

Global Outdoor Advertising Billboard Market Research Report 2026(Status and Outlook)

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Abstracts

Outdoor advertising billboard is a large, vertical, rectangular board with printed content designed to catch the attention of passing pedestrians and drivers. Billboards are used for various types of advertising and promotion, including product promotion, brand awareness, political campaigning, etc. They are often placed in high-traffic areas to maximize exposure and impact. The printed content on a billboard usually consists of a large image or design, often accompanied by textual information such as brand names, product slogans, or messages. Billboards can be static or dynamic, depending on whether the content is fixed or changeable. Billboards are an effective advertising medium because they have a strong visual impact and are difficult to ignore. However, they can also be controversial because some people consider them to be eyesores that clutter the landscape and distract drivers. Therefore, billboards are subject to regulations and restrictions in many countries and regions. First, technological innovation and digitalization are changing the way outdoor advertising is presented and communicated. With the application of technologies such as electronic displays, LED billboards and large-scale projections, outdoor advertising has transformed from traditional static forms to more interactive and flexible digital forms. This allows advertising content to be updated in real time to better capture the attention of your target audience. Secondly, positioning and personalization have also become important trends in outdoor advertising. Through technologies such as mobile phone positioning and crowd data analysis, advertisers can more accurately display advertising content to specific geographical areas or target audiences, thereby improving advertising effectiveness and return on investment. In addition, creative and interactive experiences are increasingly valued in outdoor advertising. Through creative design, interesting content and interaction with the audience, outdoor advertising can better arouse people's interest and participation, thereby enhancing the brand image and communication effect. Finally, the integration of different media forms also brings new

opportunities to outdoor advertising. For example, by adding QR codes, social media interaction and other elements to outdoor advertising, offline and online media can be combined to form a more comprehensive marketing communication effect.

The global Outdoor Advertising Billboard market size was estimated at USD 5061.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 5.30% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Outdoor Advertising Billboard market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Outdoor Advertising Billboard market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Outdoor Advertising Billboard market.

Global Outdoor Advertising Billboard Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can

significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

JCDecaux Group
Clear Channel Outdoor
Lamar Advertising
Stroer Media AG
Adams Outdoor Advertising
AdSpace Networks
AirMedia
APN Outdoor
Burkhart Advertising

Market Segmentation (by Type)

Digital Media
Traditional Media

Market Segmentation (by Application)

Airport
Highways
Shopping Malls
Roadside
Other

Geographic Segmentation

North America (USA, Canada, Mexico)
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)
South America (Brazil, Argentina, Columbia, Rest of South America)
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study
Neutral perspective on the market performance
Recent industry trends and developments
Competitive landscape & strategies of key players
Potential & niche segments and regions exhibiting promising growth covered
Historical, current, and projected market size, in terms of value
In-depth analysis of the Outdoor Advertising Billboard Market
Overview of the regional outlook of the Outdoor Advertising Billboard Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Outdoor Advertising Billboard Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help

readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Outdoor Advertising Billboard, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region

as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Outdoor Advertising Billboard

1.2 Key Market Segments

1.2.1 Outdoor Advertising Billboard Segment by Type

1.2.2 Outdoor Advertising Billboard Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 OUTDOOR ADVERTISING BILLBOARD MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Outdoor Advertising Billboard Market Size (M USD) Estimates and Forecasts (2020-2035)

2.1.2 Global Outdoor Advertising Billboard Sales Estimates and Forecasts (2020-2035)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 OUTDOOR ADVERTISING BILLBOARD MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Outdoor Advertising Billboard Product Life Cycle

3.3 Global Outdoor Advertising Billboard Sales by Manufacturers (2020-2025)

3.4 Global Outdoor Advertising Billboard Revenue Market Share by Manufacturers (2020-2025)

3.5 Outdoor Advertising Billboard Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global Outdoor Advertising Billboard Average Price by Manufacturers (2020-2025)

