

Digital OOH Advertising Market: Global Market Size, Forecast, Insights, and Competitive Landscape

<https://marketpublishers.com/r/DBAE0C119F4BEN.html>

Date: November 2022

Pages: 152

Price: US\$ 2,299.00 (Single User License)

ID: DBAE0C119F4BEN

Abstracts

The global digital OOH advertising market is expected to grow at a CAGR of around 15.7% during 2023-2030. This report on global digital OOH advertising market report provides holistic understanding of the market along with market sizing, forecast, drivers, challenges, and competitive landscape. The report presents a clear picture of the global digital OOH advertising market by segmenting the market based on format type, application, end-user, and region. Also, detailed profiles of companies operating in the global digital OOH advertising market are provided in this report. We believe that this report will aid the professionals and industry stakeholders in making informed decision.

Market Drivers

Increasing Affordability Across Organisations

Rising Popularity of Digital Billboards

Increasing Investments in Advertising

Market Challenges

High Costs

Comparatively Less Informative

Historical & Forecast Period

Base Year: 2022

Historical Period: 2018-2022

Forecast Period: 2023-2030

Market by Format Type

Digital Billboards

Video Advertising

Ambient Advertising

Others

Market by Application

Outdoor

Indoor

Market by End-User

Retail

Recreation

Banking

Transportation

Education

Others

Market by Region

Europe

Germany

United Kingdom

France

Italy

Spain

Russia

Netherlands

Rest of Europe

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Rest of Asia Pacific

Latin America

Mexico

Brazil

Argentina

Rest of Latin America

Middle East & Africa

Saudi Arabia

Turkey

Iran

Rest of Middle East & Africa

Contents

1. PREFACE

- 1.1 Objective
- 1.2 Target Audience & Key Offerings
- 1.3 Report's Scope
- 1.4 Research Methodology
 - 1.4.1 Phase I
 - 1.4.2 Phase II
 - 1.4.3 Phase III
- 1.5 Assumptions

2. KEY INSIGHTS

3. GLOBAL DIGITAL OOH ADVERTISING MARKET

- 3.1. Introduction
- 3.2. Market Drivers
- 3.3. Market Challenges

4. GLOBAL DIGITAL OOH ADVERTISING MARKET ANALYSIS

- 4.1. Market Portraiture
- 4.2. Market Size
- 4.3. Market Forecast
- 4.4. Impact of COVID-19

5. GLOBAL DIGITAL OOH ADVERTISING MARKET BY FORMAT TYPE

- 5.1. Introduction
- 5.2 Digital Billboards
- 5.3 Video Advertising
- 5.4 Ambient Advertising
- 5.5 Others

