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Global Outdoor Advertising Service Market Growth (Status and Outlook) 2025-2031

https://marketpublishers.com/r/G6D2AF9B1A82EN.html
Date: March 2025
Pages: 155
Price: US$ 3,660.00 (Single User License)
ID: G6D2AF9B1A82EN

Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

The global Outdoor Advertising Service market size is predicted to grow from US$ 46420 million in 2025 to US$ 69880 million in 2031; it is expected to grow at a CAGR of 7.1% from 2025 to 2031.

Outdoor advertising refers to any visual advertising media that is found outside of the home. Examples of OOH media formats include digital and non-digital billboards, street furniture and transit ads, or place-based advertising in arenas and stadiums. Bulletins or billboards that are located on highly frequented roads are among the most impactful OOH media formats due to their size and consumer exposure.

In 2022, the French holding JCDecaux SE was the world's leading out-of-home (OOH) advertising company based on revenue, with an annual result reaching almost 3.5 billion U.S. dollars. Clear Channel Outdoor Holdings, Inc. and Lamar Advertising Company (both based in the United States) followed, with revenues of 2.4 billion and two billion dollars, respectively.

LPI (LP Information)' newest research report, the “Outdoor Advertising Service Industry Forecast” looks at past sales and reviews total world Outdoor Advertising Service sales in 2024, providing a comprehensive analysis by region and market sector of projected Outdoor Advertising Service sales for 2025 through 2031. With Outdoor Advertising Service sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Outdoor Advertising Service industry.

This Insight Report provides a comprehensive analysis of the global Outdoor

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Outdoor Advertising Service 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 Outdoor Advertising Service.

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

Segmentation by Type:

Poster

LED Screen

Billboard

Other

Segmentation by Application:

Consumer Goods

Entertainment

Real Estate

Other

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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

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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

ClearChannel

Lamar

Str?er

Outfront Media

APG | SGA

oOh! Media

Bloom Ads

MediaOnQ

DASH TWO

AdQuick

Pacific Outdoor

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Stellar

Asiaray Media Group

Adams Outdoor

Reagan Outdoor

TOM Group

Lindmark Outdoor Media

PHOENIX METROPOLIS MEDIA

Focus Media

White Horse Advertisement

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