3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types

3.8 Outdoor Advertising Billboard Market Competitive Situation and Trends

3.8.1 Outdoor Advertising Billboard Market Concentration Rate

3.8.2 Global 5 and 10 Largest Outdoor Advertising Billboard Players Market Share by

Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 OUTDOOR ADVERTISING BILLBOARD INDUSTRY CHAIN ANALYSIS

4.1 Outdoor Advertising Billboard Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF OUTDOOR ADVERTISING BILLBOARD MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Industry News

5.4.1 New Product Developments

5.4.2 Mergers & Acquisitions

5.4.3 Expansions

5.4.4 Collaboration/Supply Contracts

5.5 PEST Analysis

5.5.1 Industry Policies Analysis

5.5.2 Economic Environment Analysis

5.5.3 Social Environment Analysis

5.5.4 Technological Environment Analysis

5.6 Global Outdoor Advertising Billboard Market Porter's Five Forces Analysis

5.6.1 Global Trade Frictions

5.6.2 U.S. Tariff Policy ? April 2025

5.6.3 Global Trade Frictions and Their Impacts to Outdoor Advertising Billboard Market

5.7 ESG Ratings of Leading Companies

6 OUTDOOR ADVERTISING BILLBOARD MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Outdoor Advertising Billboard Sales Market Share by Type (2020-2025)

6.3 Global Outdoor Advertising Billboard Market Size by Type (2020-2025)

6.4 Global Outdoor Advertising Billboard Price by Type (2020-2025)

7 OUTDOOR ADVERTISING BILLBOARD MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Outdoor Advertising Billboard Market Sales by Application (2020-2025)
- 7.3 Global Outdoor Advertising Billboard Market Size (M USD) by Application (2020-2025)
- 7.4 Global Outdoor Advertising Billboard Sales Growth Rate by Application (2020-2025)

8 OUTDOOR ADVERTISING BILLBOARD MARKET SALES BY REGION

- 8.1 Global Outdoor Advertising Billboard Sales by Region
 - 8.1.1 Global Outdoor Advertising Billboard Sales by Region
 - 8.1.2 Global Outdoor Advertising Billboard Sales Market Share by Region
- 8.2 Global Outdoor Advertising Billboard Market Size by Region
 - 8.2.1 Global Outdoor Advertising Billboard Market Size by Region
 - 8.2.2 Global Outdoor Advertising Billboard Market Size by Region
- 8.3 North America
 - 8.3.1 North America Outdoor Advertising Billboard Sales by Country
 - 8.3.2 North America Outdoor Advertising Billboard Market Size by Country
 - 8.3.3 U.S. Market Overview
 - 8.3.4 Canada Market Overview
 - 8.3.5 Mexico Market Overview
- 8.4 Europe
 - 8.4.1 Europe Outdoor Advertising Billboard Sales by Country
 - 8.4.2 Europe Outdoor Advertising Billboard Market Size by Country
 - 8.4.3 Germany Market Overview
 - 8.4.4 France Market Overview
 - 8.4.5 U.K. Market Overview
 - 8.4.6 Italy Market Overview
 - 8.4.7 Spain Market Overview
- 8.5 Asia Pacific
 - 8.5.1 Asia Pacific Outdoor Advertising Billboard Sales by Region
 - 8.5.2 Asia Pacific Outdoor Advertising Billboard Market Size by Region
 - 8.5.3 China Market Overview
 - 8.5.4 Japan Market Overview
 - 8.5.5 South Korea Market Overview
 - 8.5.6 India Market Overview
 - 8.5.7 Southeast Asia Market Overview

