

# **Digital Out-of-Home Advertising Market Forecasts to 2032 – Global Analysis By Format Type (Digital, Billboards, Transit Displays, Street Furniture, Place-Based Media, Ambient Digital Advertising, and Other Format Types), Component, Location, Screen Technology, Application, End User and By Geography**

<https://marketpublishers.com/r/D30CF3E00298EN.html>

Date: September 2025

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: D30CF3E00298EN

## **Abstracts**

According to Statistics MRC, the Global Digital Out-of-Home Advertising Market is accounted for \$23.06 billion in 2025 and is expected to reach \$53.27 billion by 2032 growing at a CAGR of 12.7% during the forecast period. Digital Out-of-Home (DOOH) advertising is a modern form of marketing that employs digital screens and technologies in public areas beyond residential settings. It features digital billboards, transportation displays, and signage in busy locations to convey engaging and adaptable content to wide audiences. By merging conventional outdoor advertising with advanced digital tools, DOOH supports real-time messaging, audience targeting, and interactive experiences, making it a powerful approach to improve customer engagement and strengthen brand recognition.

Market Dynamics:

Driver:

Increasing urbanization and digital infrastructure

Rapid urban expansion is fuelling demand for dynamic advertising formats in high-traffic areas. As cities modernize, digital signage is becoming integral to smart infrastructure and public communication. The proliferation of high-speed internet and 5G networks is

enabling real-time content delivery and remote billboard management. Urban mobility hubs such as metro stations, airports, and malls are increasingly adopting DOOH platforms to engage commuters. Advancements in display technology and cloud-based control systems are enhancing campaign flexibility and responsiveness. This urban-digital synergy is creating fertile ground for scalable, data-driven advertising solutions.

#### Restraint:

##### Limited audience measurement standards

The lack of standardized metrics for audience engagement is hindering the full potential of DOOH advertising. Advertisers face challenges in quantifying impressions, dwell time, and conversion rates across varied formats and locations. Unlike online platforms, DOOH lacks unified tracking protocols, making cross-channel attribution difficult. Emerging technologies like facial recognition and mobile data integration are promising but raise privacy concerns. Smaller media owners struggle to invest in advanced analytics, limiting transparency and ROI validation. Without consistent measurement frameworks, advertisers remain cautious about budget allocation to DOOH channels.

#### Opportunity:

##### Rising adoption of AI and data analytics in campaigns

The integration of AI and predictive analytics is transforming how DOOH campaigns are planned and executed. Advertisers are leveraging machine learning to optimize content delivery based on location, time, and audience demographics. Real-time data feeds enable contextual messaging, enhancing relevance and engagement. Programmatic buying platforms are streamlining inventory access and campaign deployment across networks. AI-driven insights are also improving creative performance and audience targeting precision. As data ecosystems mature, DOOH is evolving into a highly intelligent and responsive advertising medium.

#### Threat:

##### Rising competition from online and mobile advertising

Digital and mobile platforms continue to dominate ad spend due to their granular targeting and measurable outcomes. The convenience of mobile ads and personalized

content delivery poses a challenge to static and semi-dynamic DOOH formats. E-commerce growth and app-based marketing are diverting budgets away from traditional outdoor channels. Social media platforms offer instant feedback loops and viral potential, which DOOH struggles to replicate. The cost-efficiency and scalability of online ads make them more attractive to small and mid-sized businesses. Without innovation in interactivity and measurement, DOOH risks losing ground to digital-native competitors.

### Covid-19 Impact

The pandemic disrupted foot traffic patterns, reducing visibility and effectiveness of location-based DOOH campaigns. Lockdowns and travel restrictions led to temporary shutdowns of key advertising venues such as malls and transit hubs. However, the crisis accelerated digital transformation, prompting media owners to adopt remote monitoring and automated scheduling tools. Advertisers shifted toward public health messaging and community engagement, redefining DOOH's role in urban communication. Post-pandemic recovery is driving renewed interest in contactless, data-driven formats. The sector is now prioritizing resilience, flexibility, and integration with mobile and online ecosystems.

The digital billboards segment is expected to be the largest during the forecast period

The digital billboards segment is expected to account for the largest market share during the forecast period, due to its widespread deployment in high-visibility urban zones. These large-format displays offer superior brightness, resolution, and dynamic content capabilities compared to traditional signage. Their ability to host multiple campaigns simultaneously makes them cost-effective for advertisers. Integration with real-time data sources allows for adaptive messaging based on traffic, weather, or events. Brands favour digital billboards for their impact and reach, especially in metropolitan corridors. Continuous upgrades in LED and software technologies are reinforcing their market leadership.

