

# Global Outdoor Advertising Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Outdoor Advertising market size was valued at USD million in 2023 and is forecast to a readjusted size of USD million by 2030 with a CAGR of % during review period.

Outdoor advertising, also known as out-of-home advertising, is advertising that reaches consumers when they are outside their homes.

Outdoor advertising is aimed at all the public, so it is difficult to choose specific target objects, but outdoor advertising can display the image and brand of the company in a fixed place for a long time, so it is very effective for improving the popularity of the company and the brand.

Key manufacturers of outdoor advertising in the Asia-Pacific region include JCDecaux, Focus Media, and oOh! Media Limited, Asiaray Media Group Limited, Move Media Pte Ltd, Mediacorp Pte Ltd., Dentsu Inc., Beijing Bashi Media, Quotient Technology, Str?er and OUTFLONT Media (CBS), among which the top three manufacturers hold more than 15% of the market share, and the largest manufacturer is Focus Media. The production of outdoor advertising in the Asia-Pacific region is mainly distributed in Japan, Thailand, Indonesia, Philippines and Malaysia, among which the top five production regions account for nearly 40% of the market share. At present, Japan is the largest production region, accounting for more than 30% of the market share. In terms of products, the traditional market share is close to 60%, and the relative growth of digital is faster. In terms of application, large enterprise is the first application field, accounting for nearly 80% of the market share, followed by small and medium-sized enterprises.

The Global Info Research report includes an overview of the development of the Outdoor Advertising industry chain, the market status of Large Enterprise (Digital, Traditional), SME (Digital, Traditional), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Outdoor Advertising.

Regionally, the report analyzes the Outdoor Advertising markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Outdoor Advertising market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Outdoor Advertising market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Outdoor Advertising industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Digital, Traditional).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Outdoor Advertising market.

**Regional Analysis:** The report involves examining the Outdoor Advertising market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Outdoor Advertising market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Outdoor Advertising:

**Company Analysis:** Report covers individual Outdoor Advertising players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Outdoor Advertising. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Large Enterprise, SME).

**Technology Analysis:** Report covers specific technologies relevant to Outdoor Advertising. It assesses the current state, advancements, and potential future developments in Outdoor Advertising areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Outdoor Advertising market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Outdoor Advertising market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

### Market segment by Type

Digital

Traditional

### Market segment by Application

Large Enterprise

SME

Market segment by players, this report covers

JCDecaux

Focus Media

oOh!media Limited

Asiaray Media Group Limited

Moove Media Pte Ltd?

Mediacorp Pte Ltd.

Dentsu Inc.

Beijing Bashi Media

Quotient Technology

Str?er

OUTFRONT Media (CBS)

Lamar Advertising Company

Clear Channel Outdoor Holdings, Inc.

Kesion

IPG

QBF

SiMei Media

Guangdong Guangzhou Daily Media Co., Ltd.

Publicis Groupe

Havas SA

Chengdu B-ray Media Co., Ltd.

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 and 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 13 chapters:

Chapter 1, to describe Outdoor Advertising product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Outdoor Advertising, with revenue, gross margin and global market share of Outdoor Advertising from 2019 to 2024.

Chapter 3, the Outdoor Advertising 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 consumption value and growth rate by Type, application, from 2019 to 2030.

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 2019 to 2024. and Outdoor Advertising market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Outdoor Advertising.

Chapter 13, to describe Outdoor Advertising research findings and conclusion.

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