



Market Insights

DECEMBER
2025

INSIPE™
OOH MEDIA PLATFORM



DECEMBER 2025 OOH REPORT: HOW BRANDS, FORMATS, AND EMIRATES SHAPED THE UAE'S OUTDOOR

The UAE's Out-of-Home (OOH) landscape remained dynamic throughout December 2025, as brands across industries vied for audience attention through a mix of traditional and digital formats.

According to recent tracking, real estate maintained its lead with 10 OOH campaigns rolled out across billboards, digital screens, and mixed-format sites. Closely matching this momentum, fashion wear also recorded 10 campaigns—an alignment that clearly reflects the influence of seasonal retail peaks, such as Black Friday, where fashion brands ramp up visibility to compete at the same intensity as property developers.

Our understanding of this evolving landscape is shaped by close monitoring of Dubai, Sharjah, and Ajman—markets where traffic patterns, urban momentum, and strategic billboard locations play a key role in how brands engage audiences daily. Through a blend of on-ground observation and digital tracking, we documented not just the presence and frequency of campaigns, but the impact they deliver. By layering these insights with mobility and demographic data, and rigorously validating the results, we translated raw observations into a clear, reliable snapshot of brand activity and market trends across these three dynamic emirates.

Sector Highlights

Dominating the OOH landscape, Real Estate firmly took the lead with 19 campaigns, reinforcing the sector's continued reliance on outdoor advertising to build scale, trust, and long-term visibility. Close behind,

Entertainment followed with 14 campaigns, underlining how experiential and content-driven brands are increasingly using OOH to generate buzz and drive mass awareness across the UAE.

A strong second tier emerged with Jewelry activating 8 campaigns and Events & Exhibitions rolling out 7 campaigns, highlighting the sustained appetite for lifestyle-led storytelling and time-sensitive promotions in high-impact outdoor locations. Cosmetics & Personal Care and Hospitality & Tourism also showed solid momentum, recording 6 campaigns each, as brands in both sectors leaned into OOH to capture aspirational and experience-seeking audiences.

Mid-range activity came from Fashion Wear and Automotive, with 5 campaigns each, signaling steady investment from brands balancing brand-building with tactical visibility. Foodservice followed with 4 campaigns, maintaining a presence in key high-traffic zones despite a more selective rollout.

Further down the spectrum, Furniture & Interiors logged 3 campaigns, while Financial Services and Retail Shopping recorded 2 campaigns each, reflecting more targeted or strategic OOH use. Meanwhile, Consumer Electronics and Pharmaceuticals & Biotech each activated 1 campaign, rounding out the mix.

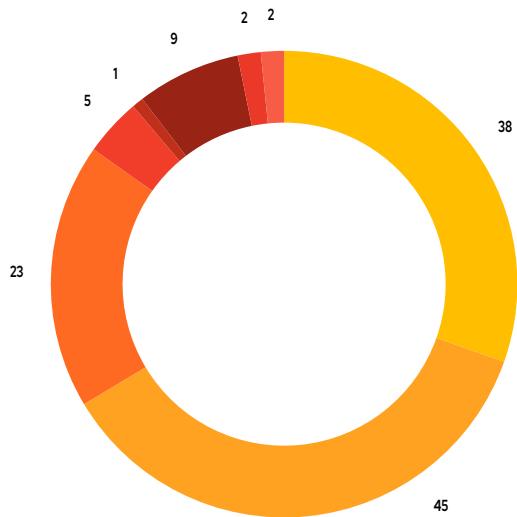
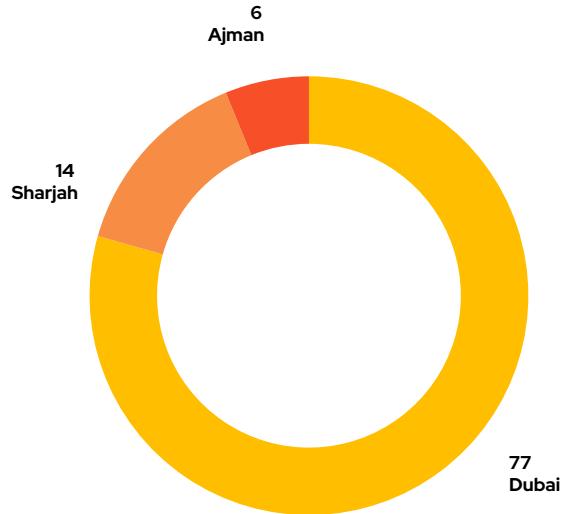
Overall, the data reflects a dynamic and competitive OOH environment, where high-investment sectors dominate scale while niche categories deploy outdoor advertising selectively to sharpen impact and relevance.

First-Timers on the OOH Stage



Emirates Snapshot

Emirates visibility map
Dubai dominates!

