

Global Outdoors Advertising Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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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.

Based on the Outdoors 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 Outdoors Advertising market covered in Chapter 5:

Titan Outdoor

IZ-ON Media

Fairway Outdoor Advertising

Daktronics

Eye Airports

AdSpace Networks

Primedia Outdoor
Outfront Media
Clear Channel Outdoor
Epamedia
Captivate Network
EuroMedia Group
DDI Signs
Focus Media
JCDecaux
Stroer Media
AirMedia
Burkhart Advertising
Lamar Advertising
Adams Outdoor Advertising
Clear Media
Cemusa
APN Outdoor

In Chapter 6, 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 7, 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 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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