

Global Out-of-Home (OOH) Advertising Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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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.

Based on the Out-of-Home (OOH) Advertising market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Out-of-Home (OOH) Advertising market covered in Chapter 5:

Focus Media

Longfan Media

Adam Outdoor Advertising

JCDecaux Group

Affichage Holding

CEMUSA

Outfront Media Inc.

Lamar Advertising Company

Phoenix Metropolis Media Holdings Limited

Air Media

CBS Outdoor

Hangzhou Xinli Media Ad Co., Ltd.

Focus Media holding limited

EPAMEDIA

Stroer

Clear Channel Outdoor Holdings, Inc.

Bell media

Elephant Media

Shenzhen Shitong Huana Cultural Diffusion Limited

News outdoor

TOM Group

Fairway Outdoor Advertising

In Chapter 6, 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 7, 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 8-13:

North America (Covered in Chapter 9)

United States

Canada

Mexico

Europe (Covered in Chapter 10)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 11)

China

Japan

South Korea

Australia

India

South America (Covered in Chapter 12)

Brazil

Argentina

Columbia

Middle East and Africa (Covered in Chapter 13)

UAE

Egypt

South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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