

France Digital Out-of-Home (DOOH) Advertising - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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Abstracts

The France Digital Out-of-Home Advertising Market size is estimated at USD 187.52 million in 2024, and is expected to reach USD 261.40 million by 2029, growing at a CAGR of 6.87% during the forecast period (2024-2029).

In today's ever-changing world, companies are continuously looking for new and innovative methods to attract the attention of their potential customers and distinguish themselves from their competitors.

Key Highlights

LED advertising screens are getting progressively popular as they offer numerous advantages over other traditional advertising styles, similar to TV displays. One of the most notable advantages of LED display is its bright, dynamic display, which can be used to display images, videos, and more, making it more visible and versatile. It is also more cost-effective and targeted, making it a great choice for businesses that want to communicate their communication effectively.

An LED screen can be used for both indoor and out-of-door advertising, making it a popular choice for Digital Out-of-Home (DOOH) advertising due to its flexibility, cost-effectiveness, environmental friendliness, and other advantages. LED screens can be used in busy streets and inner or out-of-door areas in a variety of ways. They have malleable brightness levels and can be personalized to outfit different lighting conditions, including full sunlight, ensuring that the message is eye-catching and always visible. LED screens are energy-efficient and consume a fairly low amount of electricity, allowing them to save operating costs.

Likewise, LED screens have a long lifetime compared to other conventional forms of advertising, similar to TV. Similar capabilities of the LED technology encourage demand for this type of display in DOOH advertising.

Like everywhere else in Western Europe, France has been in a profitable stupor for a couple of years. Growth in digital advertisement investments has, therefore, been limited, except in travel and retail. Travel's digital advertisement investments will grow by 20.5% this year, well ahead of any other industry. Retail is also expected to increase substantially as digital commerce continues gathering steam in the country.

France has one of the most dense transportation networks. It has an effective web-like transport structure with Paris at its center. However, France has all forms of transport to travel within or outside the country, such as roads, rail lines, air, and water transport. France has about 2,600 kilometers of high-speed lines, ranking fourth encyclopedically. The TGV network in the country carries more than 110 million passengers annually. Famous metropolises of France like Paris, Lyon, Lille, Toulouse, Rennes, and Marseille have rapid-fire conveyance services.

Digital out-of-home (DOOH) has recently witnessed significant growth due to its multitudinous benefits to advertisers and brands. Nonetheless, DOOH also presents some challenges. Advertising is a competitive, fast-moving landscape that depends on trends. Advertising systems require inventive management procedures, including aligning and integrating processes across resources, vendors, and communication with team members.

France Digital Out-of-Home (DOOH) Advertising Market Trends

Billboard Application Segment to Hold Significant Market Share

Digital out-of-home billboard advertising (DOOH) is effectively OOH powered up with a wide variety of advertising technologies, including personalization, geofencing, retargeting, tracking, and attribution and measurement. Digital out-of-home billboard outdoor advertising enables the brands to enhance awareness and target people at the top of the purchase funnel. Billboards not only improve brand awareness but also complement the brand's marketing campaigns on other channels.

The popularity of digital billboards on French streets is growing, and they are a great way to promote products, services, and goods internationally. They are available

everywhere around the country, from high streets to highways. They are available in various locations nationwide, from motorways to high streets. They provide impressive flexibility to update and amend the information as required across multiple places, including freestanding billboards on roadsides, shopping centers, arenas, and sports stadiums.

According to Magna, in 2023, digital advertising in France was expected to be valued at EUR 11.53 billion (USD 12.51 billion), and the source projected the expenditure would increase by approximately 8.2% to reach 12.48 billion in 2024.

For instance, Paris is becoming one of the emerging cities with truly effective advertising opportunities due to digital billboard advertising with competitive advertising rates. Many CLPs on the streets are built-in at bus stops/bus shelters. Billboard messages are reaching millions of travelers, merchants, and tourists everywhere. With digital city light posters (CLP) or city light boards (CLB), an advertisement is highly visible and impossible to ignore. Being one of the most visited cities in the world, the investments in installing billboards across the city are gaining popularity. Several companies are constantly investing in advertising their products through LED billboards in the region.

