


Digital out-of-home ad spend share returns to pre-pandemic rate

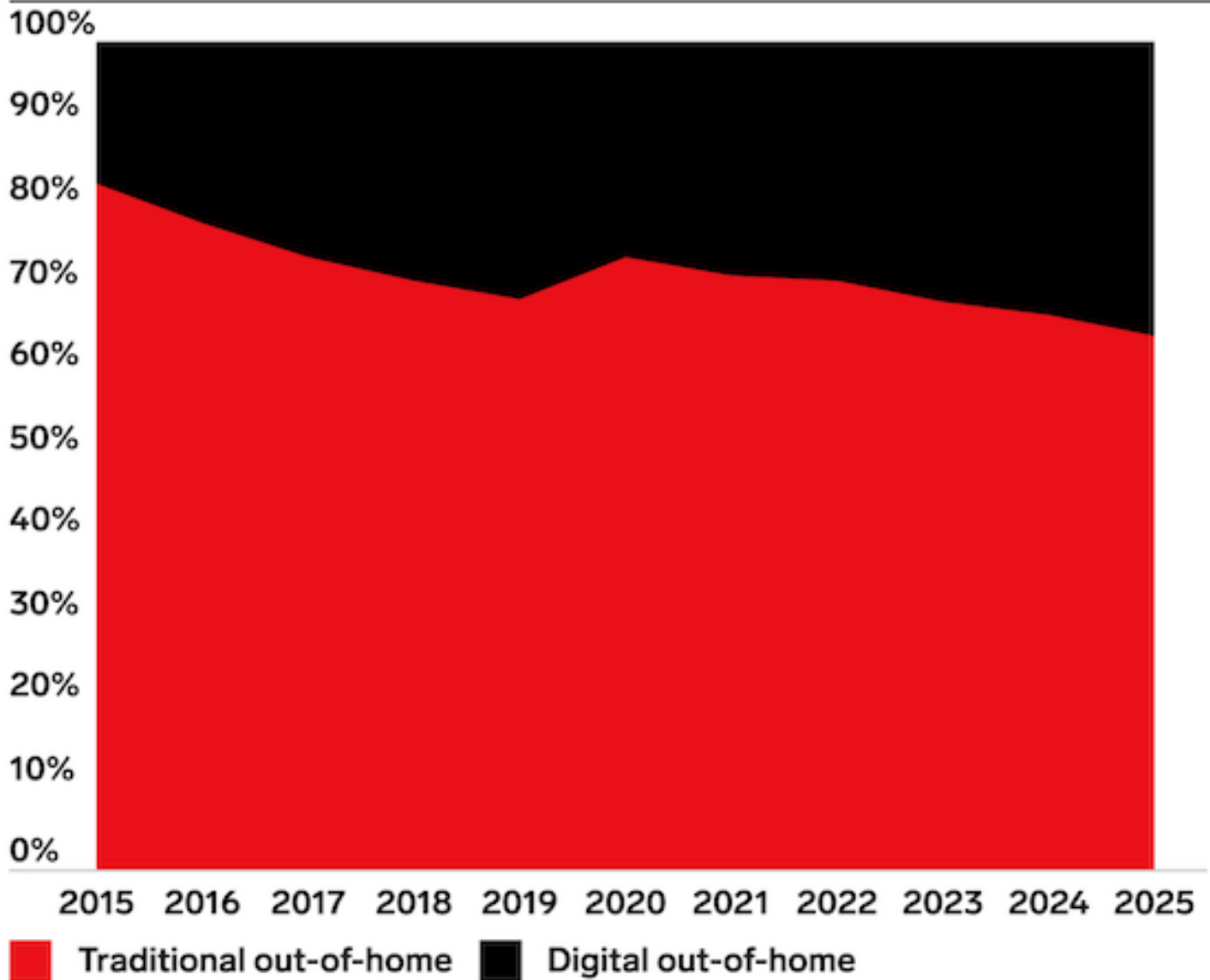
Article



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US Traditional and Digital Out-of-Home Ad Spending

% of total out-of-home ad spending, 2015-2025



Note: traditional out-of-home includes any out-of-home advertising that is not digitally displayed; includes cinema; digital out-of-home includes any out-of-home advertising that is dynamically and digitally displayed; includes digital billboards, digital street furniture, digital transit, and digital place-based displays; excludes cinema

Source: Insider Intelligence | eMarketer, March 2023

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Insider Intelligence | eMarketer

Key stat: US digital out-of-home (DOOH) will make up 31.4% of out-of-home (OOH) ad spend this year, showing recovery after a pandemic dip, according to our forecast.

Beyond the chart:

- US DOOH spend will hit \$2.87 billion this year, and we project double-digit growth through the end of our forecast period in 2027.
- In-store retail media accounts for a growing share of DOOH, as digital ad inventory on store shelves, end caps, cooler doors, and checkout aisles increases.
- But DOOH spend is still down from pre-pandemic levels when accounting for inflation.

Use this chart:

- Balance DOOH spend with traditional OOH.
- Evaluate in-store retail media in your OOH ad strategy.

More like this:

- [US Out-of-Home Ad Spending 2023](#) (Insider Intelligence subscription required)
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