

Global Digital OOH Market Growth (Status and Outlook) 2024-2030

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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.

The global Digital OOH market size is projected to grow from US\$ 20300 million in 2023 to US\$ 35800 million in 2030; it is expected to grow at a CAGR of 8.4% from 2024 to 2030.

LPI (LP Information)' newest research report, the "Digital OOH Industry Forecast" looks at past sales and reviews total world Digital OOH sales in 2023, providing a comprehensive analysis by region and market sector of projected Digital OOH sales for 2024 through 2030. With Digital OOH sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Digital OOH industry.

This Insight Report provides a comprehensive analysis of the global Digital OOH 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 portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Digital OOH market.

This Insight Report evaluates the key market trends, drivers, and affecting factors

shaping the global outlook for Digital OOH 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.

United States market for Digital OOH is estimated to increase from US\$ million in 2023 to US\$ million by 2030, at a CAGR of % from 2024 through 2030.

China market for Digital OOH is estimated to increase from US\$ million in 2023 to US\$ million by 2030, at a CAGR of % from 2024 through 2030.

Europe market for Digital OOH is estimated to increase from US\$ million in 2023 to US\$ million by 2030, at a CAGR of % from 2024 through 2030.

Global key Digital OOH players cover JCDecaux, Clear Channel Outdoor, Focus Media, Stroer and Lamar Advertising, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2023.

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

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

Others

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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