

2017-2025 World Outdoor Advertising Market Research Report (by Product Type, End- User/Application and Regions/Countries)

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Abstracts

SUMMARY

Outdoor advertising is a form of advertising that focuses on consumers in public places, in transit, or commercial locations. It is a mass-market medium used to broadcast messages for branding and to support campaigns. Outdoor advertising expenses are split between traditional modes of physical and digital. Traditional physical outdoor media include billboards, street furniture, transit displays, and commercial displays. Digital outdoor media include media that are connected to the network such as smart billboards. Outdoor advertising formats are classified into four categories: billboards, street furniture, transit advertising, and alternative media.

This report includes market status and forecast of global and major regions, with introduction of vendors, regions, product types and end industries; and this report counts product types and end industries in global and major regions.

The report includes as follows:

The report provides current data, historical overview and future forecast.

The report includes an in-depth analysis of the Global market for Outdoor Advertising , covering Global total and major region markets.

The data of 2017-2025 are included. All-inclusive market are given through data on sales, consumption, and prices (Global total and by major regions).

The report provides introduction of leading Global manufacturers.

Outdoor Advertising market prospects to 2025 are included (in sales, consumption and price).

Market Segment as follows:

By Region / Countries

North America (U.S., Canada, Mexico)

Europe (Germany, U.K., France, Italy, Russia, Spain etc)

Asia-Pacific (China, India, Japan, Southeast Asia etc)

South America (Brazil, Argentina etc)

Middle East & Africa (Saudi Arabia, South Africa etc)

By Type

Billboards

Street Furniture

Transit Displays

Others

By End-User / Application

Food & Beverage Industry

Vehicles Industry

Health and Medical Industry

Commercial and Personal Services

Consumer Goods

Others

By Company

Clear Channel Outdoor Holdings, Inc.

JCDecaux

Lamar Advertising Company

Outfront Media Inc.

Str er

Adam Outdoor Advertising

Bell media

Captive Network

CBS Outdoor

CEMUSA

EPAMEDIA

Fairway Outdoor Advertising

Focus Media holding limited

Affichage Holding

News outdoor

Air Media

Contents

1 MARKET DEFINITION

- 1.1 Market Segment Overview
- 1.2 by Type
- 1.3 by End-Use / Application

2 GLOBAL MARKET BY VENDORS

- 2.1 Market Share
- 2.2 Vendor Profile
- 2.3 Dynamic of Vendors

3 GLOBAL MARKET BY TYPE

- 3.1 Market Share
- 3.2 Introduction of End-Use by Different Products

4 GLOBAL MARKET BY END-USE / APPLICATION

- 4.1 Market Share
- 4.2 Overview of Consumption Characteristics
 - 4.2.1 Preference Driven
 - 4.2.2 Substitutability
 - 4.2.3 Influence by Strategy
 - 4.2.4 Professional Needs

5 GLOBAL MARKET BY REGIONS

- 5.1 Market Share
- 5.2 Regional Market Growth
 - 5.2.1 North America
 - 5.2.2 Europe
 - 5.2.3 Asia-Pacific
 - 5.2.4 South America
 - 5.2.5 Middle East & Africa

6 NORTH AMERICA MARKET

- 6.1 by Type
- 6.2 by End-Use / Application
- 6.3 by Regions

7 EUROPE MARKET

- 7.1 by Type
- 7.2 by End-Use / Application
- 7.3 by Regions

8 ASIA-PACIFIC MARKET

- 8.1 by Type
- 8.2 by End-Use / Application
- 8.3 by Regions

9 SOUTH AMERICA MARKET

- 9.1 by Type
- 9.2 by End-Use / Application
- 9.3 by Regions

10 MIDDLE EAST & AFRICA MARKET

- 10.1 by Type
- 10.2 by End-Use / Application
- 10.3 by Regions

11 MARKET FORECAST

- 11.1 Global Market Forecast (2020-2025)
- 11.2 Market Forecast by Regions (2020-2025)
- 11.3 Market Forecast by Type (2020-2025)
- 11.4 Market Forecast by End-Use / Application (2020-2025)

12 KEY MANUFACTURERS

12.PROCTER & GAMBLE CLEAR CHANNEL OUTDOOR HOLDINGS, INC.