For instance, in November 2023, Samsung announced that it has been making its pitch for Busan's offer to host the 2030 World Expo with display billboards in Paris at various places in France's capital, including Paris Charles de Gaulle Airport, major shopping areas, and tourist attractions.

Moreover, the company also campaigned by putting up a huge advertising billboard to promote its foldable smartphone model, the Galaxy Z Flip 5, on the facade of Opera Garnier. Such factors in promoting or advertising various events and products are expected to create the usage demand for billboards.

Similarly, several companies are investing in billboard ads to enhance their competition and bring awareness of their product quality and performance with innovative ideas. For instance, in August 2023, Apple announced that it is bringing France's biggest rugby players to the streets for its latest Shot on iPhone campaign, 'Rugby Shot on iPhone.' The campaign, held on a large format billboard, aims to showcase the iPhone's ability to capture epic moments, particularly the high-impact energy of French rugby players on some of Paris' most famous and iconic buildings, including the Louvre and the Opera.

Retail End User Industries Segment Is Expected to Hold Significant Market Share

France is expected to be one of the most visited countries in the world, having a significant retail industry with a variety of chains. France's retail industry looks promising, and it is extensively dominated by major multinational food chains, with hypermarkets selling at most places in the region. E-commerce, growing consumer spending, online shopping, and others are expected to be major factors boosting the growth of France's retail industry. As the industry grows and rapidly evolves, retailers in the region are constantly investing in digital out-of-home advertising to attract customers and increase their market sales.

Retail media is one of the fastest-growing marketing areas where various retailers monetize their customers for advertisers. The need for audience targeting, achieving objectives like in-store footfall and online sales, and boosting the intent of purchasing and brand recall are the significant factors driving the need for DOOH in the region. The increasing retail sales and growing technological investments are expected to be major factors driving the demand for the products.

According to FEVAD, as of January 2023, fashion was the leading e-commerce category in France, purchased by approximately 56% of online shoppers. Accommodation ranked second, with 43%. Amazon, Leboncoin, and AliExpress were France's popular e-commerce websites as of April 2023.

Using the DOOH technology capabilities, several retail stores and companies can customize their advertisements to match the audience's and customers' mindset and mood, enhancing engagement and brand recall. France has a significant retail store and has been constantly investing in various DOOH technologies, such as programmatic DOOH, to enhance the customer's experience, effective advertising, and knowing consumer behavior throughout the day. The growing investments by retailers to strengthen their campaigning activities for effective marketing sales are expected to be one of the factors driving the demand for DOOH technology.

As retail media network networks are gaining popularity, the retailers are leveraging the capabilities of the DOOH technology in the region to target the customers and increase the effectiveness in marketing sales. The growing adoption of DOOH solutions by the region's retail market vendors is expected to drive the market at a significant rate.

For instance, in August 2023, Veet, a renowned personal care brand, announced that it

had deployed programmatic digital-out-of-home to deliver advertisements to increase its product consideration and sales. The company launched a pDOOH campaign in partnership with Starcom agency, Google's DV360 DSP, and BroadSign's SSP, which allowed access to premium Clear Channel France inventory. With this, the company used its first-ever pDOOH to boost awareness for its new hair depilatory product in the French market. Such investments in deploying DOOH solutions will enhance the market's potential.

France Digital Out-of-Home (DOOH) Advertising Industry Overview

The French digital out-of-home (DOOH) advertising market is semi-consolidated, with the presence of major players like JCDecaux SE, Clear Channel, Doohit, Vistar Media, and Exterior Plus. Market players are implementing strategies like partnerships and acquisitions to improve their product offerings and obtain sustainable competitive advantage.

February 2024: JCDecaux SE announced the launch of the first global airport programmatic DOOH offer. This first-of-its-kind solution empowers brands and agencies to execute targeted, dynamic, and contextualized advertising campaigns effortlessly across JCDecaux's programmatic-enabled airports through the VIOOH SSP (Supply Side Platform) and more than 30 DSPs (Demand Side Platform), including Displayce where it is already available.

October 2023: Clear Channel Outdoor Holdings Inc. revealed that it has closed the sale of its business in France to Equinox Industries. In addition, the company has initiated a process to sell the businesses in its Europe-North segment, which includes operations in the United Kingdom, the Nordics, and other countries in Northern and Central Europe.

Additional Benefits:

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