

# Mexico Out-of-Home (OOH) Advertising Market Size, Share, Trends and Forecast by Type, Product, Application, End User, and Region, 2026-2034

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## Abstracts

The Mexico out-of-home (OOH) advertising market size was valued at USD 375.3 Million in 2025 and is projected to reach USD 952.3 Million by 2034, growing at a compound annual growth rate of 9.41% from 2026-2034. DOOH technology expansion, programmatic advertising, real-time content delivery, telecom infrastructure upgrades, increasing urbanization, rising consumer mobility, public transport reliance, expanded city connectivity, street furniture formats, smart city projects, experiential campaigns, and scalable advertising formats are some of the factors positively impacting the market.

Mexico Out-of-Home (OOH) Advertising Market Trends:

### Expansion of Digital Out-of-Home (DOOH) Technologies

The Mexico out-of-home (OOH) advertising market has been significantly influenced by the rapid adoption of digital formats across high-traffic zones, including transit hubs, shopping centers, and entertainment districts. Digital billboards, interactive panels, and programmatic buying platforms are redefining how advertisers engage with audiences in real time. These technologies enable dynamic content delivery, performance analytics, and audience targeting based on traffic flow, weather, and geolocation data. Latin America's OOH advertising investment reached USD 1.2 Billion in 2023, with digital formats comprising 28% of total spend, and Mexico ranked among the top five markets alongside Brazil, Argentina, Colombia, and Chile. This positioning highlights the Mexico out-of-home (OOH) advertising market's growing scale and relevance, supported by advertiser demand, digital expansion, and sustained regional leadership. The integration of data-driven solutions with digital OOH screens allows for measurable,

timely, and adaptable campaigns, giving brands increased control over media investments. These shifts are further supported by telecom infrastructure upgrades, enabling seamless connectivity for real-time updates across the display network. The growth of digital assets in key metropolitan markets, especially Mexico City and Guadalajara, has contributed to reshaping competitive dynamics and increasing Mexico out-of-home (OOH) advertising market share among both local operators and multinational media companies. In addition to improved targeting, digital formats offer a more sustainable and cost-efficient model by reducing the need for manual installation and static print materials. This shift is driving platform-level innovation among media agencies, who are deploying automated content management systems and AI-driven optimization tools to enhance campaign effectiveness. As a result, more advertisers are transitioning from traditional formats to DOOH to align with market expectations, reduce operational costs, and appeal to digitally fluent consumer segments. These elements continue to support long-term Mexico out-of-home (OOH) advertising market growth through enhanced return on ad spend and greater brand visibility.

### Increasing Urbanization and Consumer Mobility Patterns

Mexico's urban population growth and transportation network development are elevating the relevance of out-of-home formats. Urban sprawl, along with improved connectivity between cities, has expanded the geographic scope of advertising opportunities. As more people rely on public transport, ride-hailing, and pedestrian pathways, advertisers are capitalizing on these high-traffic routes to deliver high-frequency, unavoidable messaging. With people spending more time in transit and outside their homes, street furniture, transit shelter screens, airport displays, and metro advertising are becoming key touchpoints in the consumer journey. These formats allow for daily exposure, enhancing brand recall and product association through physical presence and visual repetition. Consumer time spent in public environments has also increased due to the shift toward hybrid work models, outdoor retail, and event-based promotions. This has opened up additional formats, including experiential advertising and large-format displays that draw attention in crowded commercial districts. On April 18, 2025, PJX Media executed a high-impact out-of-home campaign in Mexico City to mark the launch of the Pok?mon Scarlet & Violet (SV09) trading card game, the first localized version for Latin America. The campaign featured hand-painted murals and full-motion video projections at iconic locations such as Museo Soumaya and the World Trade Center. Local authorities are also facilitating media expansion by streamlining permitting processes and enabling smart city initiatives that include advertising nodes. These developments are shaping a favorable Mexico out-of-home (OOH) advertising market outlook, supported by scalable formats, growing consumer exposure, and

integrated mobility-driven media planning.

### Mexico Out-of-Home (OOH) Advertising Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country level for 2026-2034. Our report has categorized the market based on type, product, application, and end user.

#### Type Insights:

Traditional

Digital

The report has provided a detailed breakup and analysis of the market based on type. This includes traditional and digital.

#### Product Insights:

Billboard Advertising

Transport Advertising

Street Furniture Advertising

Others

A detailed breakup and analysis of the market based on product type have also been provided in the report. This includes billboard advertising, transport advertising, street furniture advertising, and others.

#### Application Insights:

Outdoor

Indoor

The report has covered a detailed segmentation of the market by application, which includes outdoor and indoor.

#### End User Insights:

Retail

Entertainment and Leisure

Banking

Telecom

Food and Beverage

Transportation

Healthcare

Others

The report includes a comprehensive analysis of the market based on end users. It segments the market into retail, entertainment and leisure, banking, telecom, food and beverage, transportation, healthcare, and others.

#### Regional Insights:

Northern Mexico

Central Mexico

Southern Mexico

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Northern Mexico, Central Mexico, Southern Mexico, and others.

## Competitive Landscape:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

## Key Questions Answered in This Report:

How has the Mexico out-of-home (OOH) advertising market performed so far and how will it perform in the coming years?

What is the breakup of the Mexico out-of-home (OOH) advertising market on the basis of type?

What is the breakup of the Mexico out-of-home (OOH) advertising market on the basis of product?

What is the breakup of the Mexico out-of-home (OOH) advertising market on the basis of application?

What is the breakup of the Mexico out-of-home (OOH) advertising market on the basis of end user?

What is the breakup of the Mexico out-of-home (OOH) advertising market on the basis of region?

What are the various stages in the value chain of the Mexico out-of-home (OOH) advertising market?

What are the key driving factors and challenges in the Mexico out-of-home (OOH) advertising market?

What is the structure of the Mexico out-of-home (OOH) advertising market and who are the key players?

What is the degree of competition in the Mexico out-of-home (OOH)

advertising market?

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