

Digital Out-of-home Advertising Market Report by Format Type (Digital Billboards, Video Advertising, Ambient Advertising, and Others), Application (Outdoor, Indoor), End-User (Retail, Recreation, Banking, Transportation, Education, and Others), and Region 2026-2034

<https://marketpublishers.com/r/DC861C247530EN.html>

Date: March 2026

Pages: 146

Price: US\$ 3,999.00 (Single User License)

ID: DC861C247530EN

Abstracts

The global digital out-of-home advertising market size reached USD 23.7 Billion in 2025 . Looking forward, IMARC Group expects the market to reach USD 54.7 Billion by 2034 , exhibiting a growth rate (CAGR) of 9.45% during 2026-2034 . The incorporation of cutting-edge technologies, the growing emphasize on personalization and data-driven decision-making, the shifting behavior and expectations of individuals, and the increasing use of digital technology are some of the major drivers of the market expansion.

DIGITAL OUT-OF-HOME ADVERTISING MARKET ANALYSIS:

Major Market Drivers: One of the chief market drivers is the rising popularity of programmatic advertising. Moreover, the increasing focus on sustainability and energy efficiency in digital signage solutions is also a growth-inducing factor.

Key Market Trends: Advancements in data analytics, coupled with the growing demand for personalized and targeted advertising, are influencing the market positively.

Geographical Trends: Asia Pacific exhibits a clear dominance, accounting for the largest market share owing to rapid urbanization and technological adoption.

Competitive Landscape: Some of the main market players in the digital out-of-home advertising industry are APG|SGA, Clear Channel Outdoor Holdings Inc., Global Media, JCDecaux, Lamar Advertising Company, oOh!media Limited, Outfront Media Inc., Stroer, among many others.

Challenges and Opportunities: One of the key challenges hindering the market growth is regulatory constraints. Nonetheless, the continuous evolution of digital technologies, along with the potential for more immersive and personalized advertising experiences, represent digital out-of-home advertising market recent opportunities.

DIGITAL OUT-OF-HOME ADVERTISING MARKET TRENDS:

Integration of advanced technologies

Data analytics, artificial intelligence (AI), and augmented reality (AR) are benefit in transforming traditional OOH advertising into more interactive and highly targeted campaigns. Additionally, digital screens comprise sensors and cameras that provide real time analysis, which aids advertisers in curating content as per various factors like demographics and user behavior. Furthermore, integration with mobile devices is beneficial in increasing engagement and providing a personalized experience to the audience. On 2 June 2022, Adani Airports Holdings Ltd (AAHL) offered programmatic advertising-enabled digital out-of-home (DOOH) media across its portfolio of airports. Enabling programmatic ad serving at Adani Airports via Lemma would enhance the screens to render dynamic ads, practice audience buying, contextual and real-time ad execution mapped to variables and real-time triggers.

Data-driven decision making

The increasing reliance on data-driven decision-making processes is bolstering the digital out-of-home advertising market growth. Advertisers are investing in advanced analytics to gain insights into the behavior, preferences, and trends of individuals and provide them with customized content. Additionally, programmatic advertising that is powered by data algorithms enables automated, real time buying and placement of ads. QMS, the leading digital outdoor media company, unveiled the campaign-based selling for its world-class City of Sydney Street furniture network on 29 August 2022. 90% of QMS' new City of Sydney advertising inventory is digital that meet the growing demand

for more dynamic and data-led and engaging outdoor advertising. It is also powered by 100% GreenPower energy to minimize carbon footprint.

Changing consumer behavior and expectations

Shifts in consumer behavior and expectations are creating an increasing digital out-of-home advertising demand. People are preferring personalized and relevant content due to increasingly connected world. In addition, industry players are delivering dynamic and contextually relevant messages to fulfil the desire for immersive and memorable experiences. Digital out-of-home (DOOH) provides a versatile platform for brands to engage audiences in meaningful ways, fostering a stronger connection between brands and consumers. On 31 August 2021, Airscreen launched industry-first advertising platform for digital out-of-home advertising that connects advertisers to screen operators. This is a simple platform that brings a new level of confidence and new revenue potential for the entire industry.

DIGITAL OUT-OF-HOME ADVERTISING MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with digital out-of-home advertising market forecast at the global and regional levels for 2026-2034. 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

Digital billboards account for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the format type. This includes digital billboards, video advertising, ambient advertising, and others. According to the report, digital billboards represented the largest segment.

