

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

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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 & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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