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Global Outdoor Media Advertising Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Outdoor Media Advertising market size is predicted to grow from US$ million in 2025 to US$ million in 2032; it is expected to grow at a CAGR of %from 2026 to 2032.

Outdoor media advertising refers to a form of advertising displayed in public places, usually using large billboards, bus stations, subways, public transportation, electronic screens and other carriers to convey information about brands, products or services to a wide audience such as pedestrians, passengers and passing vehicles. It has a wide exposure rate and is visible all day long. It is usually used to increase brand awareness or attract immediate action. Due to its geographical location and visual impact, outdoor advertising can effectively influence potential consumers in daily life.

United States market for Outdoor Media Advertising is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Outdoor Media Advertising is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Outdoor Media Advertising is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Outdoor Media Advertising players cover Global Media & Entertainment, JCDecaux, Mass Media Ltd, Engage Outdoor Media, City Outdoor Media, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LPI (LP Information)' newest research report, the ?Outdoor Media Advertising Industry

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Forecast? looks at past sales and reviews total world Outdoor Media Advertising sales in 2025, providing a comprehensive analysis by region and market sector of projected Outdoor Media Advertising sales for 2026 through 2032. With Outdoor Media Advertising sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Outdoor Media Advertising industry.

This Insight Report provides a comprehensive analysis of the global Outdoor Media 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 analyses the strategies of leading global companies with a focus on Outdoor Media Advertising portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms? unique position in an accelerating global Outdoor Media Advertising market.

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

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

Segmentation by Type:

Outdoor Fixed Advertising

Outdoor Mobile Advertising

Segmentation by Application:

Personal

Commercial

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- 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

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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.

Global Media & Entertainment

JCDecaux

Mass Media Ltd

Engage Outdoor Media

City Outdoor Media

Alight Media

Elonex

Huge Media

Smart Outdoor

75Media

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Project Print Management

Focus Media Outdoor

Ocean Outdoor

Trueform Outdoor Media

Out of Home International

Piranha Digital

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