segmentation**

Outdoor Motion-Sensing Interactive Display market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Infrared Motion-Sensing Display

Radar-Based Motion-Sensing Display

Camera Vision Motion-Tracking Display

Multi-Sensor Fusion Interactive Display

## Market segment by Installation Type

Wall-Mounted Interactive Display

Floor-Standing Outdoor Display

Kiosk-Type Interactive Terminal

Others

## Market segment by Application

Commercial Advertising Display

City Information Display

Park Fitness

Scenic Area Guide

## Major players covered

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

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 Outdoor Motion-Sensing Interactive Display product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Outdoor Motion-Sensing Interactive Display, with price, sales quantity, revenue, and global market share of Outdoor Motion-Sensing Interactive Display from 2021 to 2026.

Chapter 3, the Outdoor Motion-Sensing Interactive Display competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Outdoor Motion-Sensing Interactive Display breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

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 2021 to 2026. and Outdoor Motion-Sensing Interactive Display market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

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 Outdoor Motion-Sensing Interactive Display.

Chapter 14 and 15, to describe Outdoor Motion-Sensing Interactive Display sales channel, distributors, customers, research findings and conclusion.

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