

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

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Abstracts

Outdoor advertising, also known as out-of-home advertising, is advertising that reaches consumers when they are outside their homes. The Outdoor Advertising Association of America says that's where consumers spend 70 percent of their time.

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

Key players in the global Outdoors Advertising market covered in Chapter 12:

Cemusa
AdSpace Networks
AirMedia
Lamar Advertising
IZ-ON Media
Stroer Media
DDI Signs
Clear Channel Outdoor
Primedia Outdoor
Eye Airports
JCDecaux
Adams Outdoor Advertising
Burkhart Advertising
Titan Outdoor
Focus Media
Epamedia
Clear Media
Daktronics
APN Outdoor
Captive Network
EuroMedia Group
Outfront Media
Fairway Outdoor Advertising

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

Digital Elevator Screens
Billboards
Street
Highways
Transit
Others

In Chapter 5 and 14.2, on the basis of applications, the Outdoors 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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