

# With 14.25% CAGR, Asia Pacific Digital OOH Advertising Market to Hit US\$ 15.8 Billion by 2027 | Industry Research Report

*The APAC DOOH market is anticipated to reach a value of US\$ 15.8 Billion by 2027, exhibiting a CAGR of 14.25% during 2022-2027.*

BROOKLYN, NY, USA, February 14, 2023 /EINPresswire.com/ -- According to IMARC Group's latest report, titled "Asia Pacific Digital OOH Advertising Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027" the Asia Pacific digital OOH advertising market size reached US\$ 6.7 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 15.8 Billion by 2027, exhibiting a growth rate (CAGR) of 14.25% during 2022-2027.



## Market Outlook:

Digital out-of-home (OOH) advertisement refers to digitized display advertising powered by digital signage technologies. These advertisements are displayed on real estate present in various locations that are publicly accessible. They are generally installed at bus shelters, medical waiting rooms, airports, railway stations, shopping malls, retail stores, movie theatres, and major roadways. Digital OOH advertisements are an incredibly affordable way to reach a broad audience and build brand awareness. As compared to traditional printed media advertisements, digital OOH advertisements utilize digital screens that are dynamic and can activate the correct message to the target audience at the right time.

## Market Trends:

The increasing utilization of digital OOH advertisements in the transportation industry is one of the key factors driving the [DOOH market growth in Asia Pacific](#). In line with this, the rising

demand for digital content and information relevant to travelers through interactive commercials and various modes of advertisement, such as billboards, kiosks, and signboards, is acting as another growth-inducing factor. Apart from this, the increasing internet penetration, along with the integration of the Internet of Things (IoT) and artificial intelligence (AI) to deliver contextually relevant, intelligent, and real-time content, is providing an impetus to the market growth. Other factors, including the growing infrastructural development in the region, the increasing number of shopping complexes and malls, and rising expenditure capacities by industries on outdoor advertising, are anticipated to drive the market growth.

Note: We are in the process of updating our reports. If you want to receive the latest research data covering the time period from 2023 to 2028, along with industry trends, market size, and competitive analysis, click on the request sample report. The team would be able to deliver the latest version of the report in a quick turnaround time.

Get a PDF Sample for more detailed market insights: <https://www.imarcgroup.com/asia-pacific-digital-ooh-advertising-market/requestsamplerequestsample>

Report Market Segmentation:

The report has segmented the APAC digital OOH advertising market on the basis of format type, application, end use industry and country.

Based on Format Type:

- Digital Billboards
- Video Advertising
- Ambient Advertising
- Others

Based on Application:

- Outdoor
- Indoor

Based on End Use Industry:

- Retail
- Recreation
- Banking
- Transportation
- Education
- Others

Based on Country:

- China
- Japan
- India
- South Korea
- Australia
- Indonesia
- Others

Ask Analyst for Customization and Explore Full Report With TOC & List of Figures:

<https://www.imarcgroup.com/request?type=report&id=2866&flag=C>

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.

Browse More Reports:

[Radio Advertising Market Report](#)

[United States Digital OOH Advertising Market Report](#)

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Our offerings include comprehensive market intelligence in the form of research reports, production cost reports, feasibility studies, and consulting services. Our team, which includes experienced researchers and analysts from various industries, is dedicated to providing high-quality data and insights to our clientele, ranging from small and medium businesses to Fortune

1000 corporations.

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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