8.6 South America

8.6.1 South America Outdoor Advertising Billboard Sales by Country

8.6.2 South America Outdoor Advertising Billboard Market Size by Country

8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

8.7.1 Middle East and Africa Outdoor Advertising Billboard Sales by Region

8.7.2 Middle East and Africa Outdoor Advertising Billboard Market Size by Region

8.7.3 Saudi Arabia Market Overview

8.7.4 UAE Market Overview

8.7.5 Egypt Market Overview

8.7.6 Nigeria Market Overview

8.7.7 South Africa Market Overview

9 OUTDOOR ADVERTISING BILLBOARD MARKET PRODUCTION BY REGION

9.1 Global Production of Outdoor Advertising Billboard by Region(2020-2025)

9.2 Global Outdoor Advertising Billboard Revenue Market Share by Region (2020-2025)

9.3 Global Outdoor Advertising Billboard Production, Revenue, Price and Gross Margin (2020-2025)

9.4 North America Outdoor Advertising Billboard Production

9.4.1 North America Outdoor Advertising Billboard Production Growth Rate (2020-2025)

9.4.2 North America Outdoor Advertising Billboard Production, Revenue, Price and Gross Margin (2020-2025)

9.5 Europe Outdoor Advertising Billboard Production

9.5.1 Europe Outdoor Advertising Billboard Production Growth Rate (2020-2025)

9.5.2 Europe Outdoor Advertising Billboard Production, Revenue, Price and Gross Margin (2020-2025)

9.6 Japan Outdoor Advertising Billboard Production (2020-2025)

9.6.1 Japan Outdoor Advertising Billboard Production Growth Rate (2020-2025)

9.6.2 Japan Outdoor Advertising Billboard Production, Revenue, Price and Gross Margin (2020-2025)

9.7 China Outdoor Advertising Billboard Production (2020-2025)

9.7.1 China Outdoor Advertising Billboard Production Growth Rate (2020-2025)

9.7.2 China Outdoor Advertising Billboard Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

10.1 JCDecaux Group

- 10.1.1 JCDecaux Group Basic Information
- 10.1.2 JCDecaux Group Outdoor Advertising Billboard Product Overview
- 10.1.3 JCDecaux Group Outdoor Advertising Billboard Product Market Performance
- 10.1.4 JCDecaux Group Business Overview
- 10.1.5 JCDecaux Group SWOT Analysis
- 10.1.6 JCDecaux Group Recent Developments

10.2 Clear Channel Outdoor

- 10.2.1 Clear Channel Outdoor Basic Information
- 10.2.2 Clear Channel Outdoor Outdoor Advertising Billboard Product Overview
- 10.2.3 Clear Channel Outdoor Outdoor Advertising Billboard Product Market

Performance

- 10.2.4 Clear Channel Outdoor Business Overview
- 10.2.5 Clear Channel Outdoor SWOT Analysis
- 10.2.6 Clear Channel Outdoor Recent Developments

10.3 Lamar Advertising

- 10.3.1 Lamar Advertising Basic Information
- 10.3.2 Lamar Advertising Outdoor Advertising Billboard Product Overview
- 10.3.3 Lamar Advertising Outdoor Advertising Billboard Product Market Performance
- 10.3.4 Lamar Advertising Business Overview
- 10.3.5 Lamar Advertising SWOT Analysis
- 10.3.6 Lamar Advertising Recent Developments

10.4 Stroer Media AG

- 10.4.1 Stroer Media AG Basic Information
- 10.4.2 Stroer Media AG Outdoor Advertising Billboard Product Overview
- 10.4.3 Stroer Media AG Outdoor Advertising Billboard Product Market Performance
- 10.4.4 Stroer Media AG Business Overview
- 10.4.5 Stroer Media AG Recent Developments

10.5 Adams Outdoor Advertising

- 10.5.1 Adams Outdoor Advertising Basic Information
- 10.5.2 Adams Outdoor Advertising Outdoor Advertising Billboard Product Overview
- 10.5.3 Adams Outdoor Advertising Outdoor Advertising Billboard Product Market

Performance

- 10.5.4 Adams Outdoor Advertising Business Overview
- 10.5.5 Adams Outdoor Advertising Recent Developments