- 12.1.2 Company Overview
- 12.1.2 Product and End-User / Application
- 12.1.3 Business Data (Sales Revenue, Cost and Margin)
- 12.2 JCDecaux
- 12.3 Lamar Advertising Company
- 12.4 Outfront Media Inc.
- 12.5 Str er
- 12.6 Adam Outdoor Advertising
- 12.7 Bell media
- 12.8 Captive Network
- 12.9 CBS Outdoor
- 12.10 CEMUSA
- 12.11 EPAMEDIA
- 12.12 Fairway Outdoor Advertising
- 12.13 Focus Media holding limited
- 12.14 Affichage Holding
- 12.15 News outdoor
- 12.16 Air Media

13 PRICE OVERVIEW

- 13.1 Price Segment
- 13.2 Price Trend

14 RESEARCH CONCLUSION

List Of Tables

LIST OF TABLES

Table Global Outdoor Advertising Market and Growth by Type
Table Global Outdoor Advertising Market and Growth by End-Use / Application
Table Global Outdoor Advertising Revenue (Million USD) by Vendors (2017-2019)
Table Global Outdoor Advertising Revenue Share by Vendors (2017-2019)
Table Global Outdoor Advertising Market Volume () by Vendors (2017-2019)
Table Global Outdoor Advertising Market Volume Share by Vendors (2017-2019)
Table Headquarter, Factories & Sales Regions Comparison of Vendors
Table Product List of Vendors
Table Global Outdoor Advertising Market (Million USD) by Type (2017-2019)
Table Global Outdoor Advertising Market Share by Type (2017-2019)
Table Global Outdoor Advertising Market Volume () by Type (2017-2019)
Table Global Outdoor Advertising Market Volume Share by Type (2017-2019)
Table Global Outdoor Advertising Market (Million USD) by End-Use / Application (2017-2019)
Table Global Outdoor Advertising Market Share by End-Use / Application (2017-2019)
Table Global Outdoor Advertising Market Volume () by End-Use / Application (2017-2019)
Table Global Outdoor Advertising Market Volume Share by End-Use / Application (2017-2019)
Table Global Outdoor Advertising Market (Million USD) by Regions (2017-2019)
Table Global Outdoor Advertising Market Share by Regions (2017-2019)
Table Global Outdoor Advertising Market Volume () by Regions (2017-2019)
Table Global Outdoor Advertising Market Volume Share by Regions (2017-2019)
Table North America Outdoor Advertising Market (Million USD) by Type (2017-2019)
Table North America Outdoor Advertising Market Share by Type (2017-2019)
Table North America Outdoor Advertising Market (Million USD) by End-Use / Application (2017-2019)
Table North America Outdoor Advertising Market Share by End-Use / Application (2017-2019)
Table North America Outdoor Advertising Market (Million USD) by Regions (2017-2019)
Table North America Outdoor Advertising Market Share by Regions (2017-2019)
Table Europe Outdoor Advertising Market (Million USD) by Type (2017-2019)
Table Europe Outdoor Advertising Market Share by Type (2017-2019)
Table Europe Outdoor Advertising Market (Million USD) by End-Use / Application (2017-2019)

Table Europe Outdoor Advertising Market Share by End-Use / Application (2017-2019)

Table Europe Outdoor Advertising Market (Million USD) by Regions (2017-2019)

Table Europe Outdoor Advertising Market Share by Regions (2017-2019)

Table Asia-Pacific Outdoor Advertising Market (Million USD) by Type (2017-2019)

Table Asia-Pacific Outdoor Advertising Market Share by Type (2017-2019)

Table Asia-Pacific Outdoor Advertising Market (Million USD) by End-Use / Application (2017-2019)