The LED displays segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the LED displays segment is predicted to witness the highest growth rate, driven by their energy efficiency and visual appeal. These screens are increasingly used in retail, transportation, and entertainment venues for immersive brand experiences. Advances in pixel density and modular design are enabling flexible

installations across diverse environments. The declining cost of LED components is making the technology more accessible to mid-tier advertisers. Interactive features and integration with mobile apps are enhancing audience engagement.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share supported by rapid urbanization and infrastructure development. Countries like China, India, and South Korea are investing heavily in smart cities and digital transit systems. Government initiatives are promoting digital media adoption across public and commercial spaces. The region's large population and rising consumer spending make it a prime target for advertisers. Local media owners are forming strategic alliances with global tech firms to expand capabilities. The convergence of mobility, retail, and digital signage is driving robust market expansion.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, fuelled by technological innovation and programmatic adoption. The U.S. and Canada are pioneers in AI-driven campaign management and real-time audience analytics. Media owners are integrating DOOH with mobile and social platforms to create omnichannel experiences. Regulatory support for digital infrastructure is accelerating deployment across urban and suburban areas. Advertisers are increasingly using geolocation and behavioral data to personalize content.

Key players in the market

Some of the key players profiled in the Digital Out-of-Home Advertising Market include JCDecaux SA, Ocean Outdoor Limited, Clear Channel Outdoor Holdings, Inc., Talon Outdoor, Lamar Advertising Company, Pikasso Group, OUTFRONT Media Inc., Intersection Co., Str?er SE & Co. KGaA, Ayuda Media Systems, Daktronics, Inc., Vistar Media,

## Contents

### **1 EXECUTIVE SUMMARY**

### **2 PREFACE**

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
  - 2.4.1 Data Mining
  - 2.4.2 Data Analysis
  - 2.4.3 Data Validation
  - 2.4.4 Research Approach
- 2.5 Research Sources
  - 2.5.1 Primary Research Sources
  - 2.5.2 Secondary Research Sources
  - 2.5.3 Assumptions

### **3 MARKET TREND ANALYSIS**

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Technology Analysis
- 3.7 Application Analysis
- 3.8 End User Analysis
- 3.9 Emerging Markets
- 3.10 Impact of Covid-19

### **4 PORTERS FIVE FORCE ANALYSIS**

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

## **5 GLOBAL DIGITAL OUT-OF-HOME ADVERTISING MARKET, BY FORMAT TYPE**

- 5.1 Introduction
- 5.2 Digital Billboards
- 5.3 Transit Displays
- 5.4 Street Furniture
- 5.5 Place-Based Media
- 5.6 Ambient Digital Advertising
- 5.7 Other Format Types

## **6 GLOBAL DIGITAL OUT-OF-HOME ADVERTISING MARKET, BY COMPONENT**

- 6.1 Introduction
- 6.2 Hardware
- 6.3 Software
- 6.4 Services

## **7 GLOBAL DIGITAL OUT-OF-HOME ADVERTISING MARKET, BY LOCATION**

- 7.1 Introduction
- 7.2 Outdoor DOOH
- 7.3 Indoor DOOH

## **8 GLOBAL DIGITAL OUT-OF-HOME ADVERTISING MARKET, BY SCREEN TECHNOLOGY**

- 8.1 Introduction
- 8.2 LED Displays
- 8.3 LCD Screens
- 8.4 Projection Systems

## **9 GLOBAL DIGITAL OUT-OF-HOME ADVERTISING MARKET, BY APPLICATION**

- 9.1 Introduction
- 9.2 Real-Time Programmatic Advertising
- 9.3 Contextual Messaging
- 9.4 Interactive Campaigns
- 9.5 Other Applications

## **10 GLOBAL DIGITAL OUT-OF-HOME ADVERTISING MARKET, BY END USER**

- 10.1 Introduction
- 10.2 Retail & Consumer Goods
- 10.3 Healthcare & Pharmaceuticals
- 10.4 Education & Public Services
- 10.5 Banking & Financial Services
- 10.6 Entertainment & Recreation
- 10.7 Transportation & Logistics
- 10.8 Other End Users

## **11 GLOBAL DIGITAL OUT-OF-HOME ADVERTISING MARKET, BY GEOGRAPHY**

- 11.1 Introduction
- 11.2 North America
  - 11.2.1 US
  - 11.2.2 Canada
  - 11.2.3 Mexico
- 11.3 Europe
  - 11.3.1 Germany
  - 11.3.2 UK
  - 11.3.3 Italy
  - 11.3.4 France
  - 11.3.5 Spain
  - 11.3.6 Rest of Europe
- 11.4 Asia Pacific
  - 11.4.1 Japan
  - 11.4.2 China
  - 11.4.3 India
  - 11.4.4 Australia
  - 11.4.5 New Zealand
  - 11.4.6 South Korea
  - 11.4.7 Rest of Asia Pacific
- 11.5 South America
  - 11.5.1 Argentina
  - 11.5.2 Brazil
  - 11.5.3 Chile
  - 11.5.4 Rest of South America

