

Global Digital OOH (DOOH) Market 2022 by Company, Regions, Type and Application, Forecast to 2028

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Abstracts

The Digital OOH (DOOH) market report provides a detailed analysis of global market size, regional and country-level market size, segmentation market growth, market share, competitive Landscape, sales analysis, impact of domestic and global market players, value chain optimization, trade regulations, recent developments, opportunities analysis, strategic market growth analysis, product launches, area marketplace expanding, and technological innovations.

According to our (Global Info Research) latest study, due to COVID-19 pandemic, the global Digital OOH (DOOH) market size is estimated to be worth US\$ 7529.5 million in 2021 and is forecast to a readjusted size of USD 12860 million by 2028 with a CAGR of 7.9% during review period. BFSI accounting for % of the Digital OOH (DOOH) global market in 2021, is projected to value USD million by 2028, growing at a % CAGR in next six years. While Transit Advertising segment is altered to a % CAGR between 2022 and 2028.

Global key companies of Digital OOH (DOOH) include JCDecaux, Clear Channel Outdoor, Focus Media, Stroer, and Lamar Advertising, etc. In terms of revenue, the global top four players hold a share over % in 2021.

Market segmentation

Digital OOH (DOOH) market is split by Type and by Application. For the period 2017-2028, the growth among segments provide accurate calculations and forecasts for revenue by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type, covers

Transit Advertising

Billboard

Street Furniture Advertising

Others

Market segment by Application, can be divided into

BFSI

IT and Telecom

Automotive and Transportation

Education

Entertainment

Healthcare

Consumer Goods and Retail

Government and Utilities

Real Estate

Market segment by players, this report covers

JCDecaux

Clear Channel Outdoor

Focus Media

Stroer

Lamar Advertising

Outfront Media

Global (Exterior Media)

oOh!media

APG SGA

Publicis Groupe (Metrobus)

Intersection

Ocean Outdoor

Adams Outdoor Advertising

Capitol Outdoor

Blue Outdoor

Primedia Outdoor

Lightbox OOH Video Network

Captivate Network

Burkhart Advertising

Euromedia Group

Stott Outdoor Advertising

AirMedia

TOM Group

White Horse Group

Phoenix Metropolis Media

Balintimes Hong Kong Media

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, UK, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Australia, and Rest of Asia-Pacific)

South America (Brazil, Argentina, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 12 chapters:

Chapter 1, to describe Digital OOH (DOOH) product scope, market overview, market opportunities, market driving force and market risks.

Chapter 2, to profile the top players of Digital OOH (DOOH), with revenue, gross margin and global market share of Digital OOH (DOOH) from 2019 to 2022.

Chapter 3, the Digital OOH (DOOH) competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with revenue and growth rate by Type, application, from 2017 to 2028.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2017 to 2022.and Digital

OOH (DOOH) market forecast, by regions, type and application, with revenue, from 2023 to 2028.

Chapter 11 and 12, to describe Digital OOH (DOOH) research findings and conclusion, appendix and data source.

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