

COVID-19 Global & USA Outdoor Advertising Market Research by Company, Type & Application 2015-2026

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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.

HeyReport estimates that the Outdoor Advertising market size will grow from xxx Million USD in 2020 to xxxx Million USD by 2025, and with a CAGR of xx%. The base year considered for this report is 2019, and the market forecast is projected from 2021 to 2025.

In this report, HeyReport discusses the Global & USA industrial policies, economic environment, and the impact of covid-19 on the Outdoor Advertising industry and its cost structure. Besides, this report covers the basic market dynamics, market size and companies competition data. In addition, the report also conducts basic market research on major product type, market end-use and regional trade.

Market Segment as follows:

Product Type Segmentation Includes

Billboards

Street Furniture

Transit Displays

Others

Application Segmentation Includes

Food & Beverage Industry

Vehicles Industry

Health and Medical Industry

Commercial and Personal Services

Consumer Goods

Others

Companies Includes

Clear Channel Outdoor Holdings, Inc.

JCDecaux

Lamar Advertising Company

Outfront Media Inc.

Strider

Adam Outdoor Advertising

Bell media

Captive Network

CBS Outdoor

CEMUSA

EPAMEDIA

Fairway Outdoor Advertising

Focus Media holding limited

Affichage Holding

News outdoor

Air Media

The main contents of the report including:

Section 1:

Product definition, type and application, Global & USA market overview;

Section 2:

Global & USA Market competition by company;

Section 3:

Global & USA sales revenue, volume and price by type;

Section 4:

Global & USA sales revenue, volume and price by application;

Section 5:

USA export and import;

Section 6:

Company information, business overview, sales data and product specifications;

Section 7:

Industry chain and raw materials;

Section 8:

Industrial policies & economic environment

Section 9:

Conclusion.

For any other requirements, please feel free to contact HeyReport for customized contents.

