

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

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Abstracts

The UAE Digital Out-of-Home Market size is estimated at USD 31.39 million in 2024, and is expected to reach USD 65.59 million by 2029, growing at a CAGR of 14.64% during the forecast period (2024-2029).

The UAE digital out-of-home (DOOH) advertising sector has grown significantly, partly as a result of lower prices for digital screens and a reduction in demand for conventional billboards. The expansion of DOOH advertising in the United Arab Emirates has benefited from the change in advertising patterns, which has led to higher spending and creative campaigns.

Key Highlights

The declining price of digital screens is one of the major factors fueling the expansion of DOOH advertising in the United Arab Emirates. Price reductions for digital display technology have been significant due to technological advancements and economic development. Due to this, it is now more feasible for media owners and advertisers to install digital screens in a variety of public spaces, including malls, highways, airports, and cities.

Location-based digital out-of-home (DOOH) services in the United Arab Emirates (UAE) use digital signage and advertising platforms that deliver targeted content to specific locations within the UAE based on real-time data and geolocation technology. These services leverage the capabilities of digital screens, such as billboards, kiosks, and displays, to display dynamic and contextually relevant advertisements, messages, or information to the intended audience in specific physical locations.

Digital screens enable individualized content delivery and interactive experiences, both of which are particularly effective at grabbing users' attention. Users are able to engage with the content due to touchscreen screens, motion sensors, and facial recognition technology, which also provides useful information for targeted advertising campaigns. Consumer behavior is influenced by such personalization and interactivity, which boost engagement.

Mobile technology's integration with DOOH advertising has increased its appeal even more. Advertisers can create interactive experiences that seamlessly connect with viewers' smartphones by utilizing technologies like Near Field Communication (NFC) and QR codes. A QR code, for example, can be incorporated into an audio-video-based advertisement that is presented on a digital billboard. It allows viewers to instantly access more information or special deals by scanning it with their smartphones. Through this integration, the total customer experience is improved, and brand engagement goes up.

Thanks to social media and smartphones, users can have highly individualized and engaging experiences. Due to sophisticated algorithms and targeted advertising capabilities, social media platforms may deliver personalized content based on the user's preferences, interests, and behaviors. Users now anticipate individualized interactions that are valuable and relevant, which can be harder to deliver through DOOH campaigns that target larger audiences in public areas.

UAE Digital Out-of-Home (DOOH) Market Trends

Transit Segment to Witness Major Growth

Transit advertising, also referred to as "advertising on transportation," is placing advertisements on or within any mode of transportation, such as buses, taxis, trains, trams, etc.

The majority of the region's transit applications may be found at airports, bus stops, train stations, and bus stops, as well as on public vehicles, including taxis, buses, and underground trains. According to ITF, the Middle East and Africa are expected to experience particularly strong growth in this sector, with urban bus passenger kilometers growing from 643.01 billion by 2025; the market players are compelled to include DooH transit along the transit areas indicated as crucial installation sites by the people's increasing use of public transportation.

Based on commuter habits, the hour of the day, and geographic regions, the transit segment enables advertisers to target particular audience groups. By presenting pertinent content that meets commuters' needs, advertisements may be customized to their interests and preferences. For instance, a fitness firm might target commuters who are concerned about their health by placing advertisements for workout programs and club memberships near public transportation hubs during morning rush hour.

The transit industry in the United Arab Emirates has seen a considerable increase in mobile integration, enabling advertisers to design interactive experiences that commuters would enjoy. Commuters can use their smartphones to scan QR codes on digital signage to access more content, participate in contests, or make payments. Bus shelters with NFC (Near Field Communication) technology illustrate this integration, allowing commuters to tap their smartphone to download special offers or marketing discounts quickly.

Indoor Installation Type to Witness Growth

DOOH, an extension of digital out-of-home (DOOH) advertising that is more immersive and targetable, offers marketers and media buyers the ability to present their brands' messaging inside particular venue types. (i.e., bars, restaurants, and medical clinics).

The inside of the building has a variety of out-of-home media. Many indoor advertising venues allow marketers to target a particular demographic when placed in a context-relevant setting.

Moreover, indoor DOOH can find possible applications around healthy living businesses trying to attract new clients with advertisements on screens inside gyms, spas, or salons. Further, Dubai and Abu Dhabi have Michelin restaurants with 14 and 3, where indoor advertising displays can be placed, such as restaurants, bars, and sports entertainment facilities. In addition, to attract travelers, there are options to advertise a firm's message on screens near airports, buses, taxis, and other transportation areas.

Point-of-purchase DOOH also has a significant market. Indoor out-of-home advertisements can be seen at malls, shopping centers, supermarkets, big-box stores, pharmacies, and more. These displays are ideal for CPG or retail firms that want to connect with consumers when deciding what to buy.

Innovative commercial display technologies, including LED displays, may help retailers stand out and achieve a significant competitive advantage in this highly competitive marketplace. Commercial displays and interactive screens are being significantly adopted to inform customers about specific brands and products or purchase items that are not currently in stock and draw additional customers into the business.

UAE Digital Out-of-Home (DOOH) Industry Overview

The UAE DOOH market is semi-consolidated, with the presence of major players like JCDecaux Group, Next Level, Eyemedia, ELAN Group, and Backlite Media (Multiply Group). Players in the market are adopting strategies such as partnerships, collaborations, and acquisitions to enhance their product offerings and gain sustainable competitive advantage.

In February 2024, JCDecaux launched its first global airport programmatic DOOH offering, a solution to empower brands and agencies to execute targeted, dynamic, and contextualized advertising campaigns across the company's programmatic-enabled airports through the VIOOH SSP (Supply Side Platform) and DSPs (Demand Side Platform).

In February 2024, Hypermedia signed a Digital OOH media partnership with Nakheel, a master developer. The 10-year agreement grants Hypermedia the media rights and development privileges for Nakheel's prestigious communities and assets, including Palm Jumeirah, 13 exquisite malls, 12 vibrant communities, and large hoardings across Dubai. The partnership amplifies Nakheel's digital branding across the OOH media space.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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