

# Global Outdoor Motion-Sensing Interactive Display Market Growth 2026-2032

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## Abstracts

The global Outdoor Motion-Sensing Interactive Display market size is predicted to grow from US\$ 1571 million in 2025 to US\$ 2808 million in 2032; it is expected to grow at a CAGR of 8.8% from 2026 to 2032.

In 2024, the global annual production capacity of outdoor motion-sensing interactive displays was approximately 110,000 units, while actual output reached around 75,900 units. The global average market price was about US\$19,500 per unit, and major manufacturers achieved gross profit margins between 28% and 35%. An outdoor motion-sensing interactive display is a weatherproof digital signage system equipped with gesture-recognition sensors, proximity detectors, touch-free interaction modules, and high-brightness outdoor displays. It enables real-time content interaction for advertising, navigation, public service information, and smart-city applications.

The supply chain of outdoor motion-sensing interactive displays begins with upstream components such as high-brightness LCD/LED panels, industrial touch-free sensors, protective optical glass, aluminum housings, embedded processors, and environmental-protection modules rated for outdoor conditions. Midstream manufacturers integrate display units, motion-sensing systems, cooling and HVAC structures, embedded control platforms, and cloud-based content-management systems to assemble complete terminals. Downstream applications span outdoor advertising networks, transportation hubs, tourist attractions, commercial complexes, smart-city installations, and public-service kiosks. End users emphasize durability, weather resistance, detection accuracy, remote maintenance capability, and compatibility with digital content ecosystems.

The outdoor motion-sensing interactive display market is expanding quickly as smart-city construction, digital public services, and immersive advertising accelerate globally.

Motion-sensing screens offer a more engaging user experience than traditional outdoor displays by enabling touch-free interaction, which became particularly valuable after the pandemic. Advances in AI-based gesture recognition, ToF depth sensing, and high-brightness displays are making these systems more reliable in varying outdoor conditions. Adoption is growing in tourism, commercial districts, transportation hubs, and cultural installations where interactive experiences enhance engagement. Key challenges include hardware durability in harsh climates, high installation costs, and the need for continuous content updates. Overall, the technology is expected to remain a strong growth segment as cities and businesses push for more interactive, contactless, and data-driven public displays.

LP Information, Inc. (LPI) ' newest research report, the “Outdoor Motion-Sensing Interactive Display Industry Forecast” looks at past sales and reviews total world Outdoor Motion-Sensing Interactive Display sales in 2025, providing a comprehensive analysis by region and market sector of projected Outdoor Motion-Sensing Interactive Display sales for 2026 through 2032. With Outdoor Motion-Sensing Interactive Display sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Outdoor Motion-Sensing Interactive Display industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Outdoor Motion-Sensing Interactive Display 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 Outdoor Motion-Sensing Interactive Display.

This report presents a comprehensive overview, market shares, and growth opportunities of Outdoor Motion-Sensing Interactive Display market by product type,

application, key manufacturers and key regions and countries.

**Segmentation by Type:**

Infrared Motion-Sensing Display

Radar-Based Motion-Sensing Display

Camera Vision Motion-Tracking Display

Multi-Sensor Fusion Interactive Display

**Segmentation by Installation Type:**

Wall-Mounted Interactive Display

Floor-Standing Outdoor Display

Kiosk-Type Interactive Terminal

Others

**Segmentation by Application:**

Commercial Advertising Display

City Information Display

Park Fitness

Scenic Area Guide

**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 analysing the company's coverage, product portfolio, its market penetration.

LG Electronics

Samsung Display

Clear Channel Outdoor

JCDecaux

Daktronics

NEC Display Solutions

Absen

Stratacache

Digital View

Interactive Scape

HuiRen Intelligent

KELING

Infinite-Smart

QianWei Intelligent

Dreamdeck

Touchpro

AEKE

ICAROS

Flysee

SHENJI CREATIVE

QIANGLI

SZHCHD

### **Key Questions Addressed in this Report**

What is the 10-year outlook for the global Outdoor Motion-Sensing Interactive Display market?

What factors are driving Outdoor Motion-Sensing Interactive Display market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Outdoor Motion-Sensing Interactive Display market opportunities vary by end market size?

How does Outdoor Motion-Sensing Interactive Display break out by Type, by Application?

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