

Digital OOH Advertising Market Surveying Report, Drivers, Scope and Regional Analysis by 2022-2027

Looking forward, IMARC Group expects the digital-out-of-home advertising market to reach US\$ 33 Billion by 2027, exhibiting at a CAGR of 13.41% during 2022-27.

STE R SHERIDAN, WYOMING, UNITED STATES, July 27, 2022

/EINPresswire.com/ -- The IMARC Group provides extensive analysis of the digital OOH advertising industry

covering the market trends, investment opportunities, growth trends, statistics, and industry prospects. The report offers a comprehensive analysis of the industry, which comprises insights on [digital OOH advertising market size](#), share, trends, analysis, growth, demand, statistics, and overview. The report also includes competitor and regional analysis, and contemporary advancements in the global market.



Digital OOH Advertising Market Size

Note: We are regularly tracking the direct effect of COVID-19 on the market, along with the indirect influence of associated industries. These observations will be integrated into the report. The market is segmented by size and region. The report provides an analysis of the key trends in each sub-segment of the market, along with forecasts at the global and regional level from 2022-2027. The report also includes competitive landscape of major key players in the industry along with emerging trends in the market.

Informed covered in the report:

Historical market data from 2016-2021

CAGR of the market during the forecast period 2022-2027

Detailed information on factors that will drive market growth during the next five years

Precise estimation of the Keyword market size and its contribution to the parent market

Upcoming market trends and changes in consumer behavior

A thorough analysis of the market's competitive landscape and detailed information on key players

Comprehensive details of factors that will challenge the growth of smart meters market key players

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The global digital OOH advertising market reached a value of US\$ 14.8 Billion in 2021. Digital out-of-home (OOH) advertisement represents a dynamic communication medium displayed on digital signage. It is mainly used for advertising products or communicating information to the public across airports, shopping malls, railway stations, bus shelters, roadways, etc. These signs are also used in indoor spaces, such as medical waiting rooms, retail stores, movie theatres, etc., that are accessible to the public.

Digital OOH Advertising Market Trends:

The growing levels of digitization and the rising penetration of internet-based advertising platforms are some of the major factors driving the digital OOH advertising market growth. In line with this, numerous advertisers are using virtual screens, motion graphics, projectors, video content, etc., which are aimed at specific demographics. Moreover, increasing advancements in advertising technology, such as improved IoT connectivity, near-field communication, artificial intelligence (AI), beacons, etc., are encouraging the development of digital screens that deliver contextually relevant and real-time content. Furthermore, the growing number of retail complexes and commercial infrastructures are attracting more individuals for outdoor activities, thereby stimulating the market growth. Besides this, the declining costs of digital advertisements are projected to positively influence the growth of the digital OOH advertising market in the coming years. Looking forward, IMARC Group expects the digital-out-of-home advertising market to reach US\$ 33 Billion by 2027, exhibiting at a CAGR of 13.41% during 2022-2027.

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As the novel coronavirus (COVID-19) crisis takes over the world, we are continuously tracking the changes in the markets, as well as the industry behaviors of the consumers globally and our estimates about the latest market trends and forecasts are being done after considering the impact of this pandemic.

Competitive Landscape with Key Players:

APG | SGA

Clear Channel Outdoor Holdings Inc.

Global Media

JCDecaux

Lamar Advertising Company

oOh!media Limited

Outfront Media Inc.
Stroer

Market Segmentation:

Report Coverage:

Historical, Current and Future Market Trends

Market Breakup by Format Type:

Digital Billboards

Video Advertising

Ambient Advertising

Others

Market Breakup by Application:

Outdoor

Indoor

Market Breakup by End-User:

Retail

Recreation

Banking

Transportation

Education

Others

Market Breakup by Region:

North America

Europe

Asia Pacific

Middle East and Africa

Latin America

Breakup by Region:

North America (United States, Canada)

Europe (Germany, France, United Kingdom, Italy, Spain, Others)

Asia Pacific (China, Japan, India, Australia, Indonesia, Korea, Others)

Latin America (Brazil, Mexico, Others)

Middle East and Africa (United Arab Emirates, Saudi Arabia, Qatar, Iraq, Others)

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Figures: <https://www.imarcgroup.com/digital-ooh-market>

Key highlights of the report:

Market Performance (2016-2021)
Market Outlook (2022-2027)
Market Trends
Market Drivers and Success Factors
Impact of COVID-19
Value Chain Analysis
Comprehensive mapping of the competitive landscape

If you need specific information that is not currently within the scope of the report, we will provide it to you as a part of the customization.

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IMARC's information products include major market, scientific, economic and technological developments for business leaders in pharmaceutical, industrial, and high technology organizations. Market forecasts and industry analysis for biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, nanotechnology and novel processing methods are at the top of the company's expertise.

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