

Digital Out of Home (OOH) Advertising Market, Global Outlook and Forecast 2022-2028

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Abstracts

This report contains market size and forecasts of Digital Out of Home (OOH) Advertising in Global, including the following market information:

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

Global top five companies in 2021 (%)

The global Digital Out of Home (OOH) Advertising market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period 2022-2028.

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

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

The global key manufacturers of Digital Out of Home (OOH) Advertising include Jcdecaux, Clear Channel Outdoor Holdings, Inc, Lamar Advertising Company, OUTFRONT Media, oOh!media Limited, Focus Media Holding Ltd, Pattison Outdoor Advertising, Bell Media and The Trade Desk, 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 Out of Home (OOH) Advertising 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 Out of Home (OOH) Advertising Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Digital Out of Home (OOH) Advertising Market Segment Percentages, by Type, 2021 (%)

Static Image

Animated Content

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

Global Digital Out of Home (OOH) Advertising Market Segment Percentages, by Application, 2021 (%)

Street Furniture

Billboard

Others

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

Global Digital Out of Home (OOH) Advertising 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 Out of Home (OOH) Advertising revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Digital Out of Home (OOH) Advertising revenues share in global market, 2021 (%)

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

Jcdecaux

Clear Channel Outdoor Holdings, Inc

Lamar Advertising Company

OUTFRONT Media

oOh!media Limited

Focus Media Holding Ltd

Pattison Outdoor Advertising

Bell Media

The Trade Desk

Communicorp UK

Advant Technology

Exterior Media

APG|SGA

Intersection

Stroer SE & Co. KGaA

Fairway Outdoor Advertising

Lightbox OOH Video Network

Global Media Group Services Limited

Mvix

Propellant Media

ChinaDOOH

Ocean Outdoor

Civic Outdoor

Scala

AllOver Media

Mass Media

Talon Outdoor Ltd

D'art Design

Quotient

Adams Outdoor Advertising

Blue Billboard

Times OOH

QMS Media Limited

LOCAD PTE.LTD

Posterscope

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