

# **Global Out-Of-Home Advertising Market Size study, By Product (Digital Billboards, Transit, Street Furniture), By Industry Vertical (Telecom, Transport, BFSI, Retail, FMC&G, E-Commerce, M&E [Mechanical and Electrical]) and Regional Forecasts 2022-2028**

<https://marketpublishers.com/r/GFA5652E62A6EN.html>

Date: August 2022

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: GFA5652E62A6EN

## **Abstracts**

Global Out-Of-Home Advertising Market is valued approximately USD XX million in 2021 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2022-2028.

The Out-Of-Home Advertising is a type of outdoor advertising such as billboard, street furniture, wallscapes and many more. Now a days people mostly spent their time out of home, which attracts them towards advertisement displayed on billboards or on wallscapes. . Out of Home Advertising is used in many places such as malls, convenience stores, salons, medical centers and many more. The foremost key factor is rising the growth of digital advertising. Digital advertising is more trendy compared to non-digital advertising. For instances, according to the Pew Research Center, the total revenue of non-digital advertising in the year 2020 is USD 89,842,390,000 and the total revenue of digital advertising in the year 2020 is USD 152,252,850,000. Moreover increase in population in urban cities drives the growth of the market. For instances, according to the World Bank Data, the total population of urbanization in the year 2018 is USD 2629473 and the total population of urbanization in the year 2021 is USD 27250902. The opportunity of Out-Of-Home Advertising is development of smart city. Development of smart city is important to increase the market growth of out of home advertising. However, fluctuation in the cost of out of home advertising is impede the growth of the market over the forecast period of 2022-2028.

The key regions considered for the global Out-Of-Home Advertising Market study

include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. Asia Pacific is the leading region of Out-of-Home Advertising due to growing population of urbanization. China is the main market of Out-Of-Home Advertising. Europe is the major region of contributor would create lucrative growth prospects for the Out-Of-Home Advertising market across the Europe region.

Major market players included in this report are:

JCDecaux Group

Clear Channel Outdoor Holding Inc.

OUTFRONT Media

Daktronics Dr.

Prismview LLC

NEC Display Solution Ltd.

OOH advertising Media Ltd.

Broadsign International LLC

Stroer SE & Co.

Christie Digital Systems Inc.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product

Digital Billboards

Transit

Street Furniture

By Industry Vertical

Telecom

Transport

BFSI

Retail

FMC&G

E-Commerce

M&E (Mechanical and Electrical)

**By Region:**

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Out-Of-Home Advertising Market in Market Study:

Key Consulting Companies &amp; Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

## Contents

### **CHAPTER 1. EXECUTIVE SUMMARY**

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2020-2028 (USD Million)
  - 1.2.1. Global Out-Of-Home Advertising Market, by Region, 2020-2028 (USD Million)
  - 1.2.2. Global Out-Of-Home Advertising Market, by Product, 2020-2028 (USD Million)
  - 1.2.3. Global Out-Of-Home Advertising Market, by Industry Vertical, 2020-2028 (USD Million)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### **CHAPTER 2. GLOBAL OUT-OF-HOME ADVERTISING MARKET DEFINITION AND SCOPE**

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Scope of the Study
  - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### **CHAPTER 3. GLOBAL OUT-OF-HOME ADVERTISING MARKET DYNAMICS**

- 3.1. Out-Of-Home Advertising Market Impact Analysis (2020-2028)
  - 3.1.1. Market Drivers
    - 3.1.1.1. Rising the growth of digital advertising
    - 3.1.1.2. Increasing the population of urban cities
  - 3.1.2. Market Challenges
    - 3.1.2.1. Fluctuating Cost of Out-Of-Home Advertising
  - 3.1.3. Market Opportunities
    - 3.1.3.1. Development of Smart City

### **CHAPTER 4. GLOBAL OUT-OF-HOME ADVERTISING MARKET INDUSTRY ANALYSIS**

- 4.1. Porter's 5 Force Model

- 4.1.1. Bargaining Power of Suppliers
- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model (2018-2028)
- 4.2. PEST Analysis
  - 4.2.1. Political
  - 4.2.2. Economical
  - 4.2.3. Social
  - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion
- 4.5. Top investment opportunity
- 4.6. Top winning strategies

## **CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT**

- 5.1.1. Assessment of the overall impact of COVID-19 on the industry
- 5.1.2. Pre COVID-19 and post COVID-19 Market scenario

## **CHAPTER 6. GLOBAL OUT-OF-HOME ADVERTISING MARKET, BY PRODUCT**

- 6.1. Market Snapshot
- 6.2. Global Out-Of-Home Advertising Market by Product, Performance - Potential Analysis
- 6.3. Global Out-Of-Home Advertising Market Estimates & Forecasts by Product 2018-2028 (USD Million)
- 6.4. Out-Of-Home Advertising Market, Sub Segment Analysis
  - 6.4.1. Digital Billboards
  - 6.4.2. Transit
  - 6.4.3. Street Furniture

