

Global Outdoor Advertising Market Size study, by Type (Billboards, Street Furniture, Transit Displays), by Application (Food & Beverage Industry, Vehicles Industry, Health and Medical Industry, Commercial and Personal Services, Consumer Goods) and Regional Forecasts 2020-2027

<https://marketpublishers.com/r/GD2002C90127EN.html>

Date: June 2020

Pages: 200

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

ID: GD2002C90127EN

Abstracts

Global Outdoor Advertising Market is valued at approximately USD 43.1 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 5.0% over the forecast period 2020-2027. Outdoor advertising, also known as out-of-home (OOH) advertising, is a form of advertising that attracts the consumers while they are traveling outside from their homes. Outdoor advertising is mainly focused on advertising & marketing of goods & services where consumers usually found, such as public places, waiting (such as in bus shelters), in transit, and in particular commercial locations (like retail venue). The type of advertising formats is commonly available in six main categories, which are billboards, street furniture, transit displays, roads, highways, and alternative. This form of advertising is an efficient way of developing brand awareness and broadcasting business (or product or campaign) to as many people. Also, it provides a wide degree of flexibility to advertisers and marketers in their campaign. Therefore, these factors are anticipated to leverage the demand for outdoor advertising all over the world. Moreover, the advent of digital billboards in the developed & developing countries, along with the rising spending & deployment of outdoor advertisements are few other factors responsible for the market growth over the forecast period. For instance, on November 2019, EPAMEDIA, Austria-based advertising & marketing company, deploy billboards at more than 100 locations across Austria, with solar-powered LED lighting and thus significantly increases visibility. Similarly, in 2018, JCDecaux SA, announces that its subsidiary JCDecaux Portugal has

got 2 lots of viable tender for the deployment and advertising operation of street furniture in the city of Lisbon. Therefore, these initiatives are expected to accelerate the demand for outdoor advertising around the world. Moreover, the recent outbreak of COVID-19 pandemic has instigated several regional governments to imposed lockdown for preventing the spread of novel coronavirus. Thus, people are staying at home and companies put in place precautionary measures to keep employees safe. This is likely to inhibit the demand of outdoor advertising thereby, the market would decline significantly at least in this year. However, stringent government rules & regulation regarding the outdoor advertisement installation is one of the major factors impeding the market growth over the forecast period of 2020-2027.

The regional analysis of the global Outdoor Advertising market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America, and Rest of the World. Asia-Pacific is the leading/significant region across the world in terms of market share owing to the ongoing smart cities projects, along with the increasing penetration of digital outdoor advertising service in the region. Whereas, Asia-Pacific is also anticipated to exhibit the highest growth rate / CAGR over the forecast period 2020-2027.

Major market player included in this report are:

JCDecaux

Lamar Advertising Company

Outfront Media Inc.

EPAMEDIA

Daktronics Inc.

Clear Channel Outdoor Holdings, Inc.

QMS Media Limited

Adams outdoor advertising

Bell media

Global Advertisers Pvt. Ltd.

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 Type:

- Billboards
- Street Furniture
- Transit Displays

By Application:

- Food & Beverage Industry
- Vehicles Industry
- Health and Medical Industry
- Commercial and Personal Services
- Consumer Goods

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:

Global Outdoor Advertising Market Size study, by Type (Billboards, Street Furniture, Transit Displays), by App...