Digital billboards use cutting-edge technology to present dynamic and eye-catching content to a large audience. Their placement is well-planned to optimize their exposure, which makes them a top option for advertisers looking for high visibility and recognition for their business. Digital billboards are a dynamic medium for outdoor advertising that gives advertisers a powerful tool to catch attention and deliver memorable messages. They can incorporate interactive components and real-time data. Advertisers can promptly alter and personalize their messaging, guaranteeing their pertinence and adaptability to evolving market conditions. On 10 February 2021, Axios announced its partnership with OUTFRONT Media on its 'MOMENTS by OUTFRONT' content platform. The new collaboration will feature Axios editorial content on digital billboards and transit displays throughout cities.

Breakup by Application:

Outdoor

Indoor

Outdoor holds the largest share of the industry

A detailed breakup and analysis of the market based on the application have also been provided in the report. This includes outdoor and indoor. According to the report, outdoor accounted for the largest market share.

Outdoor includes a wide range of formats like digital billboards, transit displays, and street furniture. It can reach a massive and diverse audience and offer unparalleled visibility and impact. Besides this, advertisers are investing in digital displays to deliver relevant content that grabs the attention of individuals and enhances their brand awareness, which in turn helps in increasing their revenues. On 30 May 2023, JCDecaux SE, entered into an agreement with Clear Channel Outdoor Holdings, Inc., to enhance its footprint in Italy and Spain and in a rapidly evolving digitalized outdoor advertising.

Breakup by End-User:

Retail

Recreation

Banking

Transportation

Education

Others

Retail represents the leading market segment

The report has provided a detailed breakup and analysis of the market based on the end-user. This includes retail, recreation, banking, transportation, education, and others. According to the report, retail represented the largest segment.

The advertising in retail sector aims to enhance the shopping experience of individuals. Retailers are investing in digital displays to display their products, enhance promotions, and improve brand messages in a visually compelling manner. The growth of the segment is driven by the desire to create engaging and immersive shopping environments, ultimately increasing brand awareness, and driving sales. On 21 June 2022, JCDecaux SA collaborated with VIOOH to launch their programmatic digital out-of-home (DOOH) offering for the Brazilian market. This allow JCDecaux to offer effective programmatic digital out-of-home (DOOH) campaigns on its premium screens across Brazil and help brands make meaningful connections with people. Breakup by Region:

North America

Europe

Asia Pacific

Middle East and Africa

Latin America

Asia Pacific leads the market, accounting for the largest digital out-of-home advertising

market share

The report has also provided a comprehensive analysis of all the major regional markets, which include North America, Europe, Asia Pacific, Middle East and Africa, and Latin America. According to the report, Asia Pacific represents the largest regional market for digital out-of-home advertising.

Rapid urbanization and technological advancements contribute to the vibrant digital out-of-home (DOOH) landscape in the Asia Pacific region. Key players are investing in digital infrastructure to deploy highly targeted and visually compelling campaigns. The Asia-Pacific market is further fueled by the rising focus on creating a dynamic and evolving ecosystem. On 17 January 2022, Hivestack, a leading independent programmatic digital out-of-home (DOOH) ad tech company launched its full operations in the country 'Malaysia'. This allows brands, agencies, and omnichannel demand-side platforms (DSPs) in the country to access the Hivestack platform to plan, activate, and measure programmatic digital out-of-home (DOOH) campaigns.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major digital out-of-home advertising companies have also been provided. Some of the major market players in the digital out-of-home advertising industry include APG|SGA, Clear Channel Outdoor Holdings Inc., Global Media, JCDecaux, Lamar Advertising Company, oOh!media Limited, Outfront Media Inc., Stroer.

Top players in the market are driving growth by leveraging innovative technologies and strategic partnerships. They are adopting advanced technologies to deliver highly personalized and contextually relevant content, which benefits in increasing their digital out-of-home advertising market revenue. They are also investing in digital signage technologies, such as interactive displays and augmented reality, to create immersive and memorable experiences. Furthermore, they are forming strategic collaborations with data providers and ad tech companies to enhance the effectiveness of digital out-of-home advertising. For instance, Clear Channel Europe and Broadsign announced an extended partnership to enable media buyers to tap into Clear Channel's 3000+ digital Out of Home screens in the UK via Clear Channel LaunchPAD on 24 February 2022. Clear Channel's premium UK Out of Home (OOH) inventory is now available via more than 30 omnichannel and OOH

demand-side-platforms (DSPs) integrated with the Broadsign Reach supply-side-platform (SSP).

