



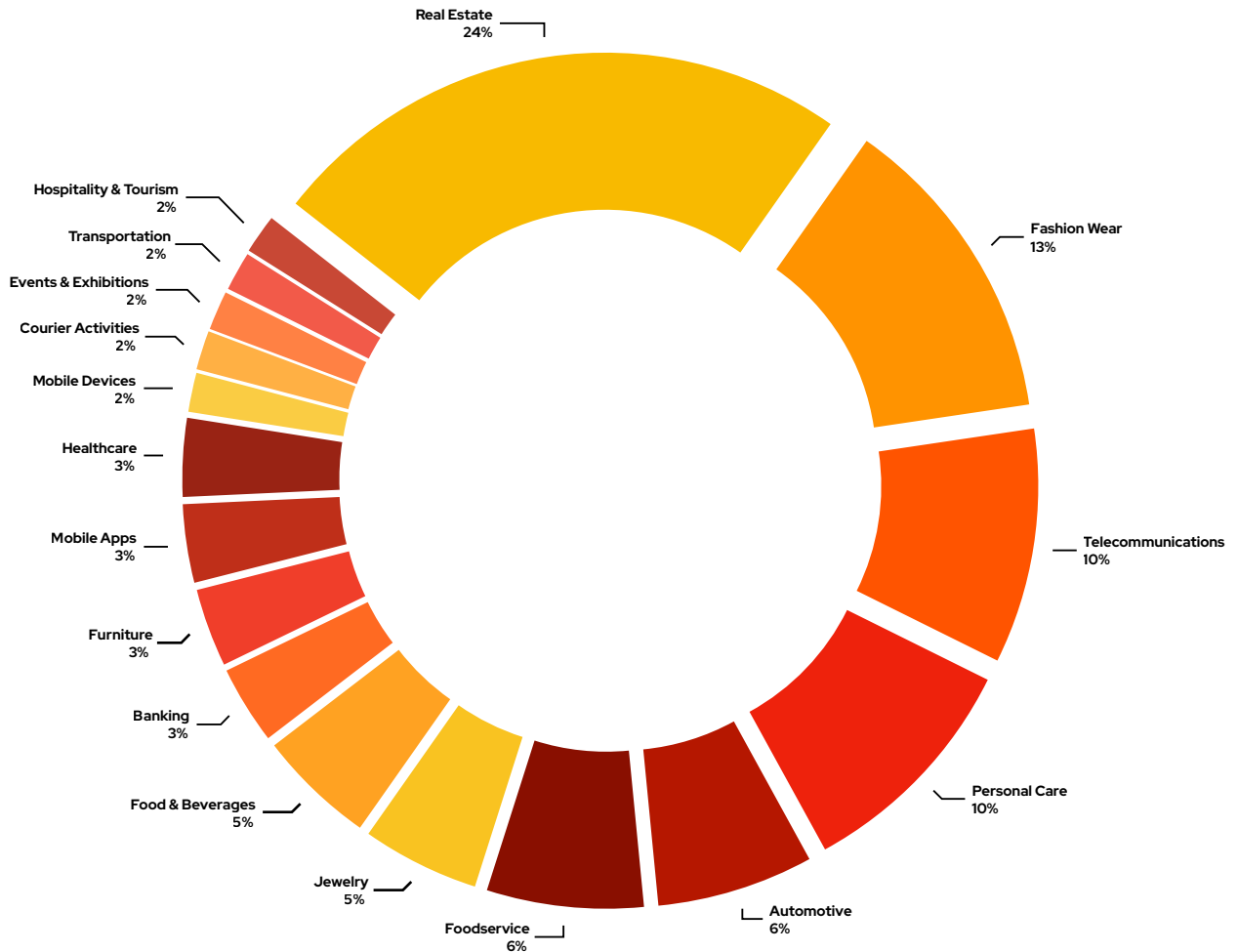
Market Insights

SEPTEMBER 2025

INSIDETM
OOH MEDIA PLATFORM



KEY TAKEAWAYS





UAE'S OOH MARKET SEES STRONG SURGE DRIVEN BY REAL ESTATE AND BACK-TO-SCHOOL MOMENTUM

The Out-of-Home (OOH) scene across the UAE remained active in Sep 2025, with industries competing for audience attention through both traditional and digital formats. According to recent tracking, real estate once again emerged as the leading sector, driving 15 campaigns across billboards, digital screens, and combined-format sites. This reaffirms the sector's long-standing dominance, as developers continue to rely on OOH to showcase new projects, strengthen visibility, and sustain competitive momentum.

Our insights into this dynamic landscape are built on close observation of Dubai, Sharjah, and Ajman—where traffic flow, city energy, and strategic billboard placements shape how brands connect with audiences every day. By combining on-ground monitoring with digital tracking, we captured not only where and how often campaigns appear but also the impact they create. Enriching these findings with mobility and demographic data, then cross-checking for accuracy, allowed us to transform raw observations into a clear picture of brand activity and market trends across these three thriving emirates.

and steady presence in the UAE's advertising market. Close behind, fashion wear activated 8 campaigns, maintaining its momentum as one of the most active sectors on outdoor media.

In third place, Foodservice delivered 4 campaigns, matched equally by Automotive with 4 campaigns, reflecting parallel demand for high-visibility placements. Adding even more depth to the mix, Jewelry showcased 4 campaigns, while Mobile Apps featured in 5 campaigns, highlighting the rising significance of digital-driven brands in the OOH ecosystem.

Other contributors helped round out the landscape, including cosmetics & personal care (2), mobile devices (2), banking (2), financial services (2), and foodservice (3). Smaller yet notable additions came from fashion wear (1) and food & beverages (1). Together, these categories paint a clear picture of a dynamic, diverse, and highly active OOH market.