10.6 AdSpace Networks

- 10.6.1 AdSpace Networks Basic Information

- 10.6.2 AdSpace Networks Outdoor Advertising Billboard Product Overview
- 10.6.3 AdSpace Networks Outdoor Advertising Billboard Product Market Performance
- 10.6.4 AdSpace Networks Business Overview
- 10.6.5 AdSpace Networks Recent Developments
- 10.7 AirMedia
 - 10.7.1 AirMedia Basic Information
 - 10.7.2 AirMedia Outdoor Advertising Billboard Product Overview
 - 10.7.3 AirMedia Outdoor Advertising Billboard Product Market Performance
 - 10.7.4 AirMedia Business Overview
 - 10.7.5 AirMedia Recent Developments
- 10.8 APN Outdoor
 - 10.8.1 APN Outdoor Basic Information
 - 10.8.2 APN Outdoor Outdoor Advertising Billboard Product Overview
 - 10.8.3 APN Outdoor Outdoor Advertising Billboard Product Market Performance
 - 10.8.4 APN Outdoor Business Overview
 - 10.8.5 APN Outdoor Recent Developments
- 10.9 Burkhart Advertising
 - 10.9.1 Burkhart Advertising Basic Information
 - 10.9.2 Burkhart Advertising Outdoor Advertising Billboard Product Overview
 - 10.9.3 Burkhart Advertising Outdoor Advertising Billboard Product Market Performance
 - 10.9.4 Burkhart Advertising Business Overview
 - 10.9.5 Burkhart Advertising Recent Developments

11 OUTDOOR ADVERTISING BILLBOARD MARKET FORECAST BY REGION

- 11.1 Global Outdoor Advertising Billboard Market Size Forecast
- 11.2 Global Outdoor Advertising Billboard Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Outdoor Advertising Billboard Market Size Forecast by Country
 - 11.2.3 Asia Pacific Outdoor Advertising Billboard Market Size Forecast by Region
 - 11.2.4 South America Outdoor Advertising Billboard Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Outdoor Advertising Billboard by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

- 12.1 Global Outdoor Advertising Billboard Market Forecast by Type (2026-2035)
 - 12.1.1 Global Forecasted Sales of Outdoor Advertising Billboard by Type (2026-2035)
 - 12.1.2 Global Outdoor Advertising Billboard Market Size Forecast by Type

(2026-2035)

12.1.3 Global Forecasted Price of Outdoor Advertising Billboard by Type (2026-2035)

12.2 Global Outdoor Advertising Billboard Market Forecast by Application (2026-2035)

12.2.1 Global Outdoor Advertising Billboard Sales (K Units) Forecast by Application

12.2.2 Global Outdoor Advertising Billboard Market Size (M USD) Forecast by Application (2026-2035)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Global Outdoor Advertising Billboard Market Size by Type (M USD)

Table 4. Global Outdoor Advertising Billboard Market Size by Application

Table 5. Outdoor Advertising Billboard Market Size Comparison by Region (M USD)

Table 6. Global Outdoor Advertising Billboard Sales (K Units) by Manufacturers
(2020-2025)

Table 7. Global Outdoor Advertising Billboard Sales Market Share by Manufacturers
(2020-2025)

Table 8. Global Outdoor Advertising Billboard Revenue (M USD) by Manufacturers
(2020-2025)

Table 9. Global Outdoor Advertising Billboard Revenue Share by Manufacturers
(2020-2025)

Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in
Outdoor Advertising Billboard as of 2025)

Table 11. Global Market Outdoor Advertising Billboard Average Price (USD/Unit) of Key
Manufacturers (2020-2025)

Table 12. Manufacturers? Manufacturing Sites, Areas Served

Table 13. Manufacturers? Product Type

Table 14. Global Outdoor Advertising Billboard Manufacturers Market Concentration
Ratio (CR5 and HHI)

