



Market Insights



JANUARY 2026

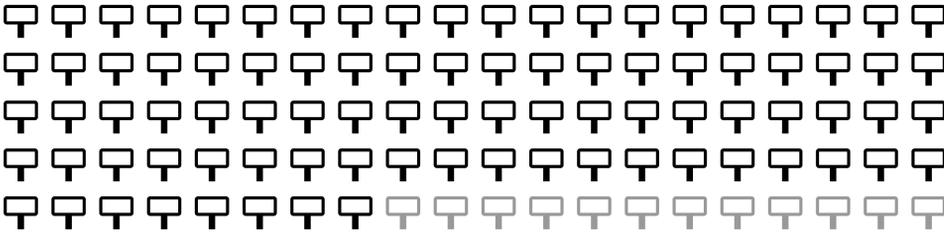
OOH Market Insights Overview

Based on numbers of Large & X-Large OOH advertising faces

OCCUPATION

85%

Occupied



15%

Unoccupied

CAMPAIGNS

238

Total Campaigns

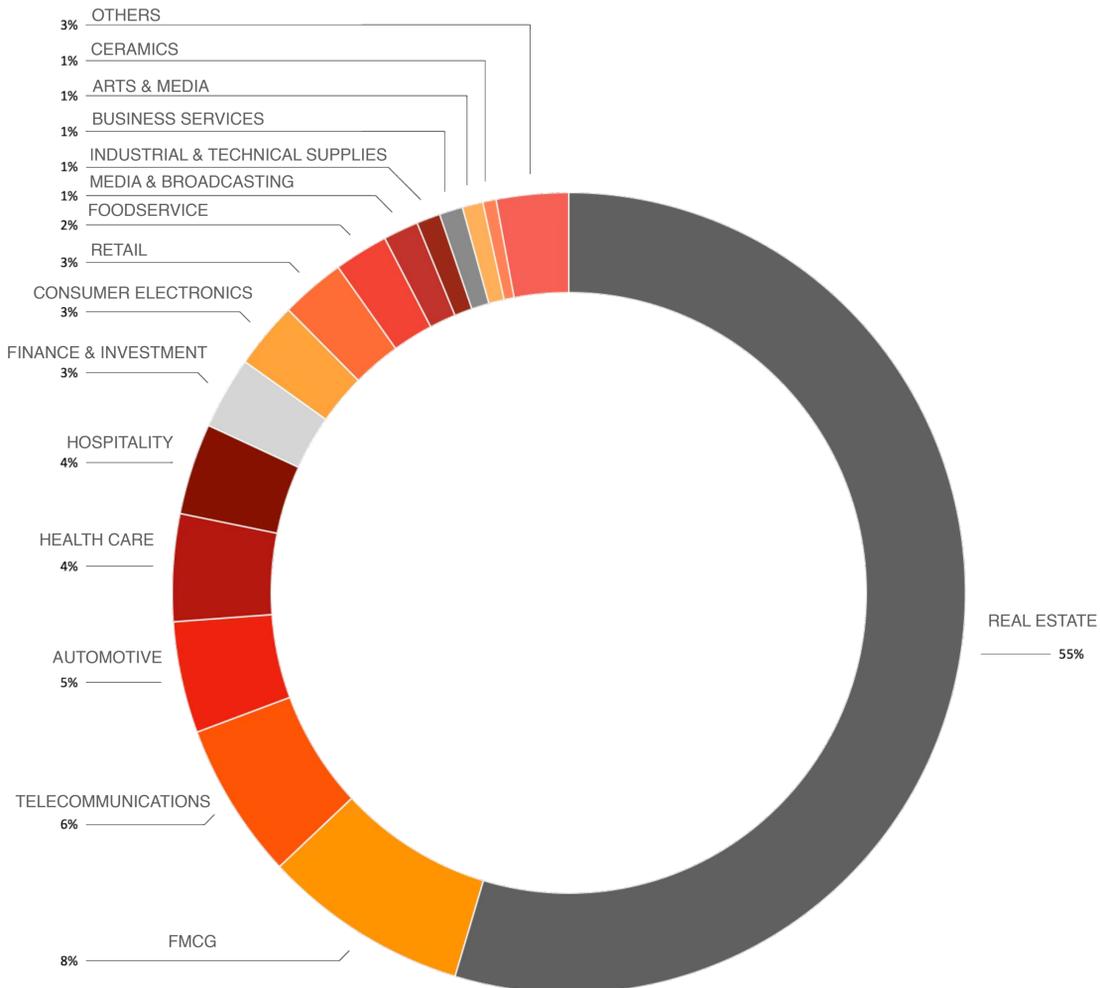
90

New Campaigns

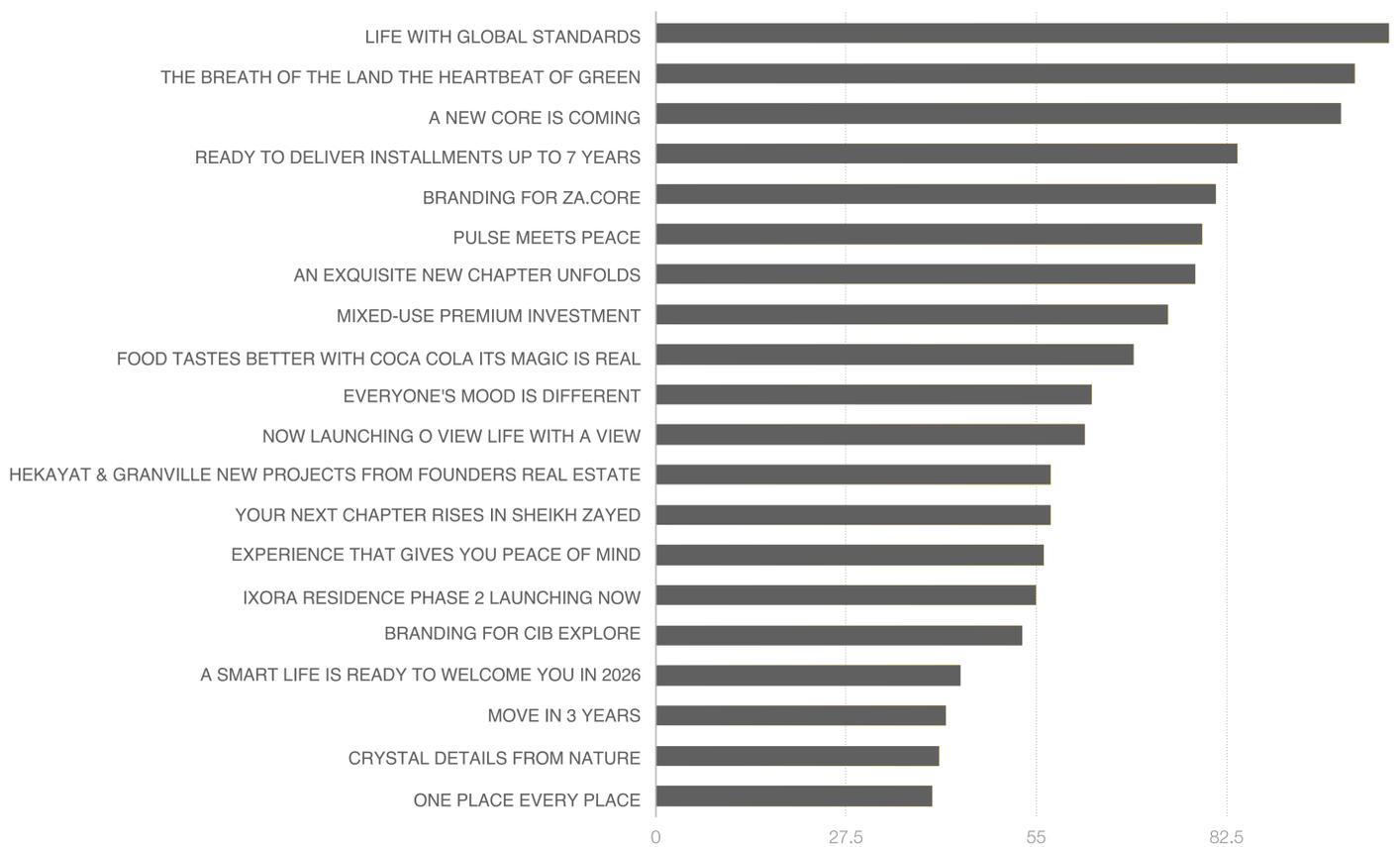
148

Running Campaigns

BUSINESS CATEGORY MARKET SHARE



TOP OOH CAMPAIGNS



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MENA'S OOH VOICE



Data provided by MOOH. To get more insights, reports and analysis on the OOH market contact: enquire@monitoringoooh.com.

Disclaimer

To the best of our knowledge, the information contained herein is accurate and reliable as of the date of publication; however, we do not assume any liability whatsoever for the accuracy and completeness of the campaign dates, which may vary their total running time during the first and last days of the month depending on the operational schedule of media locations.