

Global Outdoor Advertising Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

Outdoor advertising is a form of advertising that focuses on consumers in public places, in transit, or commercial locations.

SCOPE OF THE REPORT:

This report studies the Outdoor Advertising market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Outdoor Advertising market by product type and applications/end industries.

The growth of the market is attributed to the expansion of infrastructure used, growth in the digital medium, and advances in the technology used.

The global Outdoor Advertising market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Outdoor Advertising.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Clear Channel Outdoor

JCDecaux

Lamar Advertising

Outfront Media

Stroer Media

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

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

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Billboards

Transit Advertising

Street Furniture

Alternative Media

Market Segment by Applications, can be divided into

Financial

Real Estate

Furniture

Other

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