Sector Highlights

Leading the scene, Real Estate dominated the OOH landscape with 15 campaigns, reaffirming its strong



First-Timers on the OOH Stage

September welcomed another wave of brands making their first appearance on the UAE's OOH scene. Whoop, Holm Developments, iHerb, ATEX MENA, and Holo stepped into the spotlight, each marking a strategic move to tap into the power of high-visibility outdoor media.

From global wellness and e-commerce names exploring new consumer touchpoints to real estate and fintech players expanding their regional footprint, these newcomers reflect the continued draw of OOH as a trusted platform for building presence in a competitive market. Their entries also signal a growing confidence in the medium's ability to deliver impact, awareness, and strong first impressions.

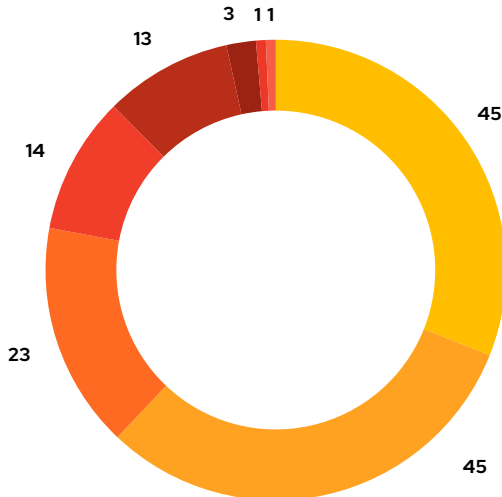
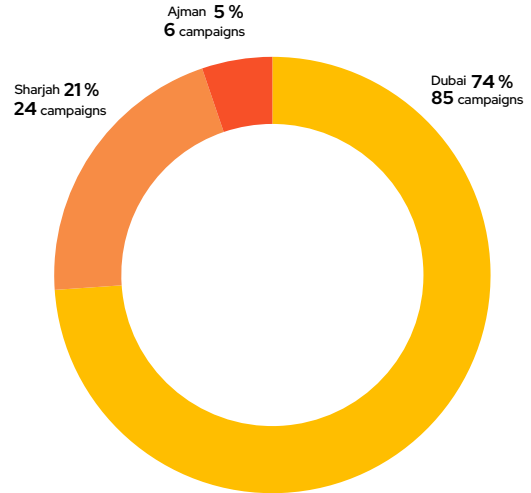
Whether it's establishing credibility, announcing market entry, or testing audience engagement at scale, these brands show how OOH remains a go-to channel for companies aiming to make a bold debut in the UAE.





Emirates Snapshot

Emirates visibility map
Dubai dominates!



■ Hoardings ■ Digital Screens ■ Uni-Poles ■ Bridge Billboard
■ Mega Com ■ Lampposts ■ Wall Wrapping ■ Rooftop Billboard

Formats in Focus

Formats that
captured attention



Conclusion

September's OOH activity across Dubai, Sharjah, and Ajman paints a vivid picture of a market that continues to evolve, diversify, and attract new players. With Real Estate maintaining its leadership, emerging sectors strengthening their presence, and first-time advertisers stepping confidently into the spotlight, the month reflected a healthy mix of consistency and renewed momentum. The Back-to-School season also played a key role, fueling additional activity across categories that tapped into timely consumer needs and heightened footfall.

The dominance of Digital Screens and Hoardings further reinforces how brands are prioritizing high-impact formats capable of delivering both scale and storytelling power during peak moments such as Back-to-School. As advertisers navigate an increasingly competitive landscape, the UAE's OOH ecosystem remains a vital channel for influence – one shaped by strategic placement, creative flexibility, and a growing appetite for visibility across multiple emirates.

With data-driven insights guiding decision-making, seasonality driving bursts of activity, and new brands continually entering the scene, the region's OOH market stands poised for even greater dynamism in the months ahead.



METHODOLOGY

The **UAE's** market insights calculate the industry's OOH occupancy using a purely mathematical-quantitative approach. The industry categorization is compliant with *The International Standard Industrial Classification of All Economic Activities (ISIC)*

This involves estimating the number of brands. The criteria of the Market Insights is as follows:

- 1 The monthly out-of-home advertising occupancy is determined by dividing the total number of active campaigns by the maximum available advertising panels in both cities.
- 2 Primary data is gathered through **INSITE's** out-of-home media coverage in **Dubai** and **Sharjah**.
- 3 The new advertisers segment identifies companies that launch their first out-of-home advertising campaigns in **Dubai** and **Sharjah** during the reporting period.
- 4 Determine forecast of the existing brands and the new brands using the previous campaign timing pattern.

Disclaimer

INSITE OOH has produced this report with the intention to be an unbiased analysis. The values derived and insights produced in this report are based only on publicly available information from the public places whether it's indoor or outdoor and certain assumptions that we used where such data was deficient or unclear.

We don't accept any responsibility and will not be liable in the event that the publicly available information relied upon is subsequently found to be inaccurate. The opinions and financial analysis expressed in the report are not to be construed as providing investment or business advice.

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MENA'S OOH VOICE

INSITE OOH Media Platform
insiteooh.com

We are the first online magazine platform that covers all the news, and updates of the OOH (Out-of-Home) Media, also known as Outdoor advertising, in **Egypt**, and the **United Arab Emirates**. We review campaigns everyday, as we write market insights every month, and experts talk articles. Tens of thousands of readers from different professional backgrounds are following us to get on top of their markets.

#StayTuned to know what's happening in the OOH scenery in the **MENA**, read about your competitors' outdoor actions and strategies and learn the latest tips and tricks to create your best Out-Of-Home campaign, moreover, strategy.

Made with passion to OOH media!

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