6. GLOBAL DIGITAL OOH ADVERTISING MARKET BY APPLICATION

- 6.1 Introduction

6.2 Outdoor

6.3 Indoor

7. GLOBAL DIGITAL OOH ADVERTISING MARKET BY END USER

7.1 Introduction

7.2 Retail

7.3 Recreation

7.4 Banking

7.5 Transportation

7.6 Education

7.7 Others

8. GLOBAL DIGITAL OOH ADVERTISING MARKET BY REGION

8.1 Introduction

8.2 Europe

8.2.1 Germany

8.2.2 United Kingdom

8.2.3 France

8.2.4 Italy

8.2.5 Spain

8.2.6 Russia

8.2.7 Netherlands

8.2.8 Rest of the Europe

8.3 North America

8.3.1 United States

8.3.2 Canada

8.4 Asia Pacific

8.4.1 China

8.4.2 Japan

8.4.3 India

8.4.4 South Korea

8.4.5 Australia

8.4.6 Indonesia

8.4.7 Rest of the Asia Pacific

8.5 Latin America

8.5.1 Mexico

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Rest of Latin America

8.6 Middle East & Africa

8.6.1 Saudi Arabia

8.6.2 Turkey

8.6.3 Iran

8.6.4 Rest of Middle East & Africa

9. SWOT ANALYSIS

10. PORTER'S FIVE FORCES

11. MARKET VALUE CHAIN ANALYSIS

12. COMPETITIVE LANDSCAPE

12.1 Competitive Scenario

12.2 Company Profiles

12.2.1 Lamar Advertising Company

12.2.2 Clear Channel Outdoor Holdings, Inc.

12.2.3 OUTFRONT Media

12.2.4 Prismview LLC

12.2.5 Daktronics

12.2.6 Mvix, Inc.

12.2.7 Christie Digital Systems USA, Inc

12.2.8 Ayuda Media Systems

12.2.9 JCDecaux

12.2.10 NEC Display Solutions, Ltd

12.2.11 Stroer SE & Co. KGaA

12.2.12 oOh!media Ltd

12.2.13 Deepsky Corporation Ltd.

12.2.14 Aoto Electronics Co., Ltd.

List Of Tables

LIST OF TABLES

Table 1: Global Digital OOH Advertising Market Portraiture

Table 2: Global Digital OOH Advertising Market by Format Type (in US\$ Million), 2022 & 2030

Table 3: Global Digital OOH Advertising Market by Application (in US \$ Million), 2022 & 2030

Table 4: Global Digital OOH Advertising Market by End User (in US \$ Million), 2022 & 2030

Table 5: Global Digital OOH Advertising Market by Region (in US\$ Million), 2022 & 2030

Table 6: Europe Digital OOH Advertising Market by Country (in US\$ Million), 2022 & 2030

Table 7: North America Digital OOH Advertising Market by Country (in US\$ Million), 2022 & 2030

Table 8: Asia Pacific Digital OOH Advertising Market by Country (in US\$ Million), 2022 & 2030

Table 9: Latin America Digital OOH Advertising Market by Country (in US\$ Million), 2022 & 2030

Table 10: Middle East & Africa Digital OOH Advertising Market by Country (in US\$ Million), 2022 & 2030

Table 11: List of Key Players

List Of Figures

LIST OF FIGURES

- Figure 1: Global Digital OOH Advertising Market (in US\$ Million), 2018-2022
- Figure 2: Global Digital OOH Advertising Market by Format Type, 2022
- Figure 3: Global Digital OOH Advertising Market by Application, 2022
- Figure 4: Global Digital OOH Advertising Market by End User, 2022
- Figure 5: Global Digital OOH Advertising Market by Region, 2022
- Figure 6: Global Digital OOH Advertising Market (in US\$ Million), 2023-2030
- Figure 7: Global Digital OOH Advertising Market by Format Type (in %), 2022 & 2030
- Figure 8: Global Digital Billboards Advertising Market (in US\$ Million), 2018-2022
- Figure 9: Global Digital Billboards Advertising Market (in US\$ Million), 2023-2030
- Figure 10: Global Video Advertising Market (in US\$ Million), 2018-2022
- Figure 11: Global Video Advertising Market (in US\$ Million), 2023-2030
- Figure 12: Global Ambient Advertising Market (in US\$ Million), 2018-2022
- Figure 13: Global Ambient Advertising Market (in US\$ Million), 2023-2030
- Figure 14: Global Others Digital Advertising Market (in US\$ Million), 2018-2022
- Figure 15: Global Others Digital Advertising Market (in US\$ Million), 2023-2030
- Figure 16: Global Digital OOH Advertising Market by Application (in %), 2022 & 2030
- Figure 17: Global Outdoor Advertising Market (in US\$ Million), 2018-2022
- Figure 18: Global Outdoor Advertising Market (in US\$ Million), 2023-2030
- Figure 19: Global Indoor Advertising Market (in US\$ Million), 2018-2022
- Figure 20: Global Indoor Advertising Market (in US\$ Million), 2023-2030
- Figure 21: Global Digital OOH Advertising Market by End-User (in %), 2022 & 2030
- Figure 22: Global Retail Digital OOH Advertising Market (in US\$ Million), 2018-2022
- Figure 23: Global Retail Digital OOH Advertising Market (in US\$ Million), 2023-2030
- Figure 24: Global Recreation Digital OOH Advertising Market (in US\$ Million), 2018-2022
- Figure 25: Global Recreation Digital OOH Advertising Market (in US\$ Million), 2023-2030
- Figure 26: Global Banking Digital OOH Advertising Market (in US\$ Million), 2018-2022
- Figure 27: Global Banking Digital OOH Advertising Market (in US\$ Million), 2023-2030
- Figure 28: Global Transportation Digital OOH Advertising Market (in US\$ Million), 2018-2022
- Figure 29: Global Transportation Digital OOH Advertising Market (in US\$ Million), 2023-2030
- Figure 30: Global Education Digital OOH Advertising Market (in US\$ Million), 2018-2022
- Figure 31: Global Education Digital OOH Advertising Market (in US\$ Million), 2023-2030

