

# Global Outdoor Advertising Market Report and Forecast 2022-2027

<https://marketpublishers.com/r/GD0DC87AA0AEN.html>

Date: May 2022

Pages: 105

Price: US\$ 2,499.00 (Single User License)

ID: GD0DC87AA0AEN

## Abstracts

The global outdoor advertising market reached a value of US\$ 33.5 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 52.3 Billion by 2027, exhibiting a CAGR of 7.5% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic. These insights are included in the report as a major market contributor.

Outdoor advertising, also known as out-of-home (OOH) advertising, is used by enterprises to promote products or services and spread business-related information among the masses. It can be placed inside and outside trains and taxis, on billboards and posters, and at bus shelters, shopping centers, airports, kiosks, and sports stadiums. It provides a cost-efficient and long-lasting solution with wide coverage compared to other forms of advertising. As a result, organizations worldwide are relying on outdoor advertising with other media platforms to expand their audience reach and improve brand value and recall rate.

### Outdoor Advertising Market Trends:

The rising internet penetration, rapid digitization, and the increasing focus on targeted marketing are among the key factors strengthening the growth of the market across the globe. This can also be accredited to expanding retail facilities, coupled with the growing number of people spending time outdoors. Moreover, the rising use of point of sale (POS) campaigns by brands or marketers to promote limited or special edition and discounted products and create impulse purchases is driving the market. Apart from this, with expanding businesses globally, vehicle or transit advertising is gaining immense traction as an on-the-go advertisement with printed graphics to capitalize on an area of high traffic and generate brand awareness. Furthermore, with increasing

construction activities of homes and commercial buildings, hoardings and scaffold banners are widely utilized in outdoor advertising to keep the workers safe and promote the available spaces for rent. Besides this, the integration of advanced technologies, such as near field communication (NFC) and artificial intelligence (AI), which generate real-time viewership analytics, is anticipated to present key players with lucrative growth opportunities.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global outdoor advertising market, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on type and segment.

#### Breakup by Type:

Traditional Outdoor Advertising

Digital Outdoor Advertising

#### Breakup by Segment:

Billboard Advertising

Transport Advertising

Street Furniture Advertising

Others

Billboard advertising represents the largest segment as it requires minimal effort and offers a high rate of investment (ROI).

#### Breakup by Region:

Asia

China

Japan

India

South Korea

Others

Australasia

Australia

New Zealand

Others

Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa  
Saudi Arabia  
UAE  
Egypt  
South Africa  
Others

Asia holds the majority of the market share on account of the increasing number of commercial spaces in the region.

#### Competitive Landscape:

The competitive landscape of the market has been analyzed in the report, along with the detailed profiles of the major players operating in the industry.

#### Key Questions Answered in This Report

1. What was the size of the global outdoor advertising market in 2021?
2. What is the expected growth rate of the global outdoor advertising market during 2022-2027?
3. What are the key factors driving the global outdoor advertising market?
4. What has been the impact of COVID-19 on the global outdoor advertising market?
5. What is the breakup of the global outdoor advertising market based on the type?
6. What is the breakup of the global outdoor advertising market based on the segment?
7. What are the key regions in the global outdoor advertising market?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 INTRODUCTION**

- 3.1 Overview
- 3.2 Executive Summary
- 3.3 Key Industry Trends

### **4 GLOBAL ADVERTISING MARKET**

- 4.1 Current and Historical Market Trends
- 4.2 Performance of Various Segments
- 4.3 Performance of Various Regions
- 4.4 Key Players and their Market Shares
- 4.5 Market Forecast

### **5 GLOBAL OUTDOOR ADVERTISING MARKET**

- 5.1 Market Overview
- 5.2 Current and Historical Market Trends
- 5.3 Impact of COVID-19
- 5.4 Performance by Region
  - 5.4.1 Asia
    - 5.4.1.1 China
    - 5.4.1.2 Japan

- 5.4.1.3 India
- 5.4.1.4 South Korea
- 5.4.1.5 Others
- 5.4.2 Australasia
  - 5.4.2.1 Australia
  - 5.4.2.2 New Zealand
  - 5.4.2.3 Others
- 5.4.3 Europe
  - 5.4.3.1 Germany
  - 5.4.3.2 France
  - 5.4.3.3 United Kingdom
  - 5.4.3.4 Italy
  - 5.4.3.5 Spain
  - 5.4.3.6 Russia
  - 5.4.3.7 Others
- 5.4.4 Latin America
  - 5.4.4.1 Brazil
  - 5.4.4.2 Mexico
  - 5.4.4.3 Others
- 5.4.5 Middle East and Africa
  - 5.4.5.1 Saudi Arabia
  - 5.4.5.2 UAE
  - 5.4.5.3 Egypt
  - 5.4.5.4 South Africa
  - 5.4.5.5 Others
- 5.5 Market Breakup by Type
  - 5.5.1 Traditional Outdoor Advertising Market
  - 5.5.2 Digital Outdoor Advertising Market
- 5.6 Performance by Segment
  - 5.6.1 Billboard Advertising
  - 5.6.2 Transport Advertising
  - 5.6.3 Street Furniture Advertising
  - 5.6.4 Others
- 5.7 Market Breakup by Industry
- 5.8 Market Forecast
- 5.9 Outdoor Advertising Pricing Models
- 5.10 SWOT Analysis
  - 5.10.1 Overview
  - 5.10.2 Strengths

