

Global Outdoor Advertising Market Analysis 2015-2019 and Forecast 2020-2025

<https://marketpublishers.com/r/GD1C501D30AEN.html>

Date: January 2020

Pages: 111

Price: US\$ 2,980.00 (Single User License)

ID: GD1C501D30AEN

Abstracts

SNAPSHOT

Outdoor advertising is a form of advertising that focuses on consumers in public places, in transit, or commercial locations. It is a mass-market medium used to broadcast messages for branding and to support campaigns. Outdoor advertising expenses are split between traditional modes of physical and digital. Traditional physical outdoor media include billboards, street furniture, transit displays, and commercial displays. Digital outdoor media include media that are connected to the network such as smart billboards. Outdoor advertising formats are classified into four categories: billboards, street furniture, transit advertising, and alternative media.

The global Outdoor Advertising market size is estimated at xxx million USD with a CAGR xx% from 2015-2019 and is expected to reach xxx Million USD in 2020 with a CAGR xx% from 2020 to 2025. The report begins from overview of Industry Chain structure, and describes industry environment, then analyses market size and forecast of Outdoor Advertising by product, region and application, in addition, this report introduces market competition situation among the vendors and company profile, besides, market price analysis and value chain features are covered in this report.

Product Type Coverage (Market Size & Forecast, Major Company of Product Type etc.):

Billboards

Street Furniture

Transit Displays

Others

Company Coverage (Company Profile, Sales Revenue, Price, Gross Margin, Main Products etc.):

Clear Channel Outdoor Holdings, Inc.

JCDecaux

Lamar Advertising Company

Outfront Media Inc.

Str er

Adam Outdoor Advertising

Bell media

Captive Network

CBS Outdoor

CEMUSA

EPAMEDIA

Fairway Outdoor Advertising

Focus Media holding limited

Affichage Holding

News outdoor

Air Media

Application Coverage (Market Size & Forecast, Different Demand Market by Region, Main Consumer Profile etc.):

Food & Beverage Industry

Vehicles Industry

Health and Medical Industry

Commercial and Personal Services

Consumer Goods

Others

Region Coverage (Regional Production, Demand & Forecast by Countries etc.):

North America (U.S., Canada, Mexico)

Europe (Germany, U.K., France, Italy, Russia, Spain etc.)

Asia-Pacific (China, India, Japan, Southeast Asia etc.)

South America (Brazil, Argentina etc.)

Middle East & Africa (Saudi Arabia, South Africa etc.)

Contents

1 INDUSTRY OVERVIEW

1.1 Outdoor Advertising Industry

Figure Outdoor Advertising Industry Chain Structure

1.1.1 Overview

1.1.2 Development of Outdoor Advertising

1.2 Market Segment

1.2.1 Upstream

Table Upstream Segment of Outdoor Advertising

1.2.2 Downstream

Table Application Segment of Outdoor Advertising

Table Global Outdoor Advertising Market 2015-2025, by Application, in USD Million

1.3 Cost Analysis

2 INDUSTRY ENVIRONMENT (PEST ANALYSIS)

2.1 Policy

2.2 Economics

2.3 Sociology

2.4 Technology

3 OUTDOOR ADVERTISING MARKET BY TYPE

3.1 By Type

3.1.1 Billboards

Table Major Company List of Billboards

3.1.2 Street Furniture

Table Major Company List of Street Furniture

3.1.3 Transit Displays

Table Major Company List of Transit Displays

3.1.4 Others

Table Major Company List of Others

3.2 Market Size

Table Global Outdoor Advertising Market 2015-2019, by Type, in USD Million

Figure Global Outdoor Advertising Market Growth 2015-2019, by Type, in USD Million

3.3 Market Forecast

Table Global Outdoor Advertising Market Forecast 2020-2025, by Type, in USD Million

4 MAJOR COMPANIES LIST

4.1 Clear Channel Outdoor Holdings, Inc. (Company Profile, Sales Data etc.)

4.1.1 Clear Channel Outdoor Holdings, Inc. Profile

Table Clear Channel Outdoor Holdings, Inc. Overview List

4.1.2 Clear Channel Outdoor Holdings, Inc. Products & Services

4.1.3 Clear Channel Outdoor Holdings, Inc. Business Operation Conditions

Table Business Operation of Clear Channel Outdoor Holdings, Inc. (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

4.2 JCDecaux (Company Profile, Sales Data etc.)

4.2.1 JCDecaux Profile

Table JCDecaux Overview List

4.2.2 JCDecaux Products & Services

4.2.3 JCDecaux Business Operation Conditions

Table Business Operation of JCDecaux (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

