

COVID-19 Outbreak-Global Out-of-Home (OOH) Advertising Industry Market Report-Development Trends, Threats, Opportunities and Competitive Landscape in 2020

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Abstracts

Out-of-Home (OOH) Advertising or outdoor advertising, also known as outdoor media or outdoor media, is an advertisement that attracts consumers when they are out.

The Out-of-Home (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 Out-of-Home (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 Out-of-Home (OOH) Advertising market can be split based on product types, major

applications, and important countries as follows:

Key players in the global Out-of-Home (OOH) Advertising market covered in Chapter 12:

Elephant Media
Hangzhou Xinli Media Ad Co., Ltd.
Shenzhen Shitong Huana Cultural Diffusion Limited
Longfan Media
Phoenix Metropolis Media Holdings Limited
ClearChannel
Bailingtimes
JCDecaux Group
Focus Media
TOM Group

In Chapter 4 and 14.1, on the basis of types, the Out-of-Home (OOH) Advertising market from 2015 to 2025 is primarily split into:

Graphic Advertisements
Mobile Graphic Advertisements
Video Advertisements

In Chapter 5 and 14.2, on the basis of applications, the Out-of-Home (OOH) Advertising market from 2015 to 2025 covers:

Food & Beverage Industry
Vehicles Industry
Health and Medical Industry
Commercial and Personal Services
Consumer Goods
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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