



Market Insights

OCTOBER
2025

INSIDE™
OOH MEDIA PLATFORM



UAE'S OOH MARKET THRIVES IN OCTOBER 2025: REAL ESTATE LEADS WHILE NEW ADVERTISERS MAKE THEIR MARK

The UAE's Out-of-Home (OOH) landscape remained highly active throughout October 2025, as brands across multiple industries competed for attention using a blend of traditional and digital formats. Recent tracking shows that Real Estate continued to lead the market, activating 16 campaigns across billboards, digital screens, and large-format sites. This sustained presence underscores the sector's long-standing reliance on OOH to promote new developments, strengthen visibility, and stand out in an increasingly competitive environment.

These insights are drawn from in-depth monitoring of Dubai, Sharjah, and Ajman—key markets where traffic dynamics, urban vitality, and strategic media locations play a decisive role in shaping audience engagement. By integrating on-ground observation with digital tracking, we measured not only campaign presence and frequency but also the impact generated. Layering this data with mobility and demographic insights, and rigorously validating the findings, enabled us to convert raw observations into a clear and reliable view of brand activity and market trends across these three dynamic emirates.

Sector Highlights

Close behind Real Estate, which led the market with 16 campaigns, Fashion Wear followed strongly with 14 campaigns, leveraging seasonal launches and lifestyle-driven visuals across prime urban locations and mall-based OOH assets. The sector's activity underlined its reliance on outdoor media to sustain visibility and brand relevance.

Automotive ranked next with 10 campaigns, as both luxury and mass-market brands continued to use OOH's scale and impact to position vehicles as aspirational lifestyle choices. Mobile Apps also recorded notable momentum with 9 campaigns, reflecting the growing confidence of digital-first brands in outdoor media for mass awareness and user acquisition.

Events & Exhibitions activated 8 campaigns, highlighting the role of OOH in driving attendance and awareness for large-scale experiences. Cosmetics & Personal Care followed with 6 campaigns, reinforcing consistent consumer engagement, while Mobile Devices and Entertainment contributed 5 campaigns each, signaling steady investment from tech and leisure-driven brands.

Further down the mix, Transportation delivered 4 campaigns, Telecommunication recorded 3 campaigns, and Retail Shopping along with Hospitality & Tourism added 2 campaigns each. Smaller yet notable activity came from Marketing & Advertising, Education, and Sports, each accounting for 1 campaign.

Collectively, these figures illustrate a diverse and well-rounded OOH ecosystem in the UAE, where dominant sectors drive scale while a wide range of industries continue to leverage outdoor media to maintain visibility and competitive presence.



First-Timers on the OOH Stage



ATFX



Holo



keeta



MH Markets



funky
souq

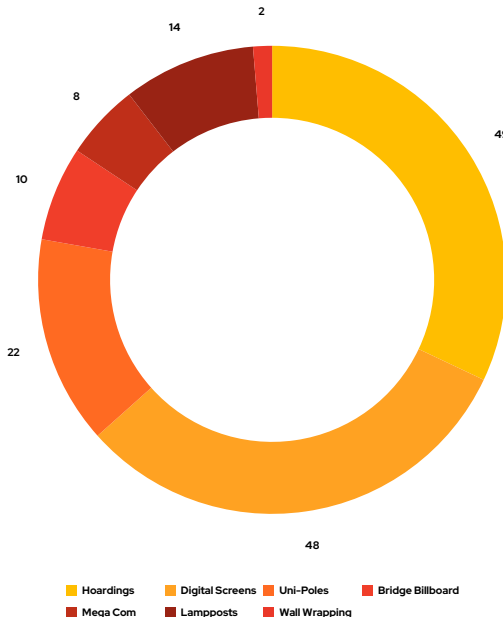
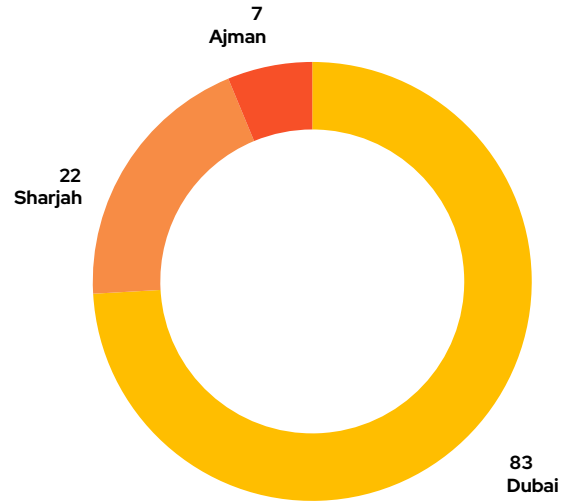


Maison Margiela
PARIS



Emirates Snapshot

Emirates visibility map
Dubai dominates!