KEY QUESTIONS ANSWERED IN THIS REPORT

1. How big is the global digital out-of-home advertising market?
2. What is the expected growth rate of the global digital out-of-home advertising market during 2026-2034?
3. What are the key factors driving the global digital out-of-home advertising market?
4. What has been the impact of COVID-19 on the global digital out-of-home advertising market?
5. What is the breakup of the global digital out-of-home advertising market based on format type?
6. What is the breakup of the global digital out-of-home advertising market based on the application?
7. What is the breakup of the global digital out-of-home advertising market based on the end-user?
8. What are the key regions in the global digital out-of-home advertising market?
9. Who are the key players/companies in the global digital out-of-home advertising market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL DIGITAL OUT-OF-HOME ADVERTISING MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Format Type
- 5.5 Market Breakup by Application
- 5.6 Market Breakup by End-User
- 5.7 Market Breakup by Region
- 5.8 Market Forecast

6 MARKET BREAKUP BY FORMAT TYPE

- 6.1 Digital Billboards
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast

- 6.2 Video Advertising
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Ambient Advertising
 - 6.3.1 Market Trends
 - 6.3.2 Market Forecast
- 6.4 Others
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast

7 MARKET BREAKUP BY APPLICATION

- 7.1 Outdoor
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Indoor
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast

8 MARKET BREAKUP BY END-USER

- 8.1 Retail
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Recreation
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
- 8.3 Banking
 - 8.3.1 Market Trends
 - 8.3.2 Market Forecast
- 8.4 Transportation
 - 8.4.1 Market Trends
 - 8.4.2 Market Forecast
- 8.5 Education
 - 8.5.1 Market Trends
 - 8.5.2 Market Forecast
- 8.6 Others
 - 8.6.1 Market Trends
 - 8.6.2 Market Forecast

9 MARKET BREAKUP BY REGION

9.1 Europe

9.1.1 Market Trends

9.1.2 Market Forecast

9.2 North America

9.2.1 Market Trends

9.2.2 Market Forecast

9.3 Asia Pacific

9.3.1 Market Trends

9.3.2 Market Forecast

9.4 Middle East and Africa

9.4.1 Market Trends

9.4.2 Market Forecast

9.5 Latin America

9.5.1 Market Trends

9.5.2 Market Forecast

10 SWOT ANALYSIS

10.1 Overview

10.2 Strengths

10.3 Weaknesses

10.4 Opportunities

10.5 Threats

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

12.1 Overview

12.2 Bargaining Power of Buyers

12.3 Bargaining Power of Suppliers

12.4 Degree of Competition

12.5 Threat of New Entrants

12.6 Threat of Substitutes

13 PRICE ANALYSIS

14 COMPETITIVE LANDSCAPE

14.1 Market Structure

14.2 Key Players

14.3 Profiles of Key Players

14.3.1 APG|SGA

14.3.2 Clear Channel Outdoor Holdings Inc.

14.3.3 Global Media

14.3.4 JCDecaux

14.3.5 Lamar Advertising Company

14.3.6 oOh!media Limited

14.3.7 Outfront Media Inc.

14.3.8 Stroer

List Of Tables

LIST OF TABLES

Table 1: Global: Digital Out-of-home Advertising Market: Key Industry Highlights, 2025 and 2034

Table 2: Global: Digital Out-of-home Advertising Market Forecast: Breakup by Format Type (in Million USD), 2026-2034

Table 3: Global: Digital Out-of-home Advertising Market Forecast: Breakup by Application (in Million USD), 2026-2034

Table 4: Global: Digital Out-of-home Advertising Market Forecast: Breakup by End-User (in Million USD), 2026-2034

Table 5: Global: Digital Out-of-home Advertising Market Forecast: Breakup by Region (in Million USD), 2026-2034

Table 6: Global: Digital Out-of-home Advertising Market Structure

Table 7: Global: Digital Out-of-home Advertising Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Digital Out-of-home Advertising Market: Major Drivers and Challenges

Figure 2: Global: Digital Out-of-home Advertising Market: Sales Value (in Billion USD), 2020-2025

Figure 3: Global: Digital Out-of-home Advertising Market: Breakup by Format Type (in %), 2025

Figure 4: Global: Digital Out-of-home Advertising Market: Breakup by Application (in %), 2025