4.3 Lamar Advertising Company (Company Profile, Sales Data etc.)

4.3.1 Lamar Advertising Company Profile

Table Lamar Advertising Company Overview List

4.3.2 Lamar Advertising Company Products & Services

4.3.3 Lamar Advertising Company Business Operation Conditions

Table Business Operation of Lamar Advertising Company (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

4.4 Outfront Media Inc. (Company Profile, Sales Data etc.)

4.4.1 Outfront Media Inc. Profile

Table Outfront Media Inc. Overview List

4.4.2 Outfront Media Inc. Products & Services

4.4.3 Outfront Media Inc. Business Operation Conditions

Table Business Operation of Outfront Media Inc. (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

4.5 Str er (Company Profile, Sales Data etc.)

4.5.1 Str er Profile

Table Str er Overview List

4.5.2 Str er Products & Services

4.5.3 Str er Business Operation Conditions

Table Business Operation of Str er (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

4.6 Adam Outdoor Advertising (Company Profile, Sales Data etc.)

4.6.1 Adam Outdoor Advertising Profile

Table Adam Outdoor Advertising Overview List

4.6.2 Adam Outdoor Advertising Products & Services

4.6.3 Adam Outdoor Advertising Business Operation Conditions

Table Business Operation of Adam Outdoor Advertising (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

4.7 Bell media (Company Profile, Sales Data etc.)

4.7.1 Bell media Profile

Table Bell media Overview List

4.7.2 Bell media Products & Services

4.7.3 Bell media Business Operation Conditions

Table Business Operation of Bell media (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

4.8 Captive Network (Company Profile, Sales Data etc.)

4.8.1 Captive Network Profile

Table Captive Network Overview List

4.8.2 Captive Network Products & Services

4.8.3 Captive Network Business Operation Conditions

Table Business Operation of Captive Network (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

4.9 CBS Outdoor (Company Profile, Sales Data etc.)

4.9.1 CBS Outdoor Profile

Table CBS Outdoor Overview List

4.9.2 CBS Outdoor Products & Services

4.9.3 CBS Outdoor Business Operation Conditions

Table Business Operation of CBS Outdoor (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

4.10 CEMUSA (Company Profile, Sales Data etc.)

4.10.1 CEMUSA Profile

Table CEMUSA Overview List

4.10.2 CEMUSA Products & Services

4.10.3 CEMUSA Business Operation Conditions

Table Business Operation of CEMUSA (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

4.11 EPAMEDIA (Company Profile, Sales Data etc.)

4.11.1 EPAMEDIA Profile

Table EPAMEDIA Overview List

4.11.2 EPAMEDIA Products & Services

4.11.3 EPAMEDIA Business Operation Conditions

Table Business Operation of EPAMEDIA (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

4.12 Fairway Outdoor Advertising (Company Profile, Sales Data etc.)

4.12.1 Fairway Outdoor Advertising Profile

Table Fairway Outdoor Advertising Overview List

4.12.2 Fairway Outdoor Advertising Products & Services

4.12.3 Fairway Outdoor Advertising Business Operation Conditions

Table Business Operation of Fairway Outdoor Advertising (Sales Revenue, Cost, Gross Margin)

4.13 Focus Media holding limited (Company Profile, Sales Data etc.)

4.13.1 Focus Media holding limited Profile

Table Focus Media holding limited Overview List

4.13.2 Focus Media holding limited Products & Services

4.13.3 Focus Media holding limited Business Operation Conditions

Table Business Operation of Focus Media holding limited (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

4.14 Affichage Holding (Company Profile, Sales Data etc.)

4.14.1 Affichage Holding Profile

Table Affichage Holding Overview List

4.14.2 Affichage Holding Products & Services

4.14.3 Affichage Holding Business Operation Conditions

Table Business Operation of Affichage Holding (Sales Revenue, Cost, Gross Margin)

4.15 News outdoor (Company Profile, Sales Data etc.)

4.15.1 News outdoor Profile

Table News outdoor Overview List

4.15.2 News outdoor Products & Services

4.15.3 News outdoor Business Operation Conditions

Table Business Operation of News outdoor (Sales Revenue, Cost, Gross Margin)

4.16 Air Media (Company Profile, Sales Data etc.)

4.16.1 Air Media Profile

Table Air Media Overview List

4.16.2 Air Media Products & Services

4.16.3 Air Media Business Operation Conditions

Table Business Operation of Air Media (Sales Revenue, Cost, Gross Margin)

5 MARKET COMPETITION

5.1 Company Competition

Table Global Outdoor Advertising Sales Revenue 2015-2019, by Company, in USD

Million

Table Global Outdoor Advertising Sales Revenue Share 2015-2019, by Company, in USD Million

