

Smart Advertising Market, Global Outlook and Forecast 2022-2028

<https://marketpublishers.com/r/SA6ED1AE4377EN.html>

Date: March 2022

Pages: 69

Price: US\$ 3,250.00 (Single User License)

ID: SA6ED1AE4377EN

Abstracts

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.

This report contains market size and forecasts of Smart Advertising in Global, including the following market information:

Global Smart Advertising Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Smart Advertising market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Hardware Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Smart Advertising include Lamar Advertising Company, OUTFRONT Media, CIVIQ Smartscares, Clear Channel Outdoor Holdings, Exterior Media, JCDecaux Group, Intersection, IKE Smart City and Changing Environments and etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Smart Advertising companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Smart Advertising Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Smart Advertising Market Segment Percentages, by Type, 2021 (%)

Hardware

Software

Services

Global Smart Advertising Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Smart Advertising Market Segment Percentages, by Application, 2021 (%)

Corporate

Government

Education

Others

Global Smart Advertising Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Smart Advertising Market Segment Percentages, By Region and Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Smart Advertising revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Smart Advertising revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

Lamar Advertising Company

OUTFRONT Media

CIVIQ Smartscapes

Clear Channel Outdoor Holdings

Exterion Media

JCDecaux Group

Intersection

IKE Smart City

Changing Environments

Captivate

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