Table 15. Mergers & Acquisitions, Expansion Plans

Table 16. Market Overview of Key Raw Materials

Table 17. Midstream Market Analysis

Table 18. Downstream Customer Analysis

Table 19. Key Development Trends

Table 20. Driving Factors

Table 21. Outdoor Advertising Billboard Market Challenges

Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026

Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027

Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026

Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading
Countries

Table 26. Global Outdoor Advertising Billboard Sales by Type (K Units)

Table 27. Global Outdoor Advertising Billboard Market Size by Type (M USD)

Table 28. Global Outdoor Advertising Billboard Sales (K Units) by Type (2020-2025)

Table 29. Global Outdoor Advertising Billboard Sales Market Share by Type (2020-2025)

Table 30. Global Outdoor Advertising Billboard Market Size (M USD) by Type (2020-2025)

Table 31. Global Outdoor Advertising Billboard Market Share by Type (2020-2025)

Table 32. Global Outdoor Advertising Billboard Price (USD/Unit) by Type (2020-2025)

Table 33. Global Outdoor Advertising Billboard Sales (K Units) by Application

Table 34. Global Outdoor Advertising Billboard Market Size by Application

Table 35. Global Outdoor Advertising Billboard Sales by Application (2020-2025) & (K Units)

Table 36. Global Outdoor Advertising Billboard Sales Market Share by Application (2020-2025)

Table 37. Global Outdoor Advertising Billboard Market Size by Application (2020-2025) & (M USD)

Table 38. Global Outdoor Advertising Billboard Market Share by Application (2020-2025)

Table 39. Global Outdoor Advertising Billboard Sales Growth Rate by Application (2020-2025)

Table 40. Global Outdoor Advertising Billboard Sales by Region (2020-2025) & (K Units)

Table 41. Global Outdoor Advertising Billboard Sales Market Share by Region (2020-2025)

Table 42. Global Outdoor Advertising Billboard Market Size by Region (2020-2025) & (M USD)

Table 43. Global Outdoor Advertising Billboard Market Size by Region (2020-2025)

Table 44. North America Outdoor Advertising Billboard Sales by Country (2020-2025) & (K Units)

Table 45. North America Outdoor Advertising Billboard Market Size by Country (2020-2025) & (M USD)

Table 46. Europe Outdoor Advertising Billboard Sales by Country (2020-2025) & (K Units)

Table 47. Europe Outdoor Advertising Billboard Market Size by Country (2020-2025) & (M USD)

Table 48. Asia Pacific Outdoor Advertising Billboard Sales by Region (2020-2025) & (K Units)

Table 49. Asia Pacific Outdoor Advertising Billboard Market Size by Region (2020-2025) & (M USD)

Table 50. South America Outdoor Advertising Billboard Sales by Country (2020-2025) &

(K Units)

Table 51. South America Outdoor Advertising Billboard Market Size by Country (2020-2025) & (M USD)

Table 52. Middle East and Africa Outdoor Advertising Billboard Sales by Region (2020-2025) & (K Units)

Table 53. Middle East and Africa Outdoor Advertising Billboard Market Size by Region (2020-2025) & (M USD)

Table 54. Global Outdoor Advertising Billboard Production (K Units) by Region(2020-2025)

Table 55. Global Outdoor Advertising Billboard Revenue (US\$ Million) by Region (2020-2025)

Table 56. Global Outdoor Advertising Billboard Revenue Market Share by Region (2020-2025)

Table 57. Global Outdoor Advertising Billboard Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 58. North America Outdoor Advertising Billboard Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 59. Europe Outdoor Advertising Billboard Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 60. Japan Outdoor Advertising Billboard Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 61. China Outdoor Advertising Billboard Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 62. JCDecaux Group Basic Information

Table 63. JCDecaux Group Outdoor Advertising Billboard Product Overview

Table 64. JCDecaux Group Outdoor Advertising Billboard Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 65. JCDecaux Group Business Overview

