

Europe Digital Out of Home (DOOH) Advertising Market 2020-2030 by Offering (Hardware, Software, Service), Application (Billboard, Transit, Street Furniture), Location (Outdoor, Indoor), End User, and Country: Trend Forecast and Growth Opportunity

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Abstracts

Europe DOOH advertising market accounted for \$1,424.2 million in 2020 and will grow by 12.7% annually over 2020-2030 owing to the increasing adoption of digital OOH ads in commercial verticals, rapid digitization and urbanization in emerging countries, proliferation of smart cities, and growing technological advancements.

Highlighted with 31 tables and 46 figures, this 100-page report “Europe Digital Out of Home (DOOH) Advertising Market 2020-2030 by Offering (Hardware, Software, Service), Application (Billboard, Transit, Street Furniture), Location (Outdoor, Indoor), End User, and Country: Trend Forecast and Growth Opportunity” is based on a comprehensive research of the entire Europe DOOH advertising market and all its sub-segments through extensively detailed classifications. Profound analysis and assessment are generated from premium primary and secondary information sources with inputs derived from industry professionals across the value chain. The report is based on studies on 2017-2019 and provides estimate for 2020 and forecast from 2021 till 2030 with 2019 as the base year. (Please note: The report will be updated before delivery so that the latest historical year is the base year and the forecast covers at least 5 years over the base year.)

In-depth qualitative analyses include identification and investigation of the following aspects:

Market Structure

Growth Drivers

Restraints and Challenges

Emerging Product Trends & Market Opportunities

Porter's Fiver Forces

The trend and outlook of Europe market is forecast in optimistic, balanced, and conservative view by taking into account of COVID-19. The balanced (most likely) projection is used to quantify Europe DOOH advertising market in every aspect of the classification from perspectives of Offering, Application, Location, End User, and Country.

Based on Offering, the Europe market is segmented into the following sub-markets with annual revenue (\$ mn) for 2019-2030 included in each section.

DOOH Hardware

DOOH Software

DOOH Service

Based on Application, the Europe market is segmented into the following sub-markets with annual revenue (\$ mn) for 2019-2030 included in each section.

Billboard DOOH

Transit DOOH

Street Furniture DOOH

Other Applications

Based on Location, the Europe market is segmented into the following sub-markets with annual revenue (\$ mn) for 2019-2030 included in each section.

Outdoor DOOH

Indoor DOOH

Based on End User, the Europe market is segmented into the following sub-markets with annual revenue (\$ mn) for 2019-2030 included in each section.

Retail Industry

Financial Services

Healthcare & Medical Industry

Automotive Industry

IT & Telecom

Government Agencies

Entertainment Industry

Other End Users

Geographically, the following national/local markets are fully investigated:

Germany

UK

France

Spain

Italy

Russia

Rest of Europe (further segmented into Netherlands, Switzerland, Poland, Sweden, Belgium, Austria, Ireland, Norway, Denmark, and Finland)

For each key country, detailed analysis and data for annual revenue (\$ mn) are available for 2019-2030. The breakdown of key national markets by Application, Location, and End User over the forecast years are also included.

The report also covers current competitive scenario and the predicted trend; and profiles key vendors including market leaders and important emerging players.

Key Players (this may not be a complete list and extra companies can be added upon request):

BroadSign International LLC
Clear Channel Outdoor Holdings Inc.
Daktronics Inc.
Exterion Media Group
EyeMedia LLC
JCDecaux Group
Lamar Advertising Company
oOh!media Limited
Outfront Media
QMS Media Limited
SevenOne Media GmbH
Stroer SE & Co. KGaA
Talon Outdoor Ltd
The Times Group

(Please note: The report will be updated before delivery so that the latest historical year is the base year and the forecast covers at least 5 years over the base year.)

Contents

1 INTRODUCTION

- 1.1 Industry Definition and Research Scope
 - 1.1.1 Industry Definition
 - 1.1.2 Research Scope
- 1.2 Research Methodology
 - 1.2.1 Overview of Market Research Methodology
 - 1.2.2 Market Assumption
 - 1.2.3 Secondary Data
 - 1.2.4 Primary Data
 - 1.2.5 Data Filtration and Model Design
 - 1.2.6 Market Size/Share Estimation
 - 1.2.7 Research Limitations
- 1.3 Executive Summary

2 MARKET OVERVIEW AND DYNAMICS

- 2.1 Market Size and Forecast
 - 2.1.1 Impact of COVID-19 on World Economy
 - 2.1.2 Impact of COVID-19 on the Market
- 2.2 Major Growth Drivers
- 2.3 Market Restraints and Challenges
- 2.4 Emerging Opportunities and Market Trends
- 2.5 Porter's Fiver Forces Analysis

3 SEGMENTATION OF EUROPE MARKET BY OFFERING

- 3.1 Market Overview by Offering
- 3.2 DOOH Hardware
- 3.3 DOOH Software
- 3.4 DOOH Service

