

Smart Advertising Market Size, Share & Trends Analysis Report By Component (Hardware, Software, Services), By Product (Interactive Kiosk, Digital Billboard, Digital Poster), By End-use, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

This report can be delivered to the clients within 5 Business Days

Smart Advertising Market Growth & Trends

The global smart advertising market size is expected to reach USD 2.82 billion by 2030, registering a CAGR of 5.4% from 2025 to 2030, according to a new report by Grand View Research, Inc. The capability of smart advertising to deliver highly customized multimedia content to target customers is a key factor anticipated to drive market growth over the forecast period. Furthermore, the increasing consumption of digital media in comparison to conventional printed billboards and posters by the consumer has led to an increased demand for smart advertising.

The growth of high-speed broadband and wireless 4G and 5G internet connectivity has enabled Digital Out Of Home (DOOH) media companies to stream high-resolution, customized, and interactive multimedia content to consumers through digital posters and billboards. Technological advancements such as Bluetooth Low Energy (BLE) beacons and geofencing have enabled DOOH advertising companies to offer personalization and tracking functionalities to advertisers. Apart from content personalization, the immersive experience offered by high-resolution digital displays has been successful in increasing customer engagement and stimulating purchase desire. In the current visually-cluttered digital environment, smart advertising has enabled companies to develop a creative, innovative, and improved DOOH advertising strategy using a network of digital displays,

digital posters, and interactive kiosks.

The increasing focus of multinational companies on the rapidly growing Asia Pacific markets such as India and China is also expected to propel market growth. Furthermore, DOOH media companies are aggressively deploying new networks of digital displays to cater to the growing demand of advertisers. The increased focus of several countries in the Asia Pacific region on the development of high-speed internet infrastructure as part of smart city initiatives is also expected to drive the demand for smart advertising and digital billboards over the forecast period.

Smart Advertising Market Report Highlights

Based on components, the hardware segment dominated the global market for smart advertising with a revenue share of 49.6% in 2024. Hardware plays a vital role in the delivery of smart advertising campaigns.

The digital billboard segment dominated the global smart advertising market in 2024. Noteworthy price drops facilitated by technological advancements have driven the demand for digital billboards in recent years.

Corporate sector dominated the global market for smart advertising owing to increasing adoption of smart technologies, availability of skilled professionals, accessibility to highly advanced devices and software solutions, and continuous use of data-driven strategy implementation.

North America smart advertising market dominated the global industry in 2024 with a revenue share of 38.2% in 2024. North America is home to multiple technology organizations and numerous prominent companies from sectors that heavily rely on smart advertising, such as food & beverages, consumer goods, and others.

Asia Pacific smart advertising market is projected to experience the fastest CAGR from 2025 to 2030. Unceasing growth in the use of smartphones in the region, growing availability and accessibility of the internet, rising use of smart technologies to deliver targeted marketing campaigns, and high penetration of smart devices technology.

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