Table 66. JCDecaux Group SWOT Analysis

Table 67. JCDecaux Group Recent Developments

Table 68. Clear Channel Outdoor Basic Information

Table 69. Clear Channel Outdoor Outdoor Advertising Billboard Product Overview

Table 70. Clear Channel Outdoor Outdoor Advertising Billboard Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 71. Clear Channel Outdoor Business Overview

Table 72. Clear Channel Outdoor SWOT Analysis

Table 73. Clear Channel Outdoor Recent Developments

Table 74. Lamar Advertising Basic Information

Table 75. Lamar Advertising Outdoor Advertising Billboard Product Overview

Table 76. Lamar Advertising Outdoor Advertising Billboard Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 77. Lamar Advertising Business Overview
Table 78. Lamar Advertising SWOT Analysis
Table 79. Lamar Advertising Recent Developments
Table 80. Stroer Media AG Basic Information
Table 81. Stroer Media AG Outdoor Advertising Billboard Product Overview
Table 82. Stroer Media AG Outdoor Advertising Billboard Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 83. Stroer Media AG Business Overview
Table 84. Stroer Media AG Recent Developments
Table 85. Adams Outdoor Advertising Basic Information
Table 86. Adams Outdoor Advertising Outdoor Advertising Billboard Product Overview
Table 87. Adams Outdoor Advertising Outdoor Advertising Billboard Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 88. Adams Outdoor Advertising Business Overview
Table 89. Adams Outdoor Advertising Recent Developments
Table 90. AdSpace Networks Basic Information
Table 91. AdSpace Networks Outdoor Advertising Billboard Product Overview
Table 92. AdSpace Networks Outdoor Advertising Billboard Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 93. AdSpace Networks Business Overview
Table 94. AdSpace Networks Recent Developments
Table 95. AirMedia Basic Information
Table 96. AirMedia Outdoor Advertising Billboard Product Overview
Table 97. AirMedia Outdoor Advertising Billboard Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 98. AirMedia Business Overview
Table 99. AirMedia Recent Developments
Table 100. APN Outdoor Basic Information
Table 101. APN Outdoor Outdoor Advertising Billboard Product Overview
Table 102. APN Outdoor Outdoor Advertising Billboard Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 103. APN Outdoor Business Overview
Table 104. APN Outdoor Recent Developments
Table 105. Burkhart Advertising Basic Information
Table 106. Burkhart Advertising Outdoor Advertising Billboard Product Overview
Table 107. Burkhart Advertising Outdoor Advertising Billboard Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 108. Burkhart Advertising Business Overview

Table 109. Burkhart Advertising Recent Developments

Table 110. Global Outdoor Advertising Billboard Sales Forecast by Region (2026-2035) & (K Units)

Table 111. Global Outdoor Advertising Billboard Market Size Forecast by Region (2026-2035) & (M USD)

Table 112. North America Outdoor Advertising Billboard Sales Forecast by Country (2026-2035) & (K Units)

Table 113. North America Outdoor Advertising Billboard Market Size Forecast by Country (2026-2035) & (M USD)

Table 114. Europe Outdoor Advertising Billboard Sales Forecast by Country (2026-2035) & (K Units)

Table 115. Europe Outdoor Advertising Billboard Market Size Forecast by Country (2026-2035) & (M USD)

Table 116. Asia Pacific Outdoor Advertising Billboard Sales Forecast by Region (2026-2035) & (K Units)

Table 117. Asia Pacific Outdoor Advertising Billboard Market Size Forecast by Region (2026-2035) & (M USD)

Table 118. South America Outdoor Advertising Billboard Sales Forecast by Country (2026-2035) & (K Units)

Table 119. South America Outdoor Advertising Billboard Market Size Forecast by Country (2026-2035) & (M USD)

