

Mexico Outdoor Advertising Market Size, Share, Trends and Forecast by Type, Segment, and Region, 2026-2034

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Abstracts

The Mexico outdoor advertising market size reached USD 523.0 Million in 2025 . Looking forward, IMARC Group expects the market to reach USD 916.1 Million by 2034 , exhibiting a growth rate (CAGR) of 6.10% during 2026-2034 . The market share is expanding, driven by the expansion of retail channels that are working to enhance brand awareness among people, along with the rising tourism activities, which is encouraging hotels and local restaurants to employ effective ways to promote their services.

MEXICO OUTDOOR ADVERTISING MARKET TRENDS:

Expansion of retail outlets

The expansion of retail channels is fueling the Mexico outdoor advertising market growth. As more shopping centers, standalone stores, and brand outlets are being established in urban and semi-urban areas, businesses are seeking customer attention, driving the demand for outdoor advertising. From billboards to posters and digital displays, brands use eye-catching visuals right outside or near these outlets to promote offers, new arrivals, and build brand awareness among people. Retailers know that people are more likely to respond to advertisements when they are outside of their homes, especially near a point of sale. Consequently, having strong outdoor visibility is becoming a smart move. With retail spaces spreading into newer parts of cities and smaller towns, there is more ground to cover for advertisers. Malls and commercial complexes are adding digital screens and outdoor advertising spaces as a revenue stream, making it easier for firms to advertise in high-footfall areas. Moreover, local businesses are utilizing banners and hoardings to stand out in a competitive market. As

retail channels continue to broaden, the need for outdoor advertising to turn brand visibility into actual foot traffic and sales is rising. According to the IMARC Group, the Mexico retail market is set to reach USD 693.0 Billion by 2033, showing a growth rate (CAGR) of 4.56% during 2025-2033.

Increasing tourism activities

Rising tourism activities are offering a favorable Mexico outdoor advertising market outlook. As per the data released by the National Institute of Statistics and Geography, Mexico received 45.04 Million international visitors in 2024, demonstrating a 7.4% annual increase. As more tourists are visiting popular spots, including cultural and beach destinations, there is a growing audience in the country that is open to new experiences. Brands see this as a suitable chance to draw the attention of travelers through billboards, airport advertisements, transit signage, and displays near hotels, restaurants, and attractions. Since tourists often explore unfamiliar places, they tend to rely on visual cues for guidance, which makes outdoor advertising highly effective. Travel-related businesses, such as airlines, hotels, tour companies, and local restaurants, employ outdoor advertising to promote their services to this steady flow of visitors. It is also an efficient way for luxury brands to get visibility in high-traffic areas where tourists are likely to shop and dine. Cities and local government agencies use outdoor media to endorse local events, heritage sites, and safety information.

MEXICO OUTDOOR ADVERTISING MARKET SEGMENTATION:

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

Type Insights:

Traditional Outdoor Advertising

Digital Outdoor Advertising

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

Segment Insights:

Billboard Advertising

Transport Advertising

Street Furniture Advertising

Others

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

Frequently Asked Questions About the Mexico Outdoor Advertising Market Report

- 1.What is the current size of the Mexico outdoor advertising market?
- 2.What is the expected growth rate of the Mexico outdoor advertising market during 2026-2034?

3. What factors are driving the growth of the Mexico outdoor advertising market?
4. Which segments are covered in the Mexico outdoor advertising market report?
5. What trends are shaping the future of the Mexico outdoor advertising market?

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