

# Global Digital OOH (DOOH) Market Growth (Status and Outlook) 2023-2029

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## Abstracts

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Digital Out of Home or DOOH refers to digital media used for marketing purposes outside of the home. This excludes TV advertising and radio advertising, but includes digital signage.

LPI (LP Information)' newest research report, the “Digital OOH (DOOH) Industry Forecast” looks at past sales and reviews total world Digital OOH (DOOH) sales in 2022, providing a comprehensive analysis by region and market sector of projected Digital OOH (DOOH) sales for 2023 through 2029. With Digital OOH (DOOH) sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Digital OOH (DOOH) industry.

This Insight Report provides a comprehensive analysis of the global Digital OOH (DOOH) landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Digital OOH (DOOH) portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Digital OOH (DOOH) market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Digital OOH (DOOH) and breaks down the forecast by type, by application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced

view of the current state and future trajectory in the global Digital OOH (DOOH).

The global Digital OOH (DOOH) market size is projected to grow from US\$ 7158.5 million in 2022 to US\$ 12760 million in 2029; it is expected to grow at a CAGR of 8.6% from 2023 to 2029.

United States market for Digital OOH (DOOH) is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

China market for Digital OOH (DOOH) is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Europe market for Digital OOH (DOOH) is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key Digital OOH (DOOH) players cover JCDecaux, Clear Channel Outdoor, Focus Media, Stroer, Lamar Advertising, Outfront Media, Global (Exterior Media), oOh!media and APG SGA, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2022.

This report presents a comprehensive overview, market shares, and growth opportunities of Digital OOH (DOOH) market by product type, application, key players and key regions and countries.

Market Segmentation:

Segmentation by type

Transit Advertising

Billboard

Street Furniture Advertising

Others

Segmentation by application

BFSI

IT and Telecom

Automotive and Transportation

Education

Entertainment

Healthcare

Consumer Goods and Retail

Government and Utilities

Real Estate

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

JCDecaux

Clear Channel Outdoor

Focus Media

Stroer

Lamar Advertising

Outfront Media

Global (Exterior Media)

oOh!media

APG SGA

Publicis Groupe (Metrobus)

Intersection

Ocean Outdoor

Adams Outdoor Advertising

Capitol Outdoor

Blue Outdoor

Primedia Outdoor

Lightbox OOH Video Network

Captivate Network

Burkhart Advertising

Euromedia Group

Stott Outdoor Advertising

AirMedia

TOM Group

White Horse Group

Phoenix Metropolis Media

Balintimes Hong Kong Media

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