



Egypt's OOH Market Surges with a 53% Growth, EGP 6.3 Billion Expenditure in 2024

**27 January, 2025
Cairo, Egypt**

AdMazad, developer of AdMetrics – Egypt's leading outdoor advertising performance measurement and analytics tool, today released its fifth annual market report. The report reveals a significant 53% growth in the Egyptian OOH advertising market in 2024, with expenditure reaching EGP 6.3 billion, a substantial increase from EGP 4.2 billion in 2023. These findings are based on comprehensive audits of over 50 thousand billboards across Greater Cairo and Alexandria, Tanta, Mansoura, Zagazig and the North Coast.

The significant market growth is driven by a surge in demand for OOH advertising spaces, and the evolving consumer behavior, such as the rising preference for visually engaging content. The number of brands utilizing OOH spaces increased from 1397 to 1718, with nearly 25% new entrants. Furthermore, the doubling of Digital Out-of-Home (DOOH) inventory in 2023 and 2024 has fueled this growth, by allowing for more dynamic, and measurable campaigns, ultimately enhancing campaign reach and effectiveness

“The report highlights the transformative impact of data on the OOH landscape. The remarkable 84% utilization rate underscores the importance of platforms like AdMetrics. By providing accurate and actionable data, we are empowering the industry to evolve and reach its full potential.” said Assem Memon, Founding Partner and Managing Director at AdMazad

Rania Elkest, Marketing Director of Mountain View, also commented, highlighting the importance of data-driven metrics on OOH advertising.

“Despite the rise of digital channels, OOH advertising remains an integral part of our marketing mix. However, the rapid growth of the OOH market in Egypt has led to increased visual congestion, making it harder for brands to stand out on the streets. Access to reliable data and insights is crucial for navigating this evolving landscape. We have found that utilizing data-driven approaches, such as those provided by AdMazad, is essential for identifying the most impactful billboard locations and optimizing our OOH campaigns for maximum visibility and engagement.”



Key metrics released in the report that indicate a maturing market:

- Real estate experienced a remarkable 85% increase, capturing 60% of market share
- Healthcare advertising experienced a 40% increase in advertisers.
- The automotive sector also experienced a strong resurgence, with advertisers increasing by 43% and expenditure by 155%.
- Home Appliances saw a substantial 243% growth in expenditure and 36% increase in advertisers.
- The high utilization rates in areas like the Ring Road (94%), 6th of October (91%), and Sheikh Zayed (91%) demonstrate the impact of urbanization, with strong demand for OOH advertising in these high-traffic areas.
- Areas such as West and South Cairo (Mohandeseen, Agouza, Dokkia, Maadi) underperformed, reflecting the continuous population and market shifts to the outskirts of Greater Cairo.
- Total impressions: 154.2 billion, up 12.5 billion from 141.7 billion in 2023

The OOH advertising market in Egypt is poised for continued growth, driven by factors such as urbanization and evolving consumer behaviors. AdMazad empowers industry players with the data and insights necessary for informed decision-making, through its innovative AdMetrics platform. By leveraging these insights, advertisers can optimize campaigns, identify emerging trends, and maximize their return on investment, ensuring the sustainable growth and development of this dynamic sector.

[Please Find the Full Report Here](#)

About AdMazad

AdMazad was founded in 2015 as a data-driven end-to-end solution provider for outdoor advertising. Through AdMetrics, the company helps advertisers enhance value creation on their OOH campaigns through the use of data and proprietary analytical tools that allow better planning, cost optimization, and performance measurement. AdMazad also operates AdMazad.com , Egypt's first online search engine for billboards, services include direct media sales and third party audits.

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