

Digital-Out-Of-Home (DOOH) Global Market Insights 2025, Analysis and Forecast to 2030, by Market Participants, Regions, Technology, Application, Product Type

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Abstracts

Digital-Out-Of-Home (DOOH) Market Overview

The Digital-Out-Of-Home (DOOH) market is experiencing significant growth, driven by advancements in digital technology and the increasing demand for dynamic advertising solutions. DOOH refers to digital media used for marketing and advertising purposes in public spaces, such as billboards, transit systems, and street furniture. The market is projected to grow at a compound annual growth rate (CAGR) of 10.5% from 2022 to 2030, reaching a market size of \$35.8 billion by 2030.

Market Size and Share Analysis

The global DOOH market was valued at \$18.2 billion in 2022 and is expected to expand significantly over the forecast period. The market is segmented by product type, application, end-use, and region. Key players in the market include JCDecaux, Lamar Advertising, Stroer, Daktronics, Clear Channel Outdoor, Focus Media, Global Media & Entertainment, Outfront Media, oOh!media, Sharp NEC Display, Samsung Electronics, Mvix, and Broadsign.

By Product Type

Billboard: The billboard segment holds the largest market share, accounting for 45% of the total market in 2022. This segment is expected to grow at a CAGR of 9.8% from 2022 to 2030.

Street Furniture: This segment is projected to grow at a CAGR of 11.2%, driven by the increasing installation of digital screens in urban areas.

Transit: The transit segment is expected to witness the highest growth rate of 12.5%, fueled by the rising adoption of digital advertising in public transportation systems.

By Application

Indoor: The indoor application segment accounted for 40% of the market share in 2022, with a projected CAGR of 10.2%.

Outdoor: The outdoor segment is expected to grow at a CAGR of 11.0%, driven by the increasing use of digital billboards and signage in high-traffic areas.

By End-Use

Retail: The retail sector is the largest end-user of DOOH, accounting for 35% of the market share in 2022. This segment is expected to grow at a CAGR of 10.8%.

Entertainment: The entertainment sector is projected to grow at a CAGR of 11.5%, driven by the increasing use of digital screens in cinemas and event venues.

Transportation: The transportation sector is expected to witness a CAGR of 12.0%, fueled by the growing adoption of digital advertising in airports and train stations.

By Region

North America: North America dominated the DOOH market in 2022, accounting for 38% of the global market share. The region is expected to grow at a CAGR of 9.5%.

Europe: Europe held a market share of 28% in 2022, with a projected CAGR of 10.0%.

Asia-Pacific: The Asia-Pacific region is expected to witness the highest growth rate of 13.5%, driven by rapid urbanization and increasing investments in digital infrastructure.

Latin America: The Latin American market is projected to grow at a CAGR of 11.0%.

Middle East & Africa: The Middle East & Africa region is expected to grow at a CAGR of 10.5%.

Market Trends and Drivers

The DOOH market is being driven by several key trends, including the increasing adoption of programmatic advertising, the rise of smart cities, and the growing demand for real-time content. Programmatic advertising is expected to account for 40% of total

DOOH ad spending by 2025, up from 25% in 2022. The rise of smart cities is also contributing to market growth, with governments and private companies investing heavily in digital infrastructure.

Key Players and Competitive Landscape

The DOOH market is highly competitive, with key players such as JCDecaux, Lamar Advertising, Stroer, Daktronics, Clear Channel Outdoor, Focus Media, Global Media & Entertainment, Outfront Media, oOh!media, Sharp NEC Display, Samsung Electronics, Mvix, and Broadsign dominating the market. These companies are focusing on strategic partnerships, mergers and acquisitions, and technological innovations to strengthen their market position.

Market News on Policy and Companies

Recent developments in the DOOH market include the introduction of new regulations aimed at reducing light pollution and energy consumption. For example, the European Union has implemented stricter guidelines on outdoor advertising, which is expected to drive the adoption of energy-efficient digital screens. Additionally, several companies have announced new product launches and partnerships. For instance, JCDecaux recently partnered with a leading technology firm to develop AI-powered digital billboards, while Clear Channel Outdoor has expanded its programmatic advertising capabilities.

Segment Forecasts (2025 - 2030)

The DOOH market is expected to continue its strong growth trajectory over the forecast period, with the following segment forecasts:

Billboard: The billboard segment is expected to reach a market size of \$16.1 billion by 2030, growing at a CAGR of 9.8%.

Street Furniture: The street furniture segment is projected to grow at a CAGR of 11.2%, reaching a market size of \$8.5 billion by 2030.

Transit: The transit segment is expected to witness the highest growth rate, reaching a market size of \$11.2 billion by 2030, with a CAGR of 12.5%.

Indoor: The indoor application segment is projected to grow at a CAGR of 10.2%, reaching a market size of \$14.3 billion by 2030.

Outdoor: The outdoor segment is expected to grow at a CAGR of 11.0%, reaching a market size of \$21.5 billion by 2030.

Conclusion

The Digital-Out-Of-Home (DOOH) market is poised for significant growth over the next decade, driven by technological advancements, increasing demand for dynamic advertising solutions, and the rise of smart cities. With a projected market size of \$35.8 billion by 2030 and a CAGR of 10.5%, the DOOH market offers substantial opportunities for key players and new entrants alike. As the market continues to evolve, companies will need to focus on innovation, strategic partnerships, and compliance with regulatory requirements to maintain a competitive edge.

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