

# Global Out-of-home Advertising Market Growth (Status and Outlook) 2023-2029

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## Abstracts

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Out-of-home (OOH) advertising or outdoor advertising, also known as out-of-home media or outdoor media, is advertising that reaches consumers while they are outside their homes. Out-of-home media advertising is focused on marketing to consumers when they are 'on the go' in public places, in transit, waiting (such as in a medical office), and/or in specific commercial locations (such as in a retail venue).

LPI (LP Information)' newest research report, the "Out-of-home Advertising Industry Forecast" looks at past sales and reviews total world Out-of-home Advertising sales in 2022, providing a comprehensive analysis by region and market sector of projected Out-of-home Advertising sales for 2023 through 2029. With Out-of-home Advertising sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Out-of-home Advertising industry.

This Insight Report provides a comprehensive analysis of the global Out-of-home Advertising landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Out-of-home Advertising portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Out-of-home Advertising market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Out-of-home Advertising and breaks down the forecast by type, by application, geography, and market size to highlight emerging pockets of

opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Out-of-home Advertising.

The global Out-of-home Advertising market size is projected to grow from US\$ million in 2022 to US\$ million in 2029; it is expected to grow at a CAGR of % from 2023 to 2029.

United States market for Out-of-home Advertising is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

China market for Out-of-home Advertising is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Europe market for Out-of-home Advertising is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key Out-of-home Advertising players cover JCDecaux, Clear Channel Outdoor, Focus Media, Lamar Advertising, Global (Exterior Media), oOh! Media, Outfront Media, Stroer Media and Times OOH Media, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2022.

This report presents a comprehensive overview, market shares, and growth opportunities of Out-of-home Advertising market by product type, application, key players and key regions and countries.

Market Segmentation:

Segmentation by type

Transit Advertising

Billboard

Street Furniture Advertising

Others

Segmentation by application

BFSI

IT and Telecom

Automotive and Transportation

Education

Entertainment

Healthcare

Consumer Goods and Retail

Government and Utilities

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

JCDecaux

Clear Channel Outdoor

Focus Media

Lamar Advertising

Global (Exterior Media)

oOh! Media

Outfront Media

Stroer Media

Times OOH Media

Primedia Outdoor

APG | SGA

Adams Outdoor Advertising

Fairway Outdoor Advertising

Lightbox OOH Video Network

AllOver Media

BroadSign International

QMS Media

EPAMEDIA

Bell Media

AirMedia

White Horse Group

Phoenix Metropolis Media

Balintimes Hong Kong Media

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