## **CHAPTER 7. GLOBAL OUT-OF-HOME ADVERTISING MARKET, BY INDUSTRY VERTICAL**

- 7.1. Market Snapshot
- 7.2. Global Out-Of-Home Advertising Market by Industry Vertical, Performance - Potential Analysis

7.3. Global Out-Of-Home Advertising Market Estimates & Forecasts by Industry Vertical  
2018-2028 (USD Million)

7.4. Out-Of-Home Advertising Market, Sub Segment Analysis

7.4.1. Telecom

7.4.2. Transport

7.4.3. BFSI

7.4.4. Retail

7.4.5. FMC&G

7.4.6. E-Commerce

7.4.7. M&E (Mechanical and Electrical)

## **CHAPTER 8. GLOBAL OUT-OF-HOME ADVERTISING MARKET, REGIONAL ANALYSIS**

8.1. Out-Of-Home Advertising Market, Regional Market Snapshot

8.2. North America Out-Of-Home Advertising Market

8.2.1. U.S. Out-Of-Home Advertising Market

8.2.1.1. Product estimates & forecasts, 2018-2028

8.2.1.2. Industry Vertical estimates & forecasts, 2018-2028

8.2.2. Canada Out-Of-Home Advertising Market

8.3. Europe Out-Of-Home Advertising Market Snapshot

8.3.1. U.K. Out-Of-Home Advertising Market

8.3.2. Germany Out-Of-Home Advertising Market

8.3.3. France Out-Of-Home Advertising Market

8.3.4. Spain Out-Of-Home Advertising Market

8.3.5. Italy Out-Of-Home Advertising Market

8.3.6. Rest of Europe Out-Of-Home Advertising Market

8.4. Asia-Pacific Out-Of-Home Advertising Market Snapshot

8.4.1. China Out-Of-Home Advertising Market

8.4.2. India Out-Of-Home Advertising Market

8.4.3. Japan Out-Of-Home Advertising Market

8.4.4. Australia Out-Of-Home Advertising Market

8.4.5. South Korea Out-Of-Home Advertising Market

8.4.6. Rest of Asia Pacific Out-Of-Home Advertising Market

8.5. Latin America Out-Of-Home Advertising Market Snapshot

8.5.1. Brazil Out-Of-Home Advertising Market

8.5.2. Mexico Out-Of-Home Advertising Market

8.6. Rest of The World Out-Of-Home Advertising Market

## **CHAPTER 9. COMPETITIVE INTELLIGENCE**

- 9.1. Top Market Strategies
- 9.2. Company Profiles
  - 9.2.1. JCDecaux Group
    - 9.2.1.1. Key Information
    - 9.2.1.2. Overview
    - 9.2.1.3. Financial (Subject to Data Availability)
    - 9.2.1.4. Product Summary
    - 9.2.1.5. Recent Developments
  - 9.2.2. Clear Channel Outdoor Holding Inc.
  - 9.2.3. OUTFRONT Media
  - 9.2.4. Daktronics Dr.
  - 9.2.5. Prismview LLC
  - 9.2.6. NEC Display Solution Ltd.
  - 9.2.7. OOH Advertising Media Ltd.
  - 9.2.8. Broadsign International LLC
  - 9.2.9. Stroer SE & Co.
  - 9.2.10. Christie Digital Systems Inc.

## **CHAPTER 10. RESEARCH PROCESS**

- 10.1. Research Process
  - 10.1.1. Data Mining
  - 10.1.2. Analysis
  - 10.1.3. Market Estimation
  - 10.1.4. Validation
  - 10.1.5. Publishing
- 10.2. Research Attributes
- 10.3. Research Assumption

