

Middle East & Africa Digital Out-of-Home (DOOH) Advertising Market: Current Analysis and Forecast (2025-2033)

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Abstracts

Digital Out-of-Home (DOOH) Advertising Digital screens and displays are used to advertise products and services in social and high-traffic places like billboards, transit terminals, shopping malls, airports, and streetscapes. DOOH facilitates real-time and dynamic content delivery, unlike the traditional, non-interactive out-of-home media. This means that the advertiser is able to update the message immediately and can also customize the campaign according to time, location, audience behavior, or the environment. It uses high-resolution images, video, and interactive content, which makes it more engaging to the audience and easier to remember the brand. Due to the progress in connection, analytics, and programmatic purchasing, DOOH has now become an objective and adaptable advertising channel in the context of the modern omnichannel marketing approach.

The Middle East & Africa Digital Out-of-Home (DOOH) Advertising market is set to show a growth rate of about 12.50% during the forecast period (2025- 2033F). The Middle East and Africa Digital Out-of-Home (DOOH) Advertising market is in the initial stages of continuous growth with the speeding up of urbanization, smart city projects, and digital infrastructure investments in the region. Advertisers are also moving away from traditional fixed format ads and going into digital displays so that they can have more flexibility, delivery of content in real-time, and measures of audience engagement. The growth industries like retail, transportation, telecommunications, financial services, and government communications are aggressively implementing DOOH in transit stations, highways, shopping centers, and public areas. The role of DOOH as a highly effective channel through which mobile and various urban audiences can be reached is being enhanced with advantages in connectivity, data analytics, and screen technologies. Additionally, many of the DOOH advertisers have embarked on new markets in the

Middle East region, which would be crucial to market expansion. For instance, in January 2026, Moving Walls, a global adtech company, announced the launch of its Middle East operations to expand its OOH operations. These markets would include the UAE, Saudi Arabia, and Qatar.

Based on type, the Middle East & Africa Digital Out-of-Home (DOOH) Advertising market is segmented into Billboards/LED Screens, Street Furniture, and Transit. Of these, the Billboard/LED Screens segment has held a considerable market share. The extensive use of large-format LED billboards on highways, commercial areas, and high-traffic urban areas is one of the main drivers that is increasing the market share due to the high visibility and brand impression. These formats are popular among advertisers as they provide dynamic and high-resolution content that is flexible in scheduling and is updated in real time. Moreover, there was a decline in the price of LED displays, better survival of screens in harsh weather, and increasing applications in conjunction with programmatic purchase systems have increased rates of adoption. Smart city programs and infrastructure projects led by governments also contribute to the increase of the digital billboards and make them the favored medium of the mass-reach campaign in the Middle East and Africa.

According to the end user, the Middle East and Africa Digital Out-of-Home (DOOH) Advertising market is divided into retail, real estate, financial services, government, automotive, and others. Among them, the retail category has occupied the greater market share because of the high number of people who visit shopping malls, supermarkets, and high-street retail outlets, among others. DOOH is effective in influencing the buyer to make purchases at or around the point of sale. Retailers are increasingly employing electronic displays in dynamic promotions, seasonal campaigns, and price or offer updates. The possibility of combining DOOH with mobile marketing, QR codes, and location-based promotion makes customer engagement even better. Moreover, the high establishment of organized retail, shopping locations in the cities, and omnichannel plans throughout the Middle East and Africa continue to secure the retail segment's sustained demand.

For a better understanding of the market adoption of Middle East & Africa Digital Out-of-Home (DOOH) Advertising, the market is analyzed based on its presence in countries such as Saudi Arabia, UAE, Egypt, South Africa, Turkey, Israel, and the Rest of the Middle East & Africa. The Saudi Arabia Digital Out-of-Home (DOOH) Advertising Market is booming, and this is occasioned by the rapid

urbanization, Smart city projects, and massive infrastructure investments by the Vision 2030. The development of metro networks, airports, highways, and mixed-use commercial developments is establishing high-impact environments on which digital advertising can be implemented. Retail, telecommunication, banking, tourism, and government advertisements are moving away from traditional media to upscale scalability to digital screens to create more flexibility, real-time communication, and a quantifiable response to their advertisements.

Some major players in the market include Al Arabia, Backlight Media, JCDecaux SA, ELAN Media, SkyBlue Group, Hills Advertising L.L.C., Elevision, Dooha Media, Mubashir, and Alliance Media.

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