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Global Outdoor Advertising Service Market 2025 by Company, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Outdoor Advertising Service market size was valued at US$ 46010 million in 2024 and is forecast to a readjusted size of USD 71810 million by 2031 with a CAGR of 6.6% during review period.

Outdoor advertising refers to any visual advertising media that is found outside of the home. Examples of OOH media formats include digital and non-digital billboards, street furniture and transit ads, or place-based advertising in arenas and stadiums. Bulletins or billboards that are located on highly frequented roads are among the most impactful OOH media formats due to their size and consumer exposure.
In 2022, the French holding JCDecaux SE was the world"s leading out-of-home (OOH) advertising company based on revenue, with an annual result reaching almost 3.5 billion U.S. dollars. Clear Channel Outdoor Holdings, Inc. and Lamar Advertising Company (both based in the United States) followed, with revenues of 2.4 billion and two billion dollars, respectively.

This report is a detailed and comprehensive analysis for global Outdoor Advertising Service market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

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Global Outdoor Advertising Service market size and forecasts, in consumption value ($ Million), 2020-2031
Global Outdoor Advertising Service market size and forecasts by region and country, in consumption value ($ Million), 2020-2031
Global Outdoor Advertising Service market size and forecasts, by Type and by Application, in consumption value ($ Million), 2020-2031
Global Outdoor Advertising Service market shares of main players, in revenue ($ Million), 2020-2025

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries
To assess the growth potential for Outdoor Advertising Service
To forecast future growth in each product and end-use market
To assess competitive factors affecting the marketplace
This report profiles key players in the global Outdoor Advertising Service 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, ClearChannel, Lamar, Str?er, Outfront Media, APG | SGA, oOh! Media, Bloom Ads, MediaOnQ, DASH TWO, etc.
This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

Outdoor Advertising Service market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type
- Poster
- LED Screen
- Billboard
- Other

Market segment by Application
- Consumer Goods

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- Entertainment
- Real Estate
- Other

Market segment by players, this report covers
- JCDecaux
- ClearChannel
- Lamar
- Str?er
- Outfront Media
- APG | SGA
- oOh! Media
- Bloom Ads
- MediaOnQ
- DASH TWO
- AdQuick
- Pacific Outdoor
- Stellar
- Asiaray Media Group
- Adams Outdoor
- Reagan Outdoor
- TOM Group
- Lindmark Outdoor Media
- PHOENIX METROPOLIS MEDIA
- Focus Media
- White Horse Advertisement

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 and Rest of Asia-Pacific)
South America (Brazil, 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:

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

Chapter 2, to profile the top players of Outdoor Advertising Service, with revenue, gross margin, and global market share of Outdoor Advertising Service from 2020 to 2025.

Chapter 3, the Outdoor Advertising Service 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 by Application, with consumption value and growth rate by Type, by Application, from 2020 to 2031

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 2020 to 2025.and Outdoor Advertising Service market forecast, by regions, by Type and by Application, with consumption value, from 2026 to 2031.

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

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

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

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