

How the Asia Pacific Digital OOH Advertising Industry Keeps Moving Forward?

Currently, DOOH advertising is gaining traction in the Asia Pacific region due to rapid urbanization and the increasing penetration of advanced technology.

BROOKLYN, NY, USA, July 12, 2023 /EINPresswire.com/ -- IMARC Group, a leading market research company, has recently releases report titled "Asia Pacific Digital OOH Advertising Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028."

The study provides a detailed analysis of the industry, including the Asia Pacific digital OOH advertising market share, size, trends, and growth forecasts. The report also includes competitor and regional analysis and highlights the latest advancements in the market.



Asia Pacific Digital OOH Advertising Market

How big is the Asia Pacific digital OOH advertising market?

The Asia Pacific digital out-of-home advertising market size reached US\$ 8.1 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 17.9 Billion by 2028, exhibiting a growth rate (CAGR) of 13.07% during 2023-2028.

What is digital OOH advertising?

Digital out-of-home (OOH) represents an interactive communication medium that automates ad transactions. It is commonly installed in public spaces, such as bars, restaurants, health clubs, cafes, colleges, arenas, gas stations, convenience stores, barbershops, airports, etc., which are easily accessible to a large number of individuals. The placement of outdoor signage and digital billboards in an area with heavy traffic generally assists in targeting the attention of the audience, which boosts brand recognition among individuals.

In addition to this, DOOH is also used at bus shelters and train stations to promote services and goods. As a result, it finds widespread applications in various sectors, including retail,

transportation, education, etc., across the Asia Pacific.

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What are the growth prospects and trends in the industry?

The emerging trend of internet-based promotional platforms and the elevating infrastructural developments are among the primary factors driving the Asia Pacific digital OOH advertising market. Besides this, the rising retail facilities and the inflating number of individuals spending time outdoors are further stimulating the market growth. Moreover, the incorporation of advanced technologies with DOOH, including Augmented Reality (AR), is also catalyzing the market growth across the Asia Pacific.

Apart from this, the introduction of innovative screens by the advertisers that deliver contextually relevant, intelligent, and real-time content to the masses is acting as another significant growth-inducing factor. Additionally, the increasing travel and tourism activities and the development of tactile platforms that provide valuable services to individuals for finding information quickly are expected to bolster the Asia Pacific digital OOH advertising market in the coming years.

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Market Segmentation:

The report has segmented the market into the following categories:

Breakup by Format Type:

- Digital Billboards
- Video Advertising
- Ambient Advertising
- Others

Breakup by Application:

- Outdoor
- Indoor

Breakup by End Use Industry:

- Retail

- Recreation
- Banking
- Transportation
- Education
- Others

Breakup by Country:

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

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Key Highlights of the Report:

- 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.

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market research worldwide. We partner with clients in all sectors and regions to identify their highest-value opportunities, address their most critical challenges, and transform their businesses.

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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