Figure Global Outdoor Advertising Sales Revenue Share in 2019, by Company, in USD Million

5.2 Regional Market by Company

Figure North America Outdoor Advertising Market Concentration, in 2019

Figure Europe Outdoor Advertising Market Market Concentration, in 2019

Figure Asia-Pacific Outdoor Advertising Market Concentration, in 2019

Figure South America Outdoor Advertising Market Concentration, in 2019

Figure Middle East & Africa Outdoor Advertising Market Concentration, in 2019

6 DEMAND BY END MARKET

6.1 Demand Situation

6.1.1 Demand in Food & Beverage Industry

Figure Outdoor Advertising Demand in Food & Beverage Industry, 2015-2019, in USD Million

6.1.2 Demand in Vehicles Industry

Figure Outdoor Advertising Demand in Vehicles Industry, 2015-2019, in USD Million

6.1.3 Demand in Health and Medical Industry

Figure Outdoor Advertising Demand in Health and Medical Industry, 2015-2019, in USD Million

6.1.4 Demand in Commercial and Personal Services

Figure Outdoor Advertising Demand in Commercial and Personal Services, 2015-2019, in USD Million

6.1.5 Demand in Consumer Goods

Figure Outdoor Advertising Demand in Consumer Goods, 2015-2019, in USD Million

6.1.6 Demand in Others

Figure Outdoor Advertising Demand in Others, 2015-2019, in USD Million

6.2 Regional Demand Comparison

Table Regional Demand Comparison List

Table Major Application in Different Regions

6.3 Demand Forecast

Table Outdoor Advertising Demand Forecast 2020-2025, by Application, in USD Million

Figure Outdoor Advertising Market Growth 2020-2025, by Application, in USD Million

Figure Outdoor Advertising Market Share in 2025, by Application, in USD Million

7 REGION OPERATION

7.1 Regional Production

Table Outdoor Advertising Production 2015-2019, by Region, in USD Million

7.2 Regional Market

Table Global Outdoor Advertising Market 2015-2019, by Region, in USD Million

Table Global Outdoor Advertising Market Share 2015-2019, by Region, in USD Million

7.3 by Region

7.3.1 North America

7.3.1.1 Overview

Figure North America Outdoor Advertising Market Size and Growth 2015-2019, in USD Million

7.3.1.2 by Country (U.S., Canada, Mexico)

Table North America Outdoor Advertising Market Size 2015-2019, by Country, in USD Million

7.3.2 Europe

7.3.2.1 Overview

Figure Europe Outdoor Advertising Market Size and Growth 2015-2019, in USD Million

7.3.2.2 by Country (Germany, U.K., France, Italy, Russia, Spain etc.)

Table Europe Outdoor Advertising Market Size 2015-2019, by Country, in USD Million

7.3.3 Asia-Pacific

7.3.3.1 Overview

Figure Asia-Pacific Outdoor Advertising Market Size and Growth 2015-2019, in USD Million

7.3.3.2 by Country (China, India, Japan, Southeast Asia etc.)

Table Asia-Pacific Outdoor Advertising Market Size 2015-2019, by Country, in USD Million

7.3.4 South America

7.3.4.1 Overview

Figure South America Outdoor Advertising Market Size and Growth 2015-2019, in USD Million

7.3.4.2 by Country (Brazil, Argentina etc.)

Table South America Outdoor Advertising Market Size 2015-2019, by Country, in USD Million

7.3.5 Middle East & Africa

7.3.5.1 Overview

Figure Middle East & Africa Outdoor Advertising Market Size and Growth 2015-2019, in USD Million

7.3.5.2 by Country (Saudi Arabia, South Africa etc.)

Table Middle East & Africa Outdoor Advertising Market Size 2015-2019, by Country, in

USD Million

7.4 Regional Import & Export

7.5 Regional Forecast

Table Outdoor Advertising Market Forecast 2020-2025, by Region, in USD Million

8 MARKETING & PRICE

8.1 Price and Margin

8.1.1 Price Trends

8.1.2 Factors of Price Change

Table Price Factors List

8.1.3 Manufacturers Gross Margin Analysis

8.2 Marketing Channel

Figure Marketing Channels Overview

9 RESEARCH CONCLUSION

List Of Tables

LIST OF TABLES

Table Upstream Segment of Outdoor Advertising

Table Application Segment of Outdoor Advertising

Table Global Outdoor Advertising Market 2015-2025, by Application, in USD Million

Table Major Company List of Street Furniture

Table Major Company List of Transit Displays

Table Major Company List of Others

Table Global Outdoor Advertising Market 2015-2019, by Type, in USD Million

Table Global Outdoor Advertising Market Forecast 2020-2025, by Type, in USD Million