Historical year – 2017, 2018

Base year – 2019

Forecast period – 2020 to 2027

Target Audience of the Global Outdoor 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

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2018-2027 (USD Billion)
 - 1.2.1. Outdoor Advertising Market, by Region, 2018-2027 (USD Billion)
 - 1.2.2. Outdoor Advertising Market, by Type, 2018-2027 (USD Billion)
 - 1.2.3. Outdoor Advertising Market, by Application, 2018-2027 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL OUTDOOR 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 OUTDOOR ADVERTISING MARKET DYNAMICS

- 3.1. Outdoor Advertising Market Impact Analysis (2018-2027)
 - 3.1.1. Market Drivers
 - 3.1.2. Market Challenges
 - 3.1.3. Market Opportunities

CHAPTER 4. GLOBAL OUTDOOR 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 (2017-2027)

- 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

CHAPTER 5. GLOBAL OUTDOOR ADVERTISING MARKET, BY TYPE

- 5.1. Market Snapshot
- 5.2. Global Outdoor Advertising Market by Type, Performance - Potential Analysis
- 5.3. Global Outdoor Advertising Market Estimates & Forecasts by Type 2017-2027 (USD Billion)
- 5.4. Outdoor Advertising Market, Sub Segment Analysis
 - 5.4.1. Billboards
 - 5.4.2. Street Furniture
 - 5.4.3. Transit Displays

CHAPTER 6. GLOBAL OUTDOOR ADVERTISING MARKET, BY APPLICATION

- 6.1. Market Snapshot
- 6.2. Global Outdoor Advertising Market by Application, Performance - Potential Analysis
- 6.3. Global Outdoor Advertising Market Estimates & Forecasts by Application 2017-2027 (USD Billion)
- 6.4. Outdoor Advertising Market, Sub Segment Analysis
 - 6.4.1. Food & Beverage Industry
 - 6.4.2. Vehicles Industry
 - 6.4.3. Health and Medical Industry
 - 6.4.4. Commercial and Personal Services
 - 6.4.5. Consumer Goods

CHAPTER 7. GLOBAL OUTDOOR ADVERTISING MARKET, REGIONAL ANALYSIS

- 7.1. Outdoor Advertising Market, Regional Market Snapshot
- 7.2. North America Outdoor Advertising Market
 - 7.2.1. U.S. Outdoor Advertising Market
 - 7.2.1.1. Type breakdown estimates & forecasts, 2017-2027
 - 7.2.1.2. Application breakdown estimates & forecasts, 2017-2027

- 7.2.2. Canada Outdoor Advertising Market
- 7.3. Europe Outdoor Advertising Market Snapshot
 - 7.3.1. U.K. Outdoor Advertising Market
 - 7.3.2. Germany Outdoor Advertising Market
 - 7.3.3. France Outdoor Advertising Market
 - 7.3.4. Spain Outdoor Advertising Market
 - 7.3.5. Italy Outdoor Advertising Market
 - 7.3.6. Rest of Europe Outdoor Advertising Market
- 7.4. Asia-Pacific Outdoor Advertising Market Snapshot
 - 7.4.1. China Outdoor Advertising Market
 - 7.4.2. India Outdoor Advertising Market
 - 7.4.3. Japan Outdoor Advertising Market
 - 7.4.4. Australia Outdoor Advertising Market
 - 7.4.5. South Korea Outdoor Advertising Market
 - 7.4.6. Rest of Asia Pacific Outdoor Advertising Market
- 7.5. Latin America Outdoor Advertising Market Snapshot
 - 7.5.1. Brazil Outdoor Advertising Market
 - 7.5.2. Mexico Outdoor Advertising Market
- 7.6. Rest of The World Outdoor Advertising Market

CHAPTER 8. COMPETITIVE INTELLIGENCE

- 8.1. Top Market Strategies
- 8.2. Company Profiles
 - 8.2.1. JCDecaux
 - 8.2.1.1. Key Information
 - 8.2.1.2. Overview
 - 8.2.1.3. Financial (Subject to Data Availability)
 - 8.2.1.4. Product Summary
 - 8.2.1.5. Recent Developments
 - 8.2.2. Lamar Advertising Company
 - 8.2.3. Outfront Media Inc.
 - 8.2.4. EPAMEDIA
 - 8.2.5. Daktronics Inc.
 - 8.2.6. Clear Channel Outdoor Holdings, Inc.
 - 8.2.7. QMS Media Limited
 - 8.2.8. Adams outdoor advertising
 - 8.2.9. Bell media
 - 8.2.10. Global Advertisers Pvt. Ltd.

