

COVID-19 Outbreak-Global Digital OOH Advertising Industry Market Report-Development Trends, Threats, Opportunities and Competitive Landscape in 2020

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Abstracts

The Digital OOH Advertising market revenue was xx.xx Million USD in 2019, and will reach xx.xx Million USD in 2025, with a CAGR of x.x% during 2020-2025.

Under COVID-19 outbreak globally, this report provides 360 degrees of analysis from supply chain, import and export control to regional government policy and future influence on the industry. Detailed analysis about market status (2015-2020), enterprise competition pattern, advantages and disadvantages of enterprise products, industry development trends (2020-2025), regional industrial layout characteristics and macroeconomic policies, industrial policy has also been included. From raw materials to end users of this industry are analyzed scientifically, the trends of product circulation and sales channel will be presented as well. Considering COVID-19, this report provides comprehensive and in-depth analysis on how the epidemic push this industry transformation and reform.

In COVID-19 outbreak, Chapter 2.2 of this report provides an analysis of the impact of COVID-19 on the global economy and the Digital OOH Advertising industry.

Chapter 3.7 covers the analysis of the impact of COVID-19 from the perspective of the industry chain.

In addition, chapters 7-11 consider the impact of COVID-19 on the regional economy.

The Digital OOH Advertising market can be split based on product types, major applications, and important countries as follows:

Key players in the global Digital OOH Advertising market covered in Chapter 12:

Capitol Outdoor
Outfront Media
Blue Outdoor
Lightbox OOH Video Network
Ayuda Media System
Adams Outdoor Advertising
Daktronics
Deepsky Corporation Ltd.
Primedia Outdoor
NEC Display Solutions
Lama Advertising Company
Euromedia Group
Broadsign International LLC
TOM Group
Clear Channel Outdoor
JCDecaux
Aoto Electronics Co. Mvix, Inc.
Balintimes Hong Kong Media
Burkhart Advertising
Intersection
Oohmedia Ltd.
Clear Channel Outdoor Holdings Inc
White Horse Group
Focus Media
Christie Digital System
Stroer
Phoenix Metropolis Media

In Chapter 4 and 14.1, on the basis of types, the Digital OOH Advertising market from 2015 to 2025 is primarily split into:

Digital Billboards
Video Advertising
Ambient Advertising
Other

In Chapter 5 and 14.2, on the basis of applications, the Digital OOH Advertising market from 2015 to 2025 covers:

BFSI

IT and Telecom

Automotive and Transportation

Education

Entertainment

Healthcare

Consumer Goods and Retail

Government and Utilities

Others

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 6, 7, 8, 9, 10, 11, 14:

North America (Covered in Chapter 7 and 14)

United States

Canada

Mexico

Europe (Covered in Chapter 8 and 14)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 9 and 14)

China

Japan

South Korea

Australia

India

Southeast Asia

Others

Middle East and Africa (Covered in Chapter 10 and 14)

Saudi Arabia

UAE

Egypt

Nigeria

South Africa

Others

South America (Covered in Chapter 11 and 14)

Brazil

Argentina

Columbia

Chile

Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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