Figure 32: Global Others Digital OOH Advertising Market (in US\$ Million), 2018-2022

Figure 33: Global Others Digital OOH Advertising Market (in US\$ Million), 2023-2030

Figure 34: Global Digital OOH Advertising Market by Region (in %), 2022 & 2030

Figure 35: Europe Digital OOH Advertising Market (in US\$ Million), 2018-2022

Figure 36: Europe Digital OOH Advertising Market (in US\$ Million), 2023-2030

Figure 37: Europe Digital OOH Advertising Market by Country (in %), 2022 & 2030

Figure 38: Germany Digital OOH Advertising Market (in US\$ Million), 2018-2030

Figure 39: United Kingdom Digital OOH Advertising Market (in US\$ Million), 2018-2030

Figure 40: France Digital OOH Advertising Market (in US\$ Million), 2018-2030

Figure 41: Italy Digital OOH Advertising Market (in US\$ Million), 2018-2030

Figure 42: Spain Digital OOH Advertising Market (in US\$ Million), 2018-2030

Figure 43: Russia Digital OOH Advertising Market (in US\$ Million), 2018-2030

Figure 44: Netherlands Digital OOH Advertising Market (in US\$ Million), 2018-2030

Figure 45: North America Digital OOH Advertising Market (in US\$ Million), 2018-2022

Figure 46: North America Digital OOH Advertising Market (in US\$ Million), 2023-2030

Figure 47: North America Digital OOH Advertising Market by Country (in %), 2022 & 2030

Figure 48: United States Digital OOH Advertising Market (in US\$ Million), 2018-2030

Figure 49: Canada Digital OOH Advertising Market (in US\$ Million), 2018-2030

Figure 50: Asia Pacific Digital OOH Advertising Market (in US\$ Million), 2018-2022

Figure 51: Asia Pacific Digital OOH Advertising Market (in US\$ Million), 2023-2030

Figure 52: Asia Pacific Digital OOH Advertising Market by Country (in %), 2022 & 2030

Figure 53: China Digital OOH Advertising Market (in US\$ Million), 2018-2030

Figure 54: Japan Digital OOH Advertising Market (in US\$ Million), 2018-2030

Figure 55: India Digital OOH Advertising Market (in US\$ Million), 2018-2030

Figure 56: South Korea Digital OOH Advertising Market (in US\$ Million), 2018-2030

Figure 57: Australia Digital OOH Advertising Market (in US\$ Million), 2018-2030

Figure 58: Indonesia Digital OOH Advertising Market (in US\$ Million), 2018-2030

Figure 59: Latin America Digital OOH Advertising Market (in US\$ Million), 2018-2022

Figure 60: Latin America Digital OOH Advertising Market (in US\$ Million), 2023-2030

Figure 61: Latin America Digital OOH Advertising Market by Country (in %), 2022 & 2030