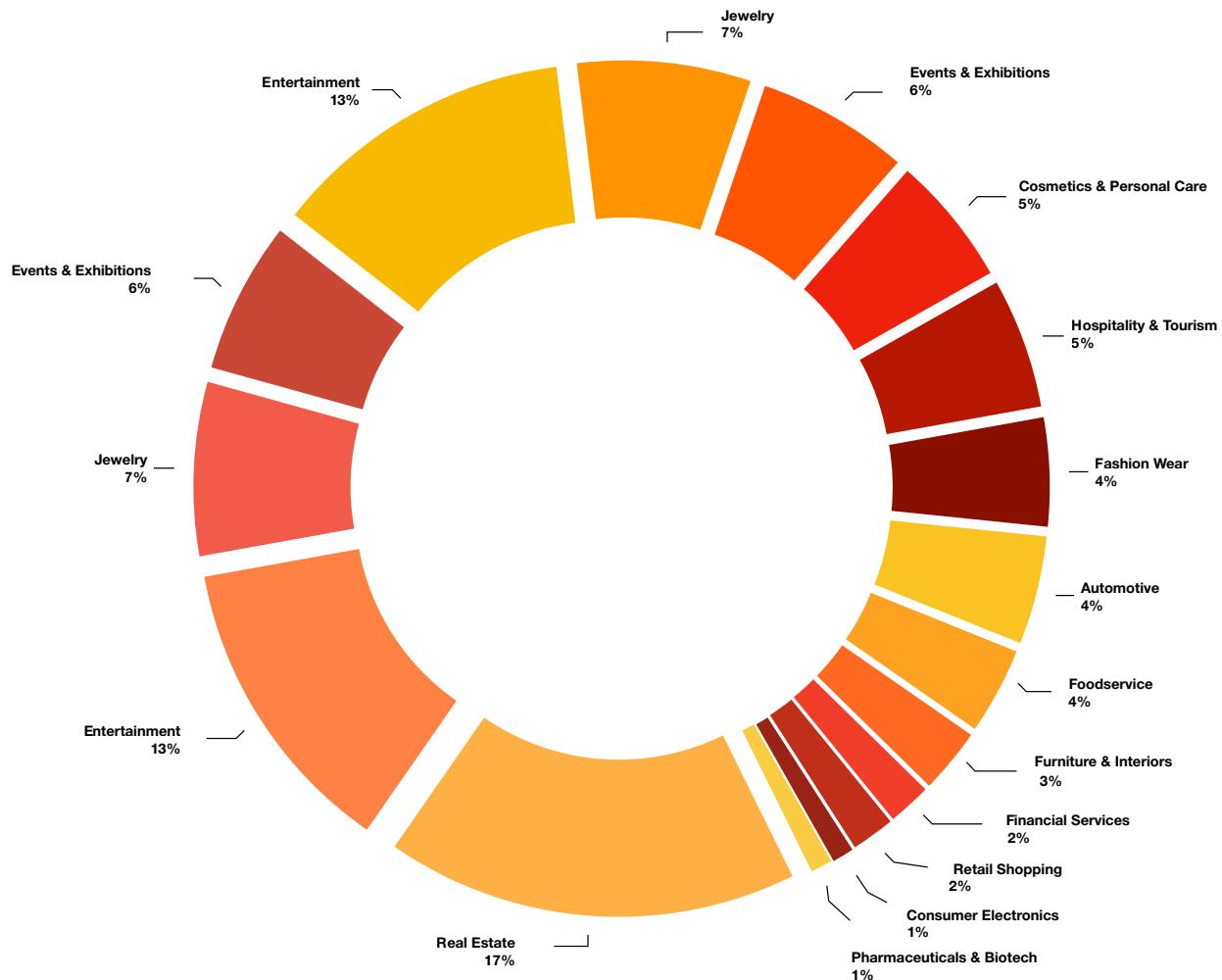


Formats in Focus

OOH visibility is driven primarily by Digital Screens and Hoardings, while alternative formats remain limited

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

KEY TAKEAWAYS





Conclusion

As 2025 draws to a close, the UAE's Out-of-Home landscape continues to prove its relevance as a high-impact, high-confidence channel for brands operating at every scale. From dominant real estate players to first-time advertisers testing the market, OOH remains a strategic platform where visibility translates into credibility and presence into performance.

The data from December underscores a market driven by both scale and selectivity. While high-investment sectors such as real estate and entertainment continue to lead in volume, the diversity of participating industries reflects a maturing ecosystem where brands are using outdoor media with greater precision, purpose, and contextual awareness. The growing reliance on digital screens, coupled with the sustained strength of traditional formats, highlights a balanced mix that supports both storytelling and reach.

Geographically, Dubai's dominance reaffirms its role as the epicenter of outdoor exposure, while Sharjah and Ajman continue to strengthen their positions as valuable extensions within multi-emirate strategies. Together, these markets form a connected OOH network that allows brands to scale efficiently while maintaining relevance across varied audience segments.

Ultimately, this period reinforces a clear takeaway: OOH in the UAE is no longer just about being seen—it's about being strategically placed, contextually relevant, and meaningfully present. As competition intensifies and brand expectations evolve, outdoor advertising remains one of the few channels capable of delivering lasting impact in a fast-moving, attention-fragmented world. V

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
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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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