CHAPTER 9. RESEARCH PROCESS

9.1. Research Process

9.1.1. Data Mining

9.1.2. Analysis

9.1.3. Market Estimation

9.1.4. Validation

9.1.5. Publishing

9.2. Research Attributes

9.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. Global Outdoor Advertising market, report scope

TABLE 2. Global Outdoor Advertising market estimates & forecasts by region
2017-2027 (USD Billion)

TABLE 3. Global Outdoor Advertising market estimates & forecasts by Type 2017-2027
(USD Billion)

TABLE 4. Global Outdoor Advertising market estimates & forecasts by Application
2017-2027 (USD Billion)

TABLE 5. Global Outdoor Advertising market by segment, estimates & forecasts,
2017-2027 (USD Billion)

TABLE 6. Global Outdoor Advertising market by region, estimates & forecasts,
2017-2027 (USD Billion)

TABLE 7. Global Outdoor Advertising market by segment, estimates & forecasts,
2017-2027 (USD Billion)

TABLE 8. Global Outdoor Advertising market by region, estimates & forecasts,
2017-2027 (USD Billion)

TABLE 9. Global Outdoor Advertising market by segment, estimates & forecasts,
2017-2027 (USD Billion)

TABLE 10. Global Outdoor Advertising market by region, estimates & forecasts,
2017-2027 (USD Billion)

TABLE 11. Global Outdoor Advertising market by segment, estimates & forecasts,
2017-2027 (USD Billion)

TABLE 12. Global Outdoor Advertising market by region, estimates & forecasts,
2017-2027 (USD Billion)

TABLE 13. Global Outdoor Advertising market by segment, estimates & forecasts,
2017-2027 (USD Billion)

TABLE 14. Global Outdoor Advertising market by region, estimates & forecasts,
2017-2027 (USD Billion)

TABLE 15. Global Outdoor Advertising market by segment, estimates & forecasts,
2017-2027 (USD Billion)

TABLE 16. Global Outdoor Advertising market by region, estimates & forecasts,
2017-2027 (USD Billion)

TABLE 17. Global Outdoor Advertising market by segment, estimates & forecasts,
2017-2027 (USD Billion)

TABLE 18. Global Outdoor Advertising market by region, estimates & forecasts,
2017-2027 (USD Billion)

TABLE 19. Global Outdoor Advertising market by segment, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 20. Global Outdoor Advertising market by region, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 21. U.S. Outdoor Advertising market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 22. U.S. Outdoor Advertising market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 23. U.S. Outdoor Advertising market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 24. Canada Outdoor Advertising market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 25. Canada Outdoor Advertising market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 26. Canada Outdoor Advertising market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 27. UK Outdoor Advertising market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 28. UK Outdoor Advertising market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 29. UK Outdoor Advertising market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 30. Germany Outdoor Advertising market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 31. Germany Outdoor Advertising market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 32. Germany Outdoor Advertising market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 33. France Outdoor Advertising market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 34. France Outdoor Advertising market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 35. France Outdoor Advertising market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 36. Spain Outdoor Advertising market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 37. Spain Outdoor Advertising market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 38. Spain Outdoor Advertising market estimates & forecasts by segment

2017-2027 (USD Billion)

