

Global Outdoor Advertising Supply, Demand and Key Producers, 2023-2029

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Abstracts

The global Outdoor Advertising market size is expected to reach \$ million by 2029, rising at a market growth of % CAGR during the forecast period (2023-2029).

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.

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.

This report studies the global Outdoor Advertising demand, key companies, and key

regions.

This report is a detailed and comprehensive analysis of the world market for Outdoor Advertising, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2022 as the base year. This report explores demand trends and competition, as well as details the characteristics of Outdoor Advertising that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Outdoor Advertising total market, 2018-2029, (USD Million)

Global Outdoor Advertising total market by region & country, CAGR, 2018-2029, (USD Million)

U.S. VS China: Outdoor Advertising total market, key domestic companies and share, (USD Million)

Global Outdoor Advertising revenue by player and market share 2018-2023, (USD Million)

Global Outdoor Advertising total market by Type, CAGR, 2018-2029, (USD Million)

Global Outdoor Advertising total market by Application, CAGR, 2018-2029, (USD Million)

This reports profiles major players in the global Outdoor Advertising market based on the following parameters – company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include JCDecaux, Focus Media, oOh!media Limited, Asiaray Media Group Limited, Moove Media Pte Ltd?, Mediacorp Pte Ltd., Dentsu Inc., Beijing Bashi Media and Quotient Technology, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals, COVID-19 and Russia-Ukraine War Influence.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Outdoor Advertising market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2018-2029 by year with 2022 as the base year, 2023 as the estimate year, and 2024-2029 as the forecast year.

Global Outdoor Advertising Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Outdoor Advertising Market, Segmentation by Type

Digital

Traditional

Global Outdoor Advertising Market, Segmentation by Application

Large Enterprise

SME

Companies Profiled:

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.

Key Questions Answered

1. How big is the global Outdoor Advertising market?
2. What is the demand of the global Outdoor Advertising market?
3. What is the year over year growth of the global Outdoor Advertising market?
4. What is the total value of the global Outdoor Advertising market?
5. Who are the major players in the global Outdoor Advertising market?
6. What are the growth factors driving the market demand?

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