Contents

1 MARKET OVERVIEW

1.1 Market Segment Overview

1.1.1 Product Definition

1.1.2 Market by Type

1.1.2.1 Billboards

1.1.2.2 Street Furniture

1.1.2.3 Transit Displays

1.1.2.4 Others

1.1.3 Market by Application

1.1.3.1 Food & Beverage Industry

1.1.3.2 Vehicles Industry

1.1.3.3 Health and Medical Industry

1.1.3.4 Commercial and Personal Services

1.1.3.5 Consumer Goods

1.1.3.6 Others

1.2 Global & USA Market Size & Forecast

1.2.1 Global Market (2015-2020 & 2021-2026)

1.2.2 USA Market (2015-2020 & 2021-2026)

2 GLOBAL & USA MARKET BY COMPANY

2.1 Global Sales by Company

2.2 USA Sales by Company

3 GLOBAL & USA MARKET BY TYPE

3.1 Global Sales by Product Type

3.2 USA Sales by Product Type

4 GLOBAL & USA MARKET BY APPLICATION

4.1 Global Sales by Application

4.2 USA Sales by Application

5 USA TRADE

5.1 Export Overview

5.2 Import Overview

6 KEY COMPANIES LIST

6.1 Clear Channel Outdoor Holdings, Inc.

6.1.1 Company Information

6.1.2 Product Specifications

6.1.3 Business Data (2015-2020) (Sales Revenue, Cost and Margin)

6.2 JCDecaux

6.2.1 Company Information

6.2.2 Product Specifications

6.2.3 Business Data (2015-2020) (Capacity, Sales Revenue, Volume, Price, Cost and Margin)

6.3 Lamar Advertising Company

6.3.1 Company Information

6.3.2 Product Specifications

6.3.3 Business Data (2015-2020) (Capacity, Sales Revenue, Volume, Price, Cost and Margin)

6.4 Outfront Media Inc.

6.4.1 Company Information

6.4.2 Product Specifications

6.4.3 Business Data (2015-2020) (Capacity, Sales Revenue, Volume, Price, Cost and Margin)

6.5 Str er

6.5.1 Company Information

6.5.2 Product Specifications

6.5.3 Business Data (2015-2020) (Capacity, Sales Revenue, Volume, Price, Cost and Margin)

6.6 Adam Outdoor Advertising

6.6.1 Company Information

6.6.2 Product Specifications

6.6.3 Business Data (2015-2020) (Capacity, Sales Revenue, Volume, Price, Cost and Margin)

6.7 Bell media

6.7.1 Company Information

6.7.2 Product Specifications

6.7.3 Business Data (2015-2020) (Capacity, Sales Revenue, Volume, Price, Cost and Margin)

6.8 Captive Network

6.8.1 Company Information

6.8.2 Product Specifications

6.8.3 Business Data (2015-2020) (Capacity, Sales Revenue, Volume, Price, Cost and Margin)

6.9 CBS Outdoor

6.9.1 Company Information

6.9.2 Product Specifications

6.9.3 Business Data (2015-2020) (Capacity, Sales Revenue, Volume, Price, Cost and Margin)

6.10 CEMUSA

6.10.1 Company Information

6.10.2 Product Specifications

6.10.3 Business Data (2015-2020) (Capacity, Sales Revenue, Volume, Price, Cost and Margin)

6.11 EPAMEDIA

6.11.1 Company Information

6.11.2 Product Specifications

6.11.3 Business Data (2015-2020) (Capacity, Sales Revenue, Volume, Price, Cost and Margin)

6.12 Fairway Outdoor Advertising

6.12.1 Company Information

6.12.2 Product Specifications

6.12.3 Business Data (2015-2020) (Sales Revenue, Cost and Margin)

6.13 Focus Media holding limited

6.13.1 Company Information

6.13.2 Product Specifications

6.13.3 Business Data (2015-2020) (Capacity, Sales Revenue, Volume, Price, Cost and Margin)

6.14 Affichage Holding

6.14.1 Company Information

6.14.2 Product Specifications

6.14.3 Business Data (2015-2020) (Sales Revenue, Cost and Margin)

6.15 News outdoor

6.15.1 Company Information

6.15.2 Product Specifications

6.15.3 Business Data (2015-2020) (Sales Revenue, Cost and Margin)

6.16 Air Media

6.16.1 Company Information

6.16.2 Product Specifications

6.16.3 Business Data (2015-2020) (Sales Revenue, Cost and Margin)

7 INDUSTRY UPSTREAM

7.1 Industry Chain

7.2 Upstream Overview

8 POLICIES & MARKET ENVIRONMENT

8.1 Policies

8.1.1 Major Regions Policies

8.1.2 Policies in USA

8.2 Market Environment

8.2.1 Porter's Five Forces

8.2.2 Impact of COVID-19

9 RESEARCH CONCLUSION

List Of Tables

LIST OF TABLES

Table Global Market Sales Revenue by Company 2015-2020
Table Global Market Sales Revenue Share by Company 2015-2020
Table Global Market Sales Volume by Company 2015-2020
Table Global Market Sales Volume Share by Company 2015-2020
Table Global Price by Company 2015-2020
Table USA Market Sales Revenue by Company 2015-2020
Table USA Market Sales Revenue Share by Company 2015-2020
Table USA Market Sales Volume by Company 2015-2020
Table USA Market Sales Volume Share by Company 2015-2020
Table USA Price by Company 2015-2020
Table Global Market Sales Revenue by Type 2015-2020
Table Global Market Sales Revenue Share by Type 2015-2020
Table Global Market Sales Volume by Type 2015-2020
Table Global Market Sales Volume Share by Type 2015-2020
Table Global Price by Type 2015-2020
Table USA Market Sales Revenue by Type 2015-2020
Table USA Market Sales Revenue Share by Type 2015-2020
Table USA Market Sales Volume by Type 2015-2020
Table USA Market Sales Volume Share by Type 2015-2020
Table USA Price by Type 2015-2020
Table Global Market Sales Revenue by Application 2015-2020
Table Global Market Sales Revenue Share by Application 2015-2020
Table Global Market Sales Volume by Application 2015-2020
Table Global Market Sales Volume Share by Application 2015-2020
Table Global Price by Application 2015-2020
Table USA Market Sales Revenue by Application 2015-2020
Table USA Market Sales Revenue Share by Application 2015-2020
Table USA Market Sales Volume by Application 2015-2020
Table USA Market Sales Volume Share by Application 2015-2020
Table USA Price by Application 2015-2020
Table USA Export 2015-2020 (Million USD)
Table USA Export 2015-2020 ()
Table USA Import 2015-2020 (Million USD)
Table USA Import 2015-2020 ()
Table Sales Revenue, Cost and Margin of Clear Channel Outdoor Holdings, Inc.

