

Out-of-home Advertising Market, Global Outlook and Forecast 2022-2028

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Abstracts

Out-of-home (OOH) advertising or outdoor advertising, also known as out-of-home media or outdoor media, is advertising that reaches consumers while they are outside their homes. Out-of-home media advertising is focused on marketing to consumers when they are 'on the go' in public places, in transit, waiting (such as in a medical office), and/or in specific commercial locations (such as in a retail venue).

This report contains market size and forecasts of Out-of-home Advertising in Global, including the following market information:

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

Global top five companies in 2021 (%)

The global Out-of-home 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.

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 Out-of-home Advertising include JCDecaux, Clear Channel Outdoor, Focus Media, Lamar Advertising, Global (Exterior Media), oOh! Media, Outfront Media, Stroer Media and Times OOH Media, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Out-of-home 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 Out-of-home Advertising Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Out-of-home Advertising Market Segment Percentages, by Type, 2021 (%)

Transit Advertising

Billboard

Street Furniture Advertising

Others

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

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

Global Out-of-home 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 Out-of-home Advertising revenues in global market, 2017-2022

(estimated), (\$ millions)

Key companies Out-of-home Advertising 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

Lamar Advertising

Global (Exterior Media)

oOh! Media

Outfront Media

Stroer Media

Times OOH Media

Primedia Outdoor

APG | SGA

Adams Outdoor Advertising

Fairway Outdoor Advertising

Lightbox OOH Video Network

AllOver Media

BroadSign International

QMS Media

EPAMEDIA

Bell Media

AirMedia

White Horse Group

Phoenix Metropolis Media

Balintimes Hong Kong Media

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