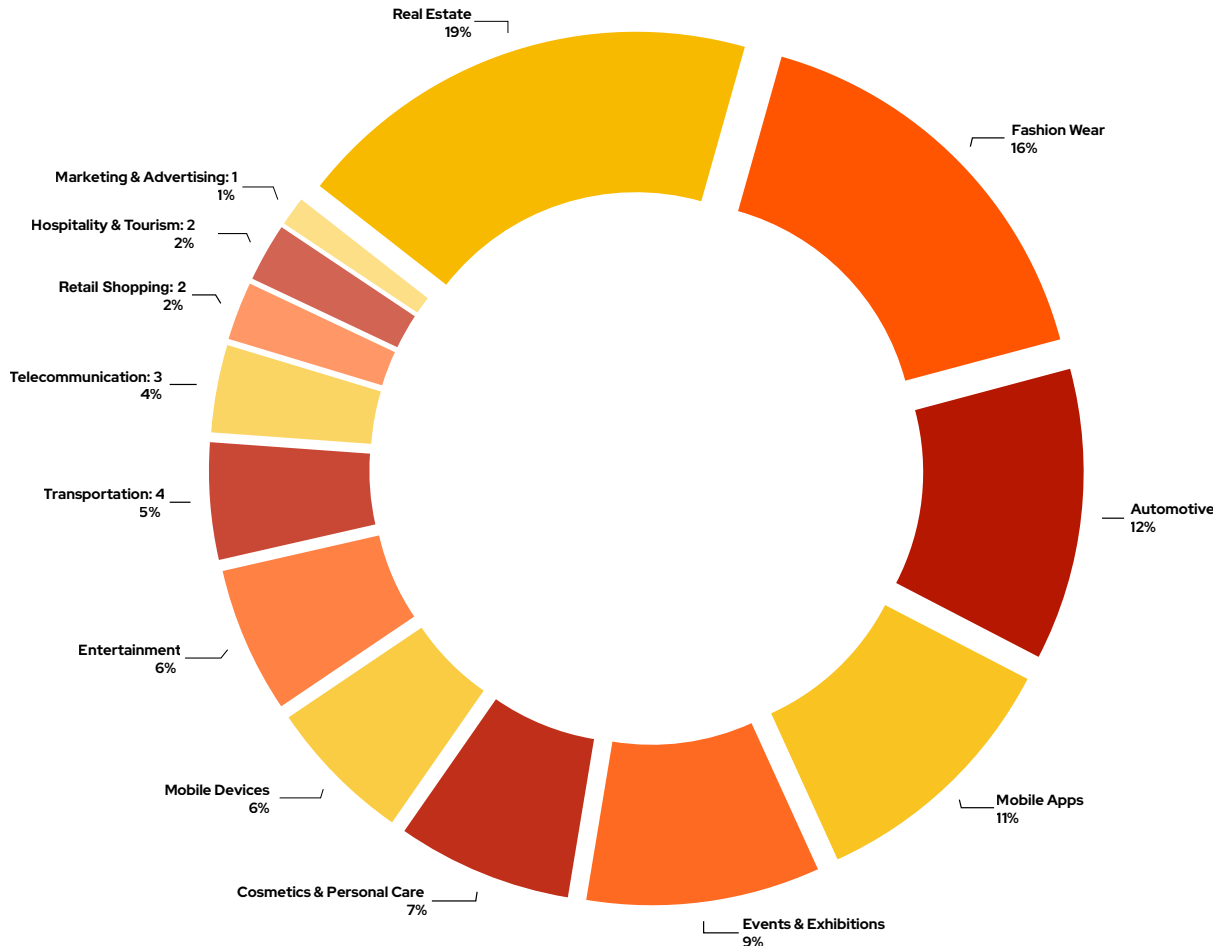


Formats in Focus

When it comes to
format dominance



KEY TAKEAWAYS





Conclusion

In conclusion, October 2025 showcased the UAE's OOH market as a dynamic and strategically vital channel for brands across industries. Dominant sectors such as Real Estate, Fashion Wear, and Automotive continued to invest heavily in outdoor media to strengthen visibility, drive engagement, and reinforce brand positioning, while emerging advertisers made their mark, demonstrating OOH's appeal as a platform for first-time impact. The diverse use of formats—from high-impact hoardings and digital screens to niche installations like Mega-Com and wall wraps—illustrates how brands are thoughtfully leveraging creative solutions to maximize reach and engagement. Across Dubai, Sharjah, and Ajman, this vibrant ecosystem highlights OOH's enduring role in shaping consumer awareness, influencing behavior, and sustaining competitive presence in one of the region's most dynamic advertising landscapes.



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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