TABLE 39. Italy Outdoor Advertising market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 40. Italy Outdoor Advertising market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 41. Italy Outdoor Advertising market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 42. ROE Outdoor Advertising market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 43. ROE Outdoor Advertising market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 44. ROE Outdoor Advertising market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 45. China Outdoor Advertising market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 46. China Outdoor Advertising market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 47. China Outdoor Advertising market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 48. India Outdoor Advertising market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 49. India Outdoor Advertising market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 50. India Outdoor Advertising market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 51. Japan Outdoor Advertising market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 52. Japan Outdoor Advertising market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 53. Japan Outdoor Advertising market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 54. Australia Outdoor Advertising market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 55. Australia Outdoor Advertising market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 56. Australia Outdoor Advertising market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 57. South Korea Outdoor Advertising market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 58. South Korea Outdoor Advertising market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 59. South Korea Outdoor Advertising market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 60. ROPAC Outdoor Advertising market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 61. ROPAC Outdoor Advertising market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 62. ROPAC Outdoor Advertising market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 63. Brazil Outdoor Advertising market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 64. Brazil Outdoor Advertising market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 65. Brazil Outdoor Advertising market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 66. Mexico Outdoor Advertising market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 67. Mexico Outdoor Advertising market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 68. Mexico Outdoor Advertising market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 69. ROLA Outdoor Advertising market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 70. ROLA Outdoor Advertising market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 71. ROLA Outdoor Advertising market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 72. ROW Outdoor Advertising market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 73. ROW Outdoor Advertising market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 74. ROW Outdoor Advertising market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 75. List of secondary sources, used in the study of global Outdoor Advertising market

TABLE 76. List of primary sources, used in the study of global Outdoor Advertising market

TABLE 77. Years considered for the study

TABLE 78. Exchange rates considered

List Of Figures

LIST OF FIGURES

- FIG 1. Global Outdoor Advertising market, research methodology
- FIG 2. Global Outdoor Advertising market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Outdoor Advertising market, key trends 2019
- FIG 5. Global Outdoor Advertising market, growth prospects 2020-2027
- FIG 6. Global Outdoor Advertising market, porters 5 force model
- FIG 7. Global Outdoor Advertising market, pest analysis
- FIG 8. Global Outdoor Advertising market, value chain analysis
- FIG 9. Global Outdoor Advertising market by segment, 2017 & 2027 (USD Billion)
- FIG 10. Global Outdoor Advertising market by segment, 2017 & 2027 (USD Billion)
- FIG 11. Global Outdoor Advertising market by segment, 2017 & 2027 (USD Billion)
- FIG 12. Global Outdoor Advertising market by segment, 2017 & 2027 (USD Billion)
- FIG 13. Global Outdoor Advertising market by segment, 2017 & 2027 (USD Billion)
- FIG 14. Global Outdoor Advertising market by segment, 2017 & 2027 (USD Billion)
- FIG 15. Global Outdoor Advertising market by segment, 2017 & 2027 (USD Billion)
- FIG 16. Global Outdoor Advertising market by segment, 2017 & 2027 (USD Billion)
- FIG 17. Global Outdoor Advertising market, regional snapshot 2017 & 2027
- FIG 18. North America Outdoor Advertising market 2017 & 2027 (USD Billion)
- FIG 19. Europe Outdoor Advertising market 2017 & 2027 (USD Billion)
- FIG 20. Asia-Pacific Outdoor Advertising market 2017 & 2027 (USD Billion)
- FIG 21. Latin America Outdoor Advertising market 2017 & 2027 (USD Billion)
- FIG 22. Global Outdoor Advertising market, company market share analysis (2019)

COMPANIES MENTIONED

JCDecaux
Lamar Advertising Company
Outfront Media Inc.
EPAMEDIA
Daktronics Inc.
Clear Channel Outdoor Holdings, Inc.
QMS Media Limited
Adams outdoor advertising
Bell media
Global Advertisers Pvt. Ltd.

I would like to order

Product name: Global Outdoor Advertising Market Size study, by Type (Billboards, Street Furniture, Transit Displays), by Application (Food & Beverage Industry, Vehicles Industry, Health and Medical Industry, Commercial and Personal Services, Consumer Goods) and Regional Forecasts 2020-2027

Product link: <https://marketpublishers.com/r/GD2002C90127EN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GD2002C90127EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970