- 5.10.3 Weaknesses
- 5.10.4 Opportunities
- 5.10.5 Threats
- 5.11 Value Chain Analysis
  - 5.11.1 Research
  - 5.11.2 Content Development
  - 5.11.3 Advertising Agencies
  - 5.11.4 Outdoor Media (Billboards, Public Transport, Street Furniture, etc.)
  - 5.11.5 Audience
- 5.12 Porters Five Forces Analysis
  - 5.12.1 Bargaining Power of Suppliers
  - 5.12.2 Bargaining Power of Buyers
  - 5.12.3 Threat of Substitutes
  - 5.12.4 Competitive Rivalry
  - 5.12.5 Threat of New Entrants
- 5.13 Key Challenges

## **6 GLOBAL OUTDOOR ADVERTISING MARKET: COMPETITIVE LANDSCAPE**

- 6.1 Market Structure
- 6.2 Profiles of Leading Players

## List Of Tables

### LIST OF TABLES

Table 3 1: Global: Advertising Market: Performance of Various Segments, (in Billion US\$), 2016-2021

Table 3 2: Global: Advertising Market Forecast: Performance of Various Segments, (in Billion US\$), 2022-2027

## List Of Figures

### LIST OF FIGURES

Figure 5 1: Global: Advertising Market: Sales Value (in Billion US\$), 2016-2021

Figure 5 2: Global: Advertising Market: Breakup by Segment (in %), 2021

Figure 5 3: Global: Advertising Market: Regional Breakup by Value (in Billion US\$), 2016 and 2021

Figure 5 4: Global: Advertising Market: Regional Breakup (in %), 2021

Figure 5 5: Global: Advertising Market: Share of Key Players (in %), 2021

Figure 5 6: Global: Advertising Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 5 7: Global: Advertising Market Forecast: Breakup by Segments (in %), 2027

Figure 5 8: Global: Advertising Market Forecast: Regional Breakup (in %), 2027

Figure 6 1: Global: Outdoor Advertising Market: Sales Value (in Billion US\$), 2016-2021

Figure 6 2: Global: Outdoor Advertising Market: Regional Breakup by Value, 2021 and 2027

Figure 6 3: Global: Outdoor Advertising Market: Breakup by Region (in %), 2021

Figure 6 4: Asia: Outdoor Advertising Market: Sales Value (in Billion US\$), 2016 and 2021

Figure 6 5: Asia: Outdoor Advertising Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 6 6: Australasia: Outdoor Advertising Market: Sales Value (in Billion US\$), 2016 and 2021

Figure 6 7: Australasia: Outdoor Advertising Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 6 8: Europe: Outdoor Advertising Market: Sales Value (in Billion US\$), 2016 and 2021

Figure 6 9: Europe: Outdoor Advertising Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 6 10: Latin America: Outdoor Advertising Market: Sales Value (in Billion US\$), 2016 and 2021

Figure 6 11: Latin America: Outdoor Advertising Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 6 12: Middle East and Africa: Outdoor Advertising Market: Sales Value (in Billion US\$), 2016 and 2021

Figure 6 13: Middle East and Africa: Outdoor Advertising Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 6 14: Global: Outdoor Advertising Market: Breakup by Type (in %), 2021



Figure 6 15: Global: Traditional Outdoor Advertising Market: Sales Value (in Billion US\$), 2016 and 2021

Figure 6 16: Global: Traditional Outdoor Advertising Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 6 17: Global: Digital Outdoor Advertising Market: Sales Value (in Billion US\$), 2016 and 2021

Figure 6 18: Global: Digital Outdoor Advertising Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 6 19: Global: Outdoor Advertising Market: Breakup by Segment (in %), 2021

Figure 6 20: Global: Billboard Advertising Market: Sales Value (in Billion US\$), 2016 and 2021

Figure 6 21: Global: Billboard Advertising Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 6 22: Global: Transport Advertising Market: Sales Value (in Billion US\$), 2016 and 2021

Figure 6 23: Global: Transport Advertising Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 6 24: Global: Street Furniture Advertising Market: Sales Value (in Billion US\$), 2016 and 2021

Figure 6 25: Global: Street Furniture Advertising Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 6 26: Global: Others Advertising Market: Sales Value (in Billion US\$), 2016 and 2021

Figure 6 27: Global: Others Advertising Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 6 28: Global: Outdoor Advertising Market: Breakup by Industry (in %), 2021

Figure 6 29: Global: Outdoor Advertising Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 6 30: Global: Outdoor Advertising Market Forecast: Breakup by Region (in %), 2027

Figure 6 31: Global: Outdoor Advertising Market Forecast: Breakup by Segment (in %), 2027

Figure 6 32: Global: Outdoor Advertising Market: SWOT Analysis

Figure 6 33: Global: Outdoor Advertising Market: Value Chain Analysis

Figure 6 34: Global: Outdoor Advertising Market: Porter's Five Forces Analysis

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