

# 2020-2025 Global Out-of-Home (OOH) Advertisement Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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## Abstracts

This report elaborates the market size, market characteristics, and market growth of the Out-of-Home (OOH) Advertisement industry, and breaks down according to the type, application, and consumption area of Out-of-Home (OOH) Advertisement. The report also conducted a PESTEL analysis of the industry to study the main influencing factors and entry barriers of the industry.

In Chapter 3.4 of the report, the impact of the COVID-19 outbreak on the industry was fully assessed. Fully risk assessment and industry recommendations were made for Out-of-Home (OOH) Advertisement in a special period. This chapter also compares the markets of Pre COVID-19 and Post COVID-19.

In addition, chapters 8-12 consider the impact of COVID-19 on the regional economy.

Key players in the global Out-of-Home (OOH) Advertisement market covered in Chapter 13:

JCDecaux

Str?er

OUTFRONT Medias

Exterion Media

oOh!media Limited

Clear Channel Outdoor Holdings, Inc.

Focus Media

Daktronics

Intersection

## Lamar Advertising Company

In Chapter 6, on the basis of types, the Out-of-Home (OOH) Advertisement market from 2015 to 2025 is primarily split into:

- Billboards
- Malls
- Transit displays
- Street Furniture
- Place-based

In Chapter 7, on the basis of applications, the Out-of-Home (OOH) Advertisement market from 2015 to 2025 covers:

- Static
- Digital

Geographically, the detailed analysis of production, trade of the following countries is covered in Chapter 4.2, 5:

- United States
- Europe
- China
- Japan
- India

Geographically, the detailed analysis of consumption, revenue, market share and growth rate of the following regions are covered in Chapter 8, 9, 10, 11, 12:

- North America (Covered in Chapter 8)
  - United States
  - Canada
  - Mexico
- Europe (Covered in Chapter 9)
  - Germany
  - UK
  - France
  - Italy
  - Spain

Others

Asia-Pacific (Covered in Chapter 10)

China

Japan

India

South Korea

Southeast Asia

Others

Middle East and Africa (Covered in Chapter 11)

Saudi Arabia

UAE

South Africa

Others

South America (Covered in Chapter 12)

Brazil

Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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