4 SEGMENTATION OF EUROPE MARKET BY APPLICATION

- 4.1 Market Overview by Application
- 4.2 Billboard DOOH
- 4.3 Transit DOOH

4.4 Street Furniture DOOH

4.5 Other Applications

5 SEGMENTATION OF EUROPE MARKET BY LOCATION

5.1 Market Overview by Location

5.2 Outdoor DOOH

5.3 Indoor DOOH

6 SEGMENTATION OF EUROPE MARKET BY END USER

6.1 Market Overview by End User

6.2 Retail Industry

6.3 Financial Services

6.4 Healthcare & Medical Industry

6.5 Automotive Industry

6.6 IT & Telecom

6.7 Government Agencies

6.8 Entertainment Industry

6.9 Other End Users

7 EUROPEAN MARKET 2019-2030 BY COUNTRY

7.1 Overview of European Market

7.2 Germany

7.3 U.K.

7.4 France

7.5 Spain

7.6 Italy

7.7 Russia

7.8 Rest of European Market

8 COMPETITIVE LANDSCAPE

8.1 Overview of Key Vendors

8.2 New Product Launch, Partnership, Investment, and M&A

8.3 Company Profiles

BroadSign International LLC

Clear Channel Outdoor Holdings Inc.

Daktronics Inc.
Exterion Media Group
EyeMedia LLC
JCDecaux Group
Lamar Advertising Company
oOh!media Limited
Outfront Media
QMS Media Limited
SevenOne Media GmbH
Stroer SE & Co. KGaA
Talon Outdoor Ltd
The Times Group
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List Of Tables

LIST OF TABLES

Table 1. Snapshot of Europe Digital Out of Home (DOOH) Advertising Market in Balanced Perspective, 2019-2030

Table 2. Growth Rate of World GDP, 2020-2022

Table 3. Main Product Trends and Market Opportunities in Europe Digital Out of Home (DOOH) Advertising Market

Table 4. Europe Digital Out of Home (DOOH) Advertising Market by Offering, 2019-2030, \$ mn

Table 5. Europe Digital Out of Home (DOOH) Advertising Market by Application, 2019-2030, \$ mn

Table 6. Europe Digital Out of Home (DOOH) Advertising Market by Location, 2019-2030, \$ mn

Table 7. Europe Digital Out of Home (DOOH) Advertising Market by End User, 2019-2030, \$ mn

Table 8. Europe Digital Out of Home (DOOH) Advertising Market by Country, 2019-2030, \$ mn

Table 9. Germany Digital Out of Home (DOOH) Advertising Market by Application, 2019-2030, \$ mn

Table 10. Germany Digital Out of Home (DOOH) Advertising Market by Location, 2019-2030, \$ mn

Table 11. Germany Digital Out of Home (DOOH) Advertising Market by End User, 2019-2030, \$ mn

Table 12. U.K. Digital Out of Home (DOOH) Advertising Market by Application, 2019-2030, \$ mn

Table 13. U.K. Digital Out of Home (DOOH) Advertising Market by Location, 2019-2030, \$ mn

Table 14. U.K. Digital Out of Home (DOOH) Advertising Market by End User, 2019-2030, \$ mn

Table 15. France Digital Out of Home (DOOH) Advertising Market by Application, 2019-2030, \$ mn

Table 16. France Digital Out of Home (DOOH) Advertising Market by Location, 2019-2030, \$ mn

Table 17. France Digital Out of Home (DOOH) Advertising Market by End User, 2019-2030, \$ mn

Table 18. Spain Digital Out of Home (DOOH) Advertising Market by Application, 2019-2030, \$ mn

Table 19. Spain Digital Out of Home (DOOH) Advertising Market by Location, 2019-2030, \$ mn

Table 20. Spain Digital Out of Home (DOOH) Advertising Market by End User, 2019-2030, \$ mn

Table 21. Italy Digital Out of Home (DOOH) Advertising Market by Application, 2019-2030, \$ mn

Table 22. Italy Digital Out of Home (DOOH) Advertising Market by Location, 2019-2030, \$ mn

Table 23. Italy Digital Out of Home (DOOH) Advertising Market by End User, 2019-2030, \$ mn

Table 24. Russia Digital Out of Home (DOOH) Advertising Market by Application, 2019-2030, \$ mn

Table 25. Russia Digital Out of Home (DOOH) Advertising Market by Location, 2019-2030, \$ mn

Table 26. Russia Digital Out of Home (DOOH) Advertising Market by End User, 2019-2030, \$ mn

Table 27. Digital Out of Home (DOOH) Advertising Market in Rest of Europe by Country, 2019-2030, \$ mn

Table 28. BroadSign International LLC: Company Snapshot

Table 29. BroadSign International LLC: Business Segmentation

Table 30. BroadSign International LLC: Product Portfolio

Table 31. BroadSign International LLC: Revenue, 2017-2019, \$ mn

List Of Figures

LIST OF FIGURES

Figure 1. Research Method Flow Chart

Figure 2. Bottom-up Approach and Top-down Approach for Market Estimation

Figure 3. Europe Market Forecast in Optimistic, Conservative and Balanced Perspectives, 2019-2030

