

Digital OOH Advertising Market Size to Reach US\$ 35.7 Billion by 2028 | CAGR of 12.31%

Global digital-out-of-home advertising market size to reach US\$ 35.7 Billion by 2028, exhibiting a growth rate (CAGR) of 12.31% during 2023-2028.

BROOKLYN, NEW YORK, UNITED STATES, February 7, 2023

/EINPresswire.com/ -- According to IMARC Group’s latest report, titled “[Global Digital Out-of-Home Advertising Market: Growth, Trends, COVID-19 Impact, and Future Forecast \(2023-2028\)](#)”, the [global digital-out-of-home advertising market](#) size reached US\$ 16.9 Billion in 2022.

Looking forward, IMARC Group expects the market to reach US\$ 35.7 Billion by 2028, exhibiting a growth rate (CAGR) of 12.31% during 2023-2028.

Digital out-of-home (OOH) advertising involves using digital technology to display advertisements in public spaces, such as billboards, transit shelters, and shopping centers. It uses digital [displays](#) that can be connected to a network to display advertisements in real-time. Advertisers can create, manage, and update their advertisements remotely, providing greater flexibility and responsiveness. As compared to traditional OOH advertising, digital OOH advertising offers a more engaging and interactive advertising experience for the target audience, greater engagement and interactivity, and increased return on investment (ROI). Currently, digital billboards, digital transit shelters, and digital kiosks are some of the commonly available product variants in the market.

For more information on this report, please contact IMARC Group at info@imarcgroup.com or visit our website at <https://www.imarcgroup.com/digital-ooh-market/requestsamplerequest>

Note: We are updating our reports, if you want the report with the latest primary and secondary data (2023-2028) including industry trends, market size and Competitive landscape, etc. Click request free sample report, published report will be delivered to you in PDF format via email



Digital OOH Advertising Market

within 24 to 48 hours.

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Rapid digitization and the widespread installation of digital displays in public spaces are some of the primary factors driving the market growth. Moreover, the rising awareness regarding the benefits of digital OOH advertising and the rapidly expanding advertising industry are acting as other growth-inducing factors.

Additionally, key market players are actively working and heavily investing in advanced technologies to develop new product variants with unique features, which, in turn, is bolstering the market growth. Apart from this, the shifting preference toward digital advertising and rapid technological advancements are creating a positive outlook for the market.

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Note: The Report offers a comprehensive analysis of the industry, which comprises insights on the global market statistics. The report also includes competitor and regional analysis, and contemporary advancements in the global market.

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The report has also analysed the competitive landscape of the market with some of the key players

- APG|SGA
- Clear Channel Outdoor Holdings Inc.
- Global Media
- JCDecaux
- Lamar Advertising Company
- oOh!media Limited
- Outfront Media Inc.
- Stroer

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The report has categorized the market based on format type, application and end-user.

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

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, South Africa, Others)

For more information, visit our website or contact us at: <https://www.imarcgroup.com/request?type=report&id=1312&flag=C>

Our report includes the following:

- Market Performance (2017-2022)
- Market Outlook (2023-2028)
- 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.

For more information, visit our website or contact us at:

<https://www.digitaljournal.com/pr/news/india-spices-market-size-expected-to-reach-inr-270-928-4-crores-by-2027-cagr-of-11-15->

<https://www.digitaljournal.com/pr/news/secondhand-luxury-goods-market-to-reach-us-47-1-billion-by-2027-growth-rate-cagr-of-9-4->

<https://www.digitaljournal.com/pr/news/latin-america-ott-platform-market-growth-rate-to->

[exhibit-a-cagr-of-12-29-during-2022-2027](#)

<https://www.digitaljournal.com/pr/news/north-america-ice-cream-market-size-to-reach-us-17-5-billion-by-2027-growth-rate-of-4-5->

<https://www.digitaljournal.com/pr/news/data-lakes-market-expected-size-us-30-2-billion-by-2027-growth-rate-cagr-of-26-4->

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