

Outdoor Media Market, Global Outlook and Forecast 2022-2028

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Abstracts

Outdoor Media (OOH Media) is advertising that reaches consumers while they are outside their homes.

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

Global Outdoor Media Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Outdoor Media 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.

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

The global key manufacturers of Outdoor Media include JCDecaux, Clear Channel Outdoor, Lamar Advertising, CBS, Stroer Media, Adams Outdoor Advertising, AdSpace Networks, AirMedia and APN Outdoor and etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Outdoor Media 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 Outdoor Media Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Outdoor Media Market Segment Percentages, by Type, 2021 (%)

LCD Advertising Machine

LED Advertising Machine

Global Outdoor Media Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Outdoor Media Market Segment Percentages, by Application, 2021 (%)

Street Public Facilities

Large Billboard

Public Transport Advertising

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

Global Outdoor Media 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 Outdoor Media revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Outdoor Media revenues share in global market, 2021 (%)

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

JCDecaux

Clear Channel Outdoor

Lamar Advertising

CBS

Stroer Media

Adams Outdoor Advertising

AdSpace Networks

AirMedia

APN Outdoor

Burkhart Advertising

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