Figure 5: Global: Digital Out-of-home Advertising Market: Breakup by End-User (in %), 2025

Figure 6: Global: Digital Out-of-home Advertising Market: Breakup by Region (in %), 2025

Figure 7: Global: Digital Out-of-home Advertising Market Forecast: Sales Value (in Billion USD), 2026-2034

Figure 8: Global: Digital Out-of-home Advertising Industry: SWOT Analysis

Figure 9: Global: Digital Out-of-home Advertising Industry: Value Chain Analysis

Figure 10: Global: Digital Out-of-home Advertising Industry: Porter's Five Forces Analysis

Figure 11: Global: Digital Out-of-home Advertising (Digital Billboards) Market: Sales Value (in Million USD), 2020 & 2025

Figure 12: Global: Digital Out-of-home Advertising (Digital Billboards) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 13: Global: Digital Out-of-home Advertising (Video Advertising) Market: Sales Value (in Million USD), 2020 & 2025

Figure 14: Global: Digital Out-of-home Advertising (Video Advertising) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 15: Global: Digital Out-of-home Advertising (Ambient Advertising) Market: Sales Value (in Million USD), 2020 & 2025

Figure 16: Global: Digital Out-of-home Advertising (Ambient Advertising) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 17: Global: Digital Out-of-home Advertising (Other Format Types) Market: Sales Value (in Million USD), 2020 & 2025

Figure 18: Global: Digital Out-of-home Advertising (Other Format Types) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 19: Global: Digital Out-of-home Advertising (Outdoor) Market: Sales Value (in Million USD), 2020 & 2025

Figure 20: Global: Digital Out-of-home Advertising (Outdoor) Market Forecast: Sales

Value (in Million USD), 2026-2034

Figure 21: Global: Digital Out-of-home Advertising (Indoor) Market: Sales Value (in Million USD), 2020 & 2025

Figure 22: Global: Digital Out-of-home Advertising (Indoor) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 23: Global: Digital Out-of-home Advertising (Retail) Market: Sales Value (in Million USD), 2020 & 2025

Figure 24: Global: Digital Out-of-home Advertising (Retail) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 25: Global: Digital Out-of-home Advertising (Recreation) Market: Sales Value (in Million USD), 2020 & 2025

Figure 26: Global: Digital Out-of-home Advertising (Recreation) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 27: Global: Digital Out-of-home Advertising (Banking) Market: Sales Value (in Million USD), 2020 & 2025

Figure 28: Global: Digital Out-of-home Advertising (Banking) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 29: Global: Digital Out-of-home Advertising (Transportation) Market: Sales Value (in Million USD), 2020 & 2025

Figure 30: Global: Digital Out-of-home Advertising (Transportation) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 31: Global: Digital Out-of-home Advertising (Education) Market: Sales Value (in Million USD), 2020 & 2025

Figure 32: Global: Digital Out-of-home Advertising (Education) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 33: Global: Digital Out-of-home Advertising (Other End-Users) Market: Sales Value (in Million USD), 2020 & 2025

Figure 34: Global: Digital Out-of-home Advertising (Other End-Users) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 35: Europe: Digital Out-of-home Advertising Market: Sales Value (in Million USD), 2020 & 2025

Figure 36: Europe: Digital Out-of-home Advertising Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 37: North America: Digital Out-of-home Advertising Market: Sales Value (in Million USD), 2020 & 2025

Figure 38: North America: Digital Out-of-home Advertising Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 39: Asia Pacific: Digital Out-of-home Advertising Market: Sales Value (in Million USD), 2020 & 2025

Figure 40: Asia Pacific: Digital Out-of-home Advertising Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 41: Middle East and Africa: Digital Out-of-home Advertising Market: Sales Value (in Million USD), 2020 & 2025

Figure 42: Middle East and Africa: Digital Out-of-home Advertising Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 43: Latin America: Digital Out-of-home Advertising Market: Sales Value (in Million USD), 2020 & 2025

Figure 44: Latin America: Digital Out-of-home Advertising Market Forecast: Sales Value (in Million USD), 2026-2034

I would like to order

Product name: Digital Out-of-home Advertising Market Report by Format Type (Digital Billboards, Video Advertising, Ambient Advertising, and Others), Application (Outdoor, Indoor), End-User (Retail, Recreation, Banking, Transportation, Education, and Others), and Region 2026-2034

Product link: <https://marketpublishers.com/r/DC861C247530EN.html>

Price: US\$ 3,999.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/DC861C247530EN.html>