

Global Smart Advertising Market Growth (Status and Outlook) 2023-2029

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Abstracts

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Smart advertising is rapidly gaining popularity and is emerging as one of the most preferred forms of advertising for enterprises across multiple industry verticals such as automotive, gaming, entertainment, consumer goods, and electronics. Compared to other conventional forms of advertising, smart advertising enables marketers to effectively target audience based on multiple attributes related to interests, age, and location, among others, thereby increasing user engagement. Smart advertising combines three technologies: immersive media, device motion, and AI, which work together to help companies initiate and improve their customer engagement and help advertisers to drive consumers to the company's special promotion page or an online store, among other things. Smart advertisement dynamically reacts to its environment by receiving and sending data over an information network and plays a significant role in inciting consumer interest and increasing the conversion rate for the company.

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

This Insight Report provides a comprehensive analysis of the global Smart Advertising 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 Smart

Advertising portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Smart Advertising market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Smart Advertising 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 Smart Advertising.

The global Smart Advertising market size is projected to grow from US\$ million in 2022 to US\$ million in 2029; it is expected to grow at a CAGR of % from 2023 to 2029.

United States market for Smart Advertising 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 Smart Advertising 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 Smart Advertising is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key Smart Advertising players cover Lamar Advertising Company, OUTFRONT Media, CIVIQ Smartscapes, Clear Channel Outdoor Holdings, Exterior Media, JCDecaux Group, Intersection, IKE Smart City and Changing Environments, 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 Smart Advertising market by product type, application, key players and key regions and countries.

Market Segmentation:

Segmentation by type

Hardware

Software

Services

Segmentation by application

Corporate

Government

Education

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.

Lamar Advertising Company

OUTFRONT Media

CIVIQ Smartscapes

Clear Channel Outdoor Holdings

Exterior Media

JCDecaux Group

Intersection

IKE Smart City

Changing Environments

Captivate

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