

Global Programmatic Digital Out-Of-Home (Pdooh) Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Programmatic Digital Out-Of-Home (Pdooh) market size was valued at USD 573 million in 2023 and is forecast to a readjusted size of USD 5024.7 million by 2030 with a CAGR of 36.4% during review period.

Programmatic digital out-of-home, also known as programmatic DOOH or pDOOH, refers to the automated buying, selling, and delivery of out-of-home advertising – that's ads on digital billboards and signage.

The main global Programmatic Digital Out-Of-Home (Pdooh) players include Str?er, Clear Channel, Focus Media, Lamar Advertising Company, OUTFRONT Media (CBS), etc. The top five Programmatic Digital Out-Of-Home (Pdooh) players account for approximately 39% of the total market. North America is the largest consumer market for Programmatic Digital Out-Of-Home (Pdooh), with a share about 46%, followed by Asia-Pacific. In terms of type, LED is the largest segment, with a share over 45%. And in terms of Vertical, the largest application is Entertainment, followed by Food & Beverage and Cosmetics.

The Global Info Research report includes an overview of the development of the Programmatic Digital Out-Of-Home (Pdooh) industry chain, the market status of BFSI (Hardware LCD, Hardware LED), IT & Telecommunications (Hardware LCD, Hardware LED), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Programmatic Digital Out-Of-Home (Pdooh).

Regionally, the report analyzes the Programmatic Digital Out-Of-Home (Pdooh) 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 Programmatic Digital Out-Of-Home (Pdooh) market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Programmatic Digital Out-Of-Home (Pdooh) 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 Programmatic Digital Out-Of-Home (Pdooh) 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 revenue generated, and market share of different by Type (e.g., Hardware LCD, Hardware LED).

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 Programmatic Digital Out-Of-Home (Pdooh) market.

Regional Analysis: The report involves examining the Programmatic Digital Out-Of-Home (Pdooh) 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 Programmatic Digital Out-Of-Home (Pdooh) market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Programmatic Digital Out-Of-Home (Pdooh):

Company Analysis: Report covers individual Programmatic Digital Out-Of-Home

(Pdooh) players, 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 Programmatic Digital Out-Of-Home (Pdooh) This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Vertical (BFSI, IT & Telecommunications).

Technology Analysis: Report covers specific technologies relevant to Programmatic Digital Out-Of-Home (Pdooh). It assesses the current state, advancements, and potential future developments in Programmatic Digital Out-Of-Home (Pdooh) areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Programmatic Digital Out-Of-Home (Pdooh) 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

Programmatic Digital Out-Of-Home (Pdooh) market is split by Type and by Vertical. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Vertical in terms of value.

Market segment by Type

Hardware LCD

Hardware LED

Solution (CMS)

Market segment by Vertical

BFSI

IT & Telecommunications

Automobile & Transportation

Education

Food & Beverage

Cosmetics

Entertainment

Government & Public Utilities

Real Estate

Market segment by players, this report covers

JCDecaux

Clear Channel

Lamar Advertising Company

OUTFRONT Media (CBS)

Focus Media

Str?er

Daktronics

Quotient Technology

Crimtan

TPS Engage

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 Programmatic Digital Out-Of-Home (Pdooh) product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Programmatic Digital Out-Of-Home (Pdooh), with revenue, gross margin and global market share of Programmatic Digital Out-Of-Home (Pdooh) from 2019 to 2024.

Chapter 3, the Programmatic Digital Out-Of-Home (Pdooh) 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 2019 to 2030.

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 2019 to 2024. and Programmatic Digital Out-Of-Home (Pdooh) market forecast, by regions, type and vertical, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Programmatic Digital Out-Of-Home (Pdooh).

Chapter 13, to describe Programmatic Digital Out-Of-Home (Pdooh) research findings and conclusion.

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