## 11.6 Middle East & Africa

11.6.1 Saudi Arabia

11.6.2 UAE

11.6.3 Qatar

11.6.4 South Africa

11.6.5 Rest of Middle East & Africa

## 12 KEY DEVELOPMENTS

12.1 Agreements, Partnerships, Collaborations and Joint Ventures

12.2 Acquisitions & Mergers

12.3 New Product Launch

12.4 Expansions

12.5 Other Key Strategies

## 13 COMPANY PROFILING

13.1 JCDecaux SA

13.2 Ocean Outdoor Limited

13.3 Clear Channel Outdoor Holdings, Inc.

13.4 Talon Outdoor

13.5 Lamar Advertising Company

13.6 Pikasso Group

13.7 OUTFRONT Media Inc.

13.8 Intersection Co.

13.9 Ströer SE & Co. KGaA

13.10 Ayuda Media Systems

13.11 Daktronics, Inc.

13.12 Vistar Media

13.13 oOh!media Limited

13.14 Christie Digital Systems Inc.

13.15 Broadsign International, LLC

## List Of Tables

### LIST OF TABLES

Table 1 Global Digital Out-of-Home Advertising Market Outlook, By Region (2024-2032) (\$MN)

Table 2 Global Digital Out-of-Home Advertising Market Outlook, By Format Type (2024-2032) (\$MN)

Table 3 Global Digital Out-of-Home Advertising Market Outlook, By Digital Billboards (2024-2032) (\$MN)

Table 4 Global Digital Out-of-Home Advertising Market Outlook, By Transit Displays (2024-2032) (\$MN)

Table 5 Global Digital Out-of-Home Advertising Market Outlook, By Street Furniture (2024-2032) (\$MN)

Table 6 Global Digital Out-of-Home Advertising Market Outlook, By Place-Based Media (2024-2032) (\$MN)

Table 7 Global Digital Out-of-Home Advertising Market Outlook, By Ambient Digital Advertising (2024-2032) (\$MN)

Table 8 Global Digital Out-of-Home Advertising Market Outlook, By Other Format Types (2024-2032) (\$MN)

Table 9 Global Digital Out-of-Home Advertising Market Outlook, By Component (2024-2032) (\$MN)

Table 10 Global Digital Out-of-Home Advertising Market Outlook, By Hardware (2024-2032) (\$MN)

Table 11 Global Digital Out-of-Home Advertising Market Outlook, By Software (2024-2032) (\$MN)

Table 12 Global Digital Out-of-Home Advertising Market Outlook, By Services (2024-2032) (\$MN)

Table 13 Global Digital Out-of-Home Advertising Market Outlook, By Location (2024-2032) (\$MN)

Table 14 Global Digital Out-of-Home Advertising Market Outlook, By Outdoor DOOH (2024-2032) (\$MN)

Table 15 Global Digital Out-of-Home Advertising Market Outlook, By Indoor DOOH (2024-2032) (\$MN)

Table 16 Global Digital Out-of-Home Advertising Market Outlook, By Screen Technology (2024-2032) (\$MN)

Table 17 Global Digital Out-of-Home Advertising Market Outlook, By LED Displays (2024-2032) (\$MN)

Table 18 Global Digital Out-of-Home Advertising Market Outlook, By LCD Screens

(2024-2032) (\$MN)

Table 19 Global Digital Out-of-Home Advertising Market Outlook, By Projection Systems (2024-2032) (\$MN)

Table 20 Global Digital Out-of-Home Advertising Market Outlook, By Application (2024-2032) (\$MN)

Table 21 Global Digital Out-of-Home Advertising Market Outlook, By Real-Time Programmatic Advertising (2024-2032) (\$MN)

Table 22 Global Digital Out-of-Home Advertising Market Outlook, By Contextual Messaging (2024-2032) (\$MN)

Table 23 Global Digital Out-of-Home Advertising Market Outlook, By Interactive Campaigns (2024-2032) (\$MN)

Table 24 Global Digital Out-of-Home Advertising Market Outlook, By Other Applications (2024-2032) (\$MN)

Table 25 Global Digital Out-of-Home Advertising Market Outlook, By End User (2024-2032) (\$MN)

Table 26 Global Digital Out-of-Home Advertising Market Outlook, By Retail & Consumer Goods (2024-2032) (\$MN)

Table 27 Global Digital Out-of-Home Advertising Market Outlook, By Healthcare & Pharmaceuticals (2024-2032) (\$MN)

Table 28 Global Digital Out-of-Home Advertising Market Outlook, By Education & Public Services (2024-2032) (\$MN)

Table 29 Global Digital Out-of-Home Advertising Market Outlook, By Banking & Financial Services (2024-2032) (\$MN)

Table 30 Global Digital Out-of-Home Advertising Market Outlook, By Entertainment & Recreation (2024-2032) (\$MN)

Table 31 Global Digital Out-of-Home Advertising Market Outlook, By Transportation & Logistics (2024-2032) (\$MN)

Table 32 Global Digital Out-of-Home Advertising Market Outlook, By Other End Users (2024-2032) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

## I would like to order

Product name: Digital Out-of-Home Advertising Market Forecasts to 2032 – Global Analysis By Format Type (Digital, Billboards, Transit Displays, Street Furniture, Place-Based Media, Ambient Digital Advertising, and Other Format Types), Component, Location, Screen Technology, Application, End User and By Geography

Product link: <https://marketpublishers.com/r/D30CF3E00298EN.html>

Price: US\$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/D30CF3E00298EN.html>