Table Asia-Pacific Outdoor Advertising Market Share by End-Use / Application (2017-2019)

Table Asia-Pacific Outdoor Advertising Market (Million USD) by Regions (2017-2019)

Table Asia-Pacific Outdoor Advertising Market Share by Regions (2017-2019)

Table South America Outdoor Advertising Market (Million USD) by Type (2017-2019)

Table South America Outdoor Advertising Market Share by Type (2017-2019)

Table South America Outdoor Advertising Market (Million USD) by End-Use / Application (2017-2019)

Table South America Outdoor Advertising Market Share by End-Use / Application (2017-2019)

Table South America Outdoor Advertising Market (Million USD) by Regions (2017-2019)

Table Middle East & Africa Outdoor Advertising Market Share by Regions (2017-2019)

Table Middle East & Africa Outdoor Advertising Market (Million USD) by Type (2017-2019)

Table Middle East & Africa Outdoor Advertising Market Share by Type (2017-2019)

Table Middle East & Africa Outdoor Advertising Market (Million USD) by End-Use / Application (2017-2019)

Table Middle East & Africa Outdoor Advertising Market Share by End-Use / Application (2017-2019)

Table Middle East & Africa Outdoor Advertising Market (Million USD) by Regions (2017-2019)

Table Middle East & Africa Outdoor Advertising Market Share by Regions (2017-2019)

Table Global Outdoor Advertising Market (Million USD) Forecast by Regions (2020-2025)

Table Global Outdoor Advertising Market Share Forecast by Regions (2020-2025)

Table Global Outdoor Advertising Market Volume () Forecast by Regions (2020-2025)

Table Global Outdoor Advertising Market Volume Share Forecast by Regions (2020-2025)

Table Global Outdoor Advertising Market (Million USD) Forecast by Type (2020-2025)

Table Global Outdoor Advertising Market Share by Forecast Type (2020-2025)

Table Global Outdoor Advertising Market (Million USD) Forecast by End-Use / Application (2020-2025)

Table Global Outdoor Advertising Market Share Forecast by End-Use / Application (2020-2025)

Table Sales Revenue, Volume, Price, Cost and Margin of Clear Channel Outdoor Holdings, Inc.

Table Sales Revenue, Volume, Price, Cost and Margin of JCDecaux

Table Sales Revenue, Volume, Price, Cost and Margin of Lamar Advertising Company

Table Sales Revenue, Volume, Price, Cost and Margin of Outfront Media Inc.

Table Sales Revenue, Volume, Price, Cost and Margin of Str er

Table Sales Revenue, Volume, Price, Cost and Margin of Adam Outdoor Advertising

Table Sales Revenue, Volume, Price, Cost and Margin of Bell media

Table Sales Revenue, Volume, Price, Cost and Margin of Captive Network

Table Sales Revenue, Volume, Price, Cost and Margin of CBS Outdoor

Table Sales Revenue, Volume, Price, Cost and Margin of CEMUSA

Table Sales Revenue, Volume, Price, Cost and Margin of EPAMEDIA

Table Sales Revenue, Volume, Price, Cost and Margin of Fairway Outdoor Advertising

Table Sales Revenue, Volume, Price, Cost and Margin of Focus Media holding limited

Table Sales Revenue, Volume, Price, Cost and Margin of Affichage Holding

Table Sales Revenue, Volume, Price, Cost and Margin of News outdoor

Table Sales Revenue, Volume, Price, Cost and Margin of Air Media

List Of Figures

LIST OF FIGURES

Figure Global Outdoor Advertising Market Size (Million USD) 2017-2025

Figure North America Market Growth 2015-2018

Figure Europe Market Growth 2017-2019

Figure Asia-Pacific Market Growth 2017-2019

Figure South America Market Growth 2017-2019

Figure Middle East & Africa Market Growth 2017-2019

Figure Global Outdoor Advertising Market (Million USD) and Growth Forecast (2020-2025)

Figure Global Outdoor Advertising Market Volume () and Growth Forecast (2020-2025)

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