## List Of Tables

### LIST OF TABLES

- TABLE 1. Global Out-Of-Home Advertising Market, report scope
- TABLE 2. Global Out-Of-Home Advertising Market estimates & forecasts by Region 2018-2028 (USD Million)
- TABLE 3. Global Out-Of-Home Advertising Market estimates & forecasts by Product 2018-2028 (USD Million)
- TABLE 4. Global Out-Of-Home Advertising Market estimates & forecasts by Industry Vertical 2018-2028 (USD Million)
- TABLE 5. Global Out-Of-Home Advertising Market by segment, estimates & forecasts, 2018-2028 (USD Million)
- TABLE 6. Global Out-Of-Home Advertising Market by region, estimates & forecasts, 2018-2028 (USD Million)
- TABLE 7. Global Out-Of-Home Advertising Market by segment, estimates & forecasts, 2018-2028 (USD Million)
- TABLE 8. Global Out-Of-Home Advertising Market by region, estimates & forecasts, 2018-2028 (USD Million)
- TABLE 9. Global Out-Of-Home Advertising Market by segment, estimates & forecasts, 2018-2028 (USD Million)
- TABLE 10. Global Out-Of-Home Advertising Market by region, estimates & forecasts, 2018-2028 (USD Million)
- TABLE 11. Global Out-Of-Home Advertising Market by segment, estimates & forecasts, 2018-2028 (USD Million)
- TABLE 12. Global Out-Of-Home Advertising Market by region, estimates & forecasts, 2018-2028 (USD Million)
- TABLE 13. Global Out-Of-Home Advertising Market by segment, estimates & forecasts, 2018-2028 (USD Million)
- TABLE 14. Global Out-Of-Home Advertising Market by region, estimates & forecasts, 2018-2028 (USD Million)
- TABLE 15. U.S. Out-Of-Home Advertising Market estimates & forecasts, 2018-2028 (USD Million)
- TABLE 16. U.S. Out-Of-Home Advertising Market estimates & forecasts by segment 2018-2028 (USD Million)
- TABLE 17. U.S. Out-Of-Home Advertising Market estimates & forecasts by segment 2018-2028 (USD Million)
- TABLE 18. Canada Out-Of-Home Advertising Market estimates & forecasts, 2018-2028 (USD Million)



TABLE 19. Canada Out-Of-Home Advertising Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 20. Canada Out-Of-Home Advertising Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 21. UK Out-Of-Home Advertising Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 22. UK Out-Of-Home Advertising Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 23. UK Out-Of-Home Advertising Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 24. Germany Out-Of-Home Advertising Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 25. Germany Out-Of-Home Advertising Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 26. Germany Out-Of-Home Advertising Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 27. RoE Out-Of-Home Advertising Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 28. RoE Out-Of-Home Advertising Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 29. RoE Out-Of-Home Advertising Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 30. China Out-Of-Home Advertising Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 31. China Out-Of-Home Advertising Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 32. China Out-Of-Home Advertising Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 33. India Out-Of-Home Advertising Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 34. India Out-Of-Home Advertising Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 35. India Out-Of-Home Advertising Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 36. Japan Out-Of-Home Advertising Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 37. Japan Out-Of-Home Advertising Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 38. Japan Out-Of-Home Advertising Market estimates & forecasts by segment

2018-2028 (USD Million)

TABLE 39. RoAPAC Out-Of-Home Advertising Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 40. RoAPAC Out-Of-Home Advertising Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 41. RoAPAC Out-Of-Home Advertising Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 42. Brazil Out-Of-Home Advertising Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 43. Brazil Out-Of-Home Advertising Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 44. Brazil Out-Of-Home Advertising Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 45. Mexico Out-Of-Home Advertising Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 46. Mexico Out-Of-Home Advertising Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 47. Mexico Out-Of-Home Advertising Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 48. RoLA Out-Of-Home Advertising Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 49. RoLA Out-Of-Home Advertising Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 50. RoLA Out-Of-Home Advertising Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 51. Row Out-Of-Home Advertising Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 52. Row Out-Of-Home Advertising Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 53. Row Out-Of-Home Advertising Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 54. List of secondary sources, used in the study of global Out-Of-Home Advertising Market

TABLE 55. List of primary sources, used in the study of global Out-Of-Home Advertising Market

TABLE 56. Years considered for the study

TABLE 57. Exchange rates considered

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Out-Of-Home Advertising Market, research methodology
- FIG 2. Global Out-Of-Home Advertising Market, Market estimation techniques
- FIG 3. Global Market size estimates & forecast methods
- FIG 4. Global Out-Of-Home Advertising Market, key trends 2021
- FIG 5. Global Out-Of-Home Advertising Market, growth prospects 2022-2028
- FIG 6. Global Out-Of-Home Advertising Market, porters 5 force model
- FIG 7. Global Out-Of-Home Advertising Market, pest analysis
- FIG 8. Global Out-Of-Home Advertising Market, value chain analysis
- FIG 9. Global Out-Of-Home Advertising Market by segment, 2018 & 2028 (USD Million)
- FIG 10. Global Out-Of-Home Advertising Market by segment, 2018 & 2028 (USD Million)
- FIG 11. Global Out-Of-Home Advertising Market by segment, 2018 & 2028 (USD Million)
- FIG 12. Global Out-Of-Home Advertising Market by segment, 2018 & 2028 (USD Million)
- FIG 13. Global Out-Of-Home Advertising Market by segment, 2018 & 2028 (USD Million)
- FIG 14. Global Out-Of-Home Advertising Market, regional snapshot 2018 & 2028
- FIG 15. North America Out-Of-Home Advertising Market 2018 & 2028 (USD Million)
- FIG 16. Europe Out-Of-Home Advertising Market 2018 & 2028 (USD Million)
- FIG 17. Asia pacific Market 2018 & 2028 (USD Million)
- FIG 18. Latin America Out-Of-Home Advertising Market 2018 & 2028 (USD Million)
- FIG 19. Global Out-Of-Home Advertising Market, company Market share analysis (2021)

## I would like to order

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