

Digital OOH Market, Global Outlook and Forecast 2022-2028

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Abstracts

Digital Out of Home or DOOH refers to digital media used for marketing purposes outside of the home. This excludes TV advertising and radio advertising, but includes digital signage.

This report contains market size and forecasts of Digital OOH in Global, including the following market information:

Global Digital OOH Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Digital OOH market was valued at 21350 million in 2021 and is projected to reach US\$ 36090 million by 2028, at a CAGR of 7.8% during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Transit Advertising Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Digital OOH include JCDcaux, Clear Channel Outdoor, Focus Media, Stroer, Lamar Advertising, Outfront Media, Global (Exterior Media), oOh!media and APG SGA, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Digital OOH companies,

and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Digital OOH Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Digital OOH Market Segment Percentages, by Type, 2021 (%)

Transit Advertising

Billboard

Street Furniture Advertising

Others

Global Digital OOH Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Digital OOH Market Segment Percentages, by Application, 2021 (%)

BFSI

IT and Telecom

Automotive and Transportation

Education

Entertainment

Healthcare

Consumer Goods and Retail

Government and Utilities

Others

Global Digital OOH Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Digital OOH Market Segment Percentages, By Region and Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Digital OOH revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Digital OOH revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

JCDecaux

Clear Channel Outdoor

Focus Media

Stroer

Lamar Advertising

Outfront Media

Global (Exterion Media)

oOh!media

APG SGA

Publicis Groupe (Metrobus)

Intersection

Ocean Outdoor

Adams Outdoor Advertising

Capitol Outdoor

Blue Outdoor

Primedia Outdoor

Lightbox OOH Video Network

Captivate Network

Burkhart Advertising

Euromedia Group

Stott Outdoor Advertising

AirMedia

TOM Group

White Horse Group

Phoenix Metropolis Media

Balintimes Hong Kong Media

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