Table Clear Channel Outdoor Holdings, Inc. Overview List

Table Business Operation of Clear Channel Outdoor Holdings, Inc. (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table JCDecaux Overview List

Table Business Operation of JCDecaux (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Lamar Advertising Company Overview List

Table Business Operation of Lamar Advertising Company (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Outfront Media Inc. Overview List

Table Business Operation of Outfront Media Inc. (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Str er Overview List

Table Business Operation of Str er (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Adam Outdoor Advertising Overview List

Table Business Operation of Adam Outdoor Advertising (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Bell media Overview List

Table Business Operation of Bell media (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Captive Network Overview List

Table Business Operation of Captive Network (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table CBS Outdoor Overview List

Table Business Operation of CBS Outdoor (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table CEMUSA Overview List

Table Business Operation of CEMUSA (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table EPAMEDIA Overview List

Table Business Operation of EPAMEDIA (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Fairway Outdoor Advertising Overview List

Table Business Operation of Fairway Outdoor Advertising (Sales Revenue, Cost, Gross Margin)

Table Focus Media holding limited Overview List

Table Business Operation of Focus Media holding limited (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Affichage Holding Overview List

Table Business Operation of Affichage Holding (Sales Revenue, Cost, Gross Margin)

Table News outdoor Overview List

Table Business Operation of News outdoor (Sales Revenue, Cost, Gross Margin)

Table Air Media Overview List

Table Business Operation of Air Media (Sales Revenue, Cost, Gross Margin)

Table Global Outdoor Advertising Sales Revenue 2015-2019, by Company, in USD Million

Table Global Outdoor Advertising Sales Revenue Share 2015-2019, by Company, in USD Million

Table Regional Demand Comparison List

Table Major Application in Different Regions

Table Outdoor Advertising Demand Forecast 2020-2025, by Application, in USD Million

Table Outdoor Advertising Production 2015-2019, by Region, in USD Million

Table Global Outdoor Advertising Market 2015-2019, by Region, in USD Million

Table Global Outdoor Advertising Market Share 2015-2019, by Region, in USD Million

Table North America Outdoor Advertising Market Size 2015-2019, by Country, in USD Million

Table Europe Outdoor Advertising Market Size 2015-2019, by Country, in USD Million

Table Asia-Pacific Outdoor Advertising Market Size 2015-2019, by Country, in USD Million

Table South America Outdoor Advertising Market Size 2015-2019, by Country, in USD Million

Table Middle East & Africa Outdoor Advertising Market Size 2015-2019, by Country, in USD Million

Table Outdoor Advertising Market Forecast 2020-2025, by Region, in USD Million

Table Price Factors List

List Of Figures

LIST OF FIGURES

Figure Outdoor Advertising Industry Chain Structure

Figure Global Outdoor Advertising Market Growth 2015-2019, by Type, in USD Million

Figure Global Outdoor Advertising Sales Revenue Share in 2019, by Company, in USD Million

Figure North America Outdoor Advertising Market Concentration, in 2019

Figure Europe Outdoor Advertising Market Market Concentration, in 2019

Figure Asia-Pacific Outdoor Advertising Market Concentration, in 2019

Figure South America Outdoor Advertising Market Concentration, in 2019

Figure Middle East & Africa Outdoor Advertising Market Concentration, in 2019

Figure Outdoor Advertising Demand in Food & Beverage Industry, 2015-2019, in USD Million

Figure Outdoor Advertising Demand in Vehicles Industry, 2015-2019, in USD Million

Figure Outdoor Advertising Demand in Health and Medical Industry, 2015-2019, in USD Million

Figure Outdoor Advertising Demand in Commercial and Personal Services, 2015-2019, in USD Million

Figure Outdoor Advertising Demand in Consumer Goods, 2015-2019, in USD Million

Figure Outdoor Advertising Demand in Others, 2015-2019, in USD Million

Figure Outdoor Advertising Market Growth 2020-2025, by Application, in USD Million

Figure Outdoor Advertising Market Share in 2025, by Application, in USD Million

Figure North America Outdoor Advertising Market Size and Growth 2015-2019, in USD Million

Figure Europe Outdoor Advertising Market Size and Growth 2015-2019, in USD Million

Figure Asia-Pacific Outdoor Advertising Market Size and Growth 2015-2019, in USD Million

Figure South America Outdoor Advertising Market Size and Growth 2015-2019, in USD Million

Figure Middle East & Africa Outdoor Advertising Market Size and Growth 2015-2019, in USD Million

Figure Marketing Channels Overview

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