Table 120. Middle East and Africa Outdoor Advertising Billboard Sales Forecast by Country (2026-2035) & (Units)

Table 121. Middle East and Africa Outdoor Advertising Billboard Market Size Forecast by Country (2026-2035) & (M USD)

Table 122. Global Outdoor Advertising Billboard Sales Forecast by Type (2026-2035) & (K Units)

Table 123. Global Outdoor Advertising Billboard Market Size Forecast by Type (2026-2035) & (M USD)

Table 124. Global Outdoor Advertising Billboard Price Forecast by Type (2026-2035) & (USD/Unit)

Table 125. Global Outdoor Advertising Billboard Sales (K Units) Forecast by Application (2026-2035)

Table 126. Global Outdoor Advertising Billboard Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Outdoor Advertising Billboard
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Outdoor Advertising Billboard Market Size (M USD), 2025-2035
- Figure 5. Global Outdoor Advertising Billboard Market Size (M USD) (2020-2035)
- Figure 6. Global Outdoor Advertising Billboard Sales (K Units) & (2020-2035)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Outdoor Advertising Billboard Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Outdoor Advertising Billboard Product Life Cycle
- Figure 13. Outdoor Advertising Billboard Sales Share by Manufacturers in 2025
- Figure 14. Global Outdoor Advertising Billboard Revenue Share by Manufacturers in 2025
- Figure 15. Outdoor Advertising Billboard Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market Outdoor Advertising Billboard Average Price (USD/Unit) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Outdoor Advertising Billboard Revenue in 2025
- Figure 18. Industry Chain Map of Outdoor Advertising Billboard
- Figure 19. Global Outdoor Advertising Billboard Market PEST Analysis
- Figure 20. Global Outdoor Advertising Billboard Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Outdoor Advertising Billboard Market Share by Type
- Figure 27. Sales Market Share of Outdoor Advertising Billboard by Type (2020-2025)
- Figure 28. Sales Market Share of Outdoor Advertising Billboard by Type in 2025
- Figure 29. Market Share of Outdoor Advertising Billboard by Type (2020-2025)
- Figure 30. Market Share of Outdoor Advertising Billboard by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 32. Global Outdoor Advertising Billboard Market Share by Application

Figure 33. Global Outdoor Advertising Billboard Sales Market Share by Application (2020-2025)

Figure 34. Global Outdoor Advertising Billboard Sales Market Share by Application in 2025

Figure 35. Global Outdoor Advertising Billboard Market Share by Application (2020-2025)

Figure 36. Global Outdoor Advertising Billboard Market Share by Application in 2025

Figure 37. Global Outdoor Advertising Billboard Sales Growth Rate by Application (2020-2025)

Figure 38. Global Outdoor Advertising Billboard Sales Market Share by Region (2020-2025)

Figure 39. Global Outdoor Advertising Billboard Market Size by Region (2020-2025)

Figure 40. North America Outdoor Advertising Billboard Sales and Growth Rate (2020-2025) & (K Units)

Figure 41. North America Outdoor Advertising Billboard Sales and Growth Rate (2020-2025) & (K Units)

Figure 42. North America Outdoor Advertising Billboard Sales Market Share by Country in 2024

Figure 43. North America Outdoor Advertising Billboard Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. North America Outdoor Advertising Billboard Market Size by Country in 2024

Figure 45. U.S. Outdoor Advertising Billboard Sales and Growth Rate (2020-2025) & (K Units)

Figure 46. U.S. Outdoor Advertising Billboard Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Canada Outdoor Advertising Billboard Sales (K Units) and Growth Rate (2020-2025)

Figure 48. Canada Outdoor Advertising Billboard Market Size (M USD) and Growth Rate (2020-2025)

Figure 49. Mexico Outdoor Advertising Billboard Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico Outdoor Advertising Billboard Market Size (Units) and Growth Rate (2020-2025)

Figure 51. Europe Outdoor Advertising Billboard Sales and Growth Rate (2020-2025) & (K Units)