Figure 4. Europe Digital Out of Home (DOOH) Advertising Market, 2019-2030, \$ mn

Figure 5. Impact of COVID-19 on Business

Figure 6. Primary Drivers and Impact Factors of Europe Digital Out of Home (DOOH) Advertising Market

Figure 7. World Digital Advertising Market by Revenue, 2015-2026, \$ bn

Figure 8. World Digital Signage Market, 2019-2026, \$ mn

Figure 9. Primary Restraints and Impact Factors of Europe Digital Out of Home (DOOH) Advertising Market

Figure 10. Investment Opportunity Analysis

Figure 11. Porter's Five Forces Analysis of Europe Digital Out of Home (DOOH) Advertising Market

Figure 12. Breakdown of Europe Digital Out of Home (DOOH) Advertising Market by Offering, 2019-2030, % of Revenue

Figure 13. Europe Addressable Market Cap in 2021-2030 by Offering, Value (\$ mn) and Share (%)

Figure 14. Europe Digital Out of Home (DOOH) Advertising Market: DOOH Hardware, 2019-2030, \$ mn

Figure 15. Europe Digital Out of Home (DOOH) Advertising Market: DOOH Software, 2019-2030, \$ mn

Figure 16. Europe Digital Out of Home (DOOH) Advertising Market: DOOH Service, 2019-2030, \$ mn

Figure 17. Breakdown of Europe Digital Out of Home (DOOH) Advertising Market by Application, 2019-2030, % of Sales Revenue

Figure 18. Europe Addressable Market Cap in 2021-2030 by Application, Value (\$ mn) and Share (%)

Figure 19. Europe Digital Out of Home (DOOH) Advertising Market: Billboard DOOH, 2019-2030, \$ mn

Figure 20. Europe Digital Out of Home (DOOH) Advertising Market: Transit DOOH, 2019-2030, \$ mn

Figure 21. Europe Digital Out of Home (DOOH) Advertising Market: Street Furniture DOOH, 2019-2030, \$ mn

Figure 22. Europe Digital Out of Home (DOOH) Advertising Market: Other Applications, 2019-2030, \$ mn

Figure 23. Breakdown of Europe Digital Out of Home (DOOH) Advertising Market by Location, 2019-2030, % of Sales Revenue

Figure 24. Europe Addressable Market Cap in 2021-2030 by Location, Value (\$ mn) and Share (%)

Figure 25. Europe Digital Out of Home (DOOH) Advertising Market: Outdoor DOOH, 2019-2030, \$ mn

Figure 26. Europe Digital Out of Home (DOOH) Advertising Market: Indoor DOOH, 2019-2030, \$ mn

Figure 27. Breakdown of Europe Digital Out of Home (DOOH) Advertising Market by End User, 2019-2030, % of Revenue

Figure 28. Europe Addressable Market Cap in 2021-2030 by End User, Value (\$ mn) and Share (%)

Figure 29. Europe Digital Out of Home (DOOH) Advertising Market: Retail Industry, 2019-2030, \$ mn

Figure 30. Europe Digital Out of Home (DOOH) Advertising Market: Financial Services, 2019-2030, \$ mn

Figure 31. Europe Digital Out of Home (DOOH) Advertising Market: Healthcare & Medical Industry, 2019-2030, \$ mn

Figure 32. Europe Digital Out of Home (DOOH) Advertising Market: Automotive Industry, 2019-2030, \$ mn

Figure 33. Europe Digital Out of Home (DOOH) Advertising Market: IT & Telecom, 2019-2030, \$ mn

Figure 34. Europe Digital Out of Home (DOOH) Advertising Market: Government Agencies, 2019-2030, \$ mn

Figure 35. Europe Digital Out of Home (DOOH) Advertising Market: Entertainment Industry, 2019-2030, \$ mn

Figure 36. Europe Digital Out of Home (DOOH) Advertising Market: Other End Users, 2019-2030, \$ mn

Figure 37. Breakdown of European Digital Out of Home (DOOH) Advertising Market by Country, 2019 and 2030F, % of Revenue

Figure 38. Contribution to Europe 2021-2030 Cumulative Revenue by Country, Value (\$ mn) and Share (%)

Figure 39. Digital Out of Home (DOOH) Advertising Market in Germany, 2019-2030, \$ mn

Figure 40. Digital Out of Home (DOOH) Advertising Market in U.K., 2019-2030, \$ mn

Figure 41. Digital Out of Home (DOOH) Advertising Market in France, 2019-2030, \$ mn

Figure 42. Digital Out of Home (DOOH) Advertising Market in Spain, 2019-2030, \$ mn

Figure 43. Digital Out of Home (DOOH) Advertising Market in Italy, 2019-2030, \$ mn

Figure 44. Digital Out of Home (DOOH) Advertising Market in Russia, 2019-2030, \$ mn

Figure 45. Digital Out of Home (DOOH) Advertising Market in Rest of Europe,
2019-2030, \$ mn

Figure 46. Growth Stage of Europe Digital Out of Home (DOOH) Advertising Industry
over the Forecast Period

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