

Digital OOH Advertising Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global digital-out-of-home advertising market size reached US\$ 16.9 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 35.7 Billion by 2028, exhibiting a growth rate (CAGR) of 12.31% during 2023-2028.

Digital out-of-home (OOH) advertisement refers to a dynamic communication medium displayed on digital signage. These advertisements are generally installed at airports, railway stations, bus shelters, medical waiting rooms, shopping malls, retail stores, movie theatres, and on major roadways. With the growing internet penetration, advertisers are using virtual screens, projectors, motion graphics and video content for targeting specific demographics. This has led to the expansion of digital and internet-based advertising platforms across the globe. As a result, these ads are increasingly being adopted by manufacturers to promote their products in the market.

In recent years, advancements in technology, such as improved IoT connectivity, near field communication, artificial intelligence (AI), and beacons, have encouraged creativity in the DOOH industry. Advertisers can now focus on developing screens that deliver contextually relevant, intelligent and real-time content. With the development of infrastructure and a growing number of shopping complexes and malls, there has been a rise in the number of people who spend time outdoors. As a result, companies are focusing on adopting digital OOH advertising as an advertising platform to help them reach a wider audience. Moreover, the popularity of digital billboards has also been on the rise catalysed by their ability to engage audience effectively. Additionally, the cost of digital advertisements has also declined over the past few years, increasing their affordability across organisations of all sizes.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global digital OOH advertising market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on format type, application and end-user.

Breakup by Format Type:

- Digital Billboards
- Video Advertising
- Ambient Advertising
- Others

Breakup by Application:

- Outdoor
- Indoor

Breakup by End-User:

- Retail
- Recreation
- Banking
- Transportation
- Education
- Others

Breakup by Region:

- North America
- Europe
- Asia Pacific
- Middle East and Africa
- Latin America

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being APG|SGA, Clear Channel Outdoor Holdings Inc., Global Media, JCDecaux, Lamar Advertising Company, oOh!media Limited, Outfront Media Inc.,

Stroer, etc.

IMARC Group's latest report provides a deep insight into the global digital OOH (out-of-home) advertising market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the digital OOH (out-of-home) advertising market in any manner.

Key Questions Answered in This Report

1. What was the size of the global digital OOH advertising market in 2022?
2. What is the expected growth rate of the global digital OOH advertising market during 2023-2028?
3. What are the key factors driving the global digital OOH advertising market?
4. What has been the impact of COVID-19 on the global digital OOH advertising market?
5. What is the breakup of the global digital OOH advertising market based on format type?
6. What is the breakup of the global digital OOH advertising market based on the application?
7. What is the breakup of the global digital OOH advertising market based on the end-user?
8. What are the key regions in the global digital OOH advertising market?
9. Who are the key players/companies in the global digital OOH advertising market?

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