Figure 52. Europe Outdoor Advertising Billboard Sales Market Share by Country in 2024

Figure 53. Europe Outdoor Advertising Billboard Market Size and Growth Rate

(2020-2025) & (M USD)

Figure 54. Europe Outdoor Advertising Billboard Market Size by Country in 2024

Figure 55. Germany Outdoor Advertising Billboard Sales and Growth Rate (2020-2025) & (K Units)

Figure 56. Germany Outdoor Advertising Billboard Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Outdoor Advertising Billboard Sales and Growth Rate (2020-2025) & (K Units)

Figure 58. France Outdoor Advertising Billboard Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Outdoor Advertising Billboard Sales and Growth Rate (2020-2025) & (K Units)

Figure 60. U.K. Outdoor Advertising Billboard Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Outdoor Advertising Billboard Sales and Growth Rate (2020-2025) & (K Units)

Figure 62. Italy Outdoor Advertising Billboard Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Outdoor Advertising Billboard Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Spain Outdoor Advertising Billboard Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Outdoor Advertising Billboard Sales and Growth Rate (K Units)

Figure 66. Asia Pacific Outdoor Advertising Billboard Sales Market Share by Region in 2024

Figure 67. Asia Pacific Outdoor Advertising Billboard Market Size by Region in 2024

Figure 68. China Outdoor Advertising Billboard Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China Outdoor Advertising Billboard Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Outdoor Advertising Billboard Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan Outdoor Advertising Billboard Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Outdoor Advertising Billboard Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea Outdoor Advertising Billboard Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Outdoor Advertising Billboard Sales and Growth Rate (2020-2025) & (K

Units)

Figure 75. India Outdoor Advertising Billboard Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Outdoor Advertising Billboard Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia Outdoor Advertising Billboard Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Outdoor Advertising Billboard Sales and Growth Rate (K Units)

Figure 79. South America Outdoor Advertising Billboard Sales Market Share by Country in 2024

Figure 80. South America Outdoor Advertising Billboard Market Size and Growth Rate (M USD)

Figure 81. South America Outdoor Advertising Billboard Market Size by Country in 2024

Figure 82. Brazil Outdoor Advertising Billboard Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil Outdoor Advertising Billboard Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Outdoor Advertising Billboard Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina Outdoor Advertising Billboard Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Outdoor Advertising Billboard Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia Outdoor Advertising Billboard Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Outdoor Advertising Billboard Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Outdoor Advertising Billboard Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Outdoor Advertising Billboard Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Outdoor Advertising Billboard Market Size by Region in 2024

Figure 92. Saudi Arabia Outdoor Advertising Billboard Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia Outdoor Advertising Billboard Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Outdoor Advertising Billboard Sales and Growth Rate (2020-2025) & (K

Units)

Figure 95. UAE Outdoor Advertising Billboard Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Outdoor Advertising Billboard Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt Outdoor Advertising Billboard Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Outdoor Advertising Billboard Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria Outdoor Advertising Billboard Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Outdoor Advertising Billboard Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa Outdoor Advertising Billboard Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Outdoor Advertising Billboard Production Market Share by Region (2020-2025)

Figure 103. North America Outdoor Advertising Billboard Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Outdoor Advertising Billboard Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Outdoor Advertising Billboard Production (K Units) Growth Rate (2020-2025)

Figure 106. China Outdoor Advertising Billboard Production (K Units) Growth Rate (2020-2025)

Figure 107. Global Outdoor Advertising Billboard Sales Forecast by Volume (2020-2035) & (K Units)

Figure 108. Global Outdoor Advertising Billboard Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global Outdoor Advertising Billboard Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global Outdoor Advertising Billboard Market Share Forecast by Type (2026-2035)

Figure 111. Global Outdoor Advertising Billboard Sales Forecast by Application (2026-2035)

Figure 112. Global Outdoor Advertising Billboard Market Share Forecast by Application (2026-2035)

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