Table Sales Revenue, Cost and Margin of JCDecaux
Table Sales Revenue, Cost and Margin of Lamar Advertising Company
Table Sales Revenue, Cost and Margin of Outfront Media Inc.
Table Sales Revenue, Cost and Margin of Str er
Table Sales Revenue, Cost and Margin of Adam Outdoor Advertising
Table Sales Revenue, Cost and Margin of Bell media
Table Sales Revenue, Cost and Margin of Captive Network
Table Sales Revenue, Cost and Margin of CBS Outdoor
Table Sales Revenue, Cost and Margin of CEMUSA
Table Sales Revenue, Cost and Margin of EPAMEDIA
Table Sales Revenue, Cost and Margin of Fairway Outdoor Advertising
Table Sales Revenue, Cost and Margin of Focus Media holding limited
Table Sales Revenue, Cost and Margin of Affichage Holding
Table Sales Revenue, Cost and Margin of News outdoor
Table Sales Revenue, Cost and Margin of Air Media

List Of Figures

LIST OF FIGURES

Figure Billboards Market Size and Growth 2015-2020 (Million USD)
Figure Billboards Market Forecast and Growth 2021-2026 (Million USD)
Figure Street Furniture Market Size and Growth 2015-2020 (Million USD)
Figure Street Furniture Market Forecast and Growth 2021-2026 (Million USD)
Figure Transit Displays Market Size and Growth 2015-2020 (Million USD)
Figure Transit Displays Market Forecast and Growth 2021-2026 (Million USD)
Figure Others Market Size and Growth 2015-2020 (Million USD)
Figure Others Market Forecast and Growth 2021-2026 (Million USD)
Figure Food & Beverage Industry Market Size and Growth 2015-2020 (Million USD)
Figure Food & Beverage Industry Market Forecast and Growth 2021-2026 (Million USD)
Figure Vehicles Industry Market Size and Growth 2015-2020 (Million USD)
Figure Vehicles Industry Market Forecast and Growth 2021-2026 (Million USD)
Figure Health and Medical Industry Market Size and Growth 2015-2020 (Million USD)
Figure Health and Medical Industry Market Forecast and Growth 2021-2026 (Million USD)
Figure Commercial and Personal Services Market Size and Growth 2015-2020 (Million USD)
Figure Commercial and Personal Services Market Forecast and Growth 2021-2026 (Million USD)
Figure Consumer Goods Market Size and Growth 2015-2020 (Million USD)
Figure Consumer Goods Market Forecast and Growth 2021-2026 (Million USD)
Figure Others Market Size and Growth 2015-2020 (Million USD)
Figure Others Market Forecast and Growth 2021-2026 (Million USD)
Figure Global Outdoor Advertising Market Size and Growth 2015-2020 (Million USD)
Figure Global Outdoor Advertising Market Size and Growth 2015-2020 ()
Figure Global Outdoor Advertising Market Forecast and Growth 2021-2026 (Million USD)
Figure Global Outdoor Advertising Market Forecast and Growth 2021-2026 ()
Figure USA Outdoor Advertising Market Size and Growth 2015-2020 (Million USD)
Figure USA Outdoor Advertising Market Size and Growth 2015-2020 ()
Figure USA Outdoor Advertising Market Forecast and Growth 2021-2026 (Million USD)
Figure USA Outdoor Advertising Market Forecast and Growth 2021-2026 ()
Figure Global Market Sales Revenue Share by Company in 2019
Figure Global Market Sales Volume Share by Company in 2019
Figure USA Market Sales Revenue Share by Company in 2019

Figure USA Market Sales Volume Share by Company in 2019
Figure Global Market Sales Revenue Share by Type in 2019
Figure Global Market Sales Volume Share by Type in 2019
Figure USA Market Sales Revenue Share by Type in 2019
Figure USA Market Sales Volume Share by Type in 2019
Figure Global Market Sales Revenue Share by Application in 2019
Figure Global Market Sales Volume Share by Application in 2019
Figure USA Market Sales Revenue Share by Application in 2019
Figure USA Market Sales Volume Share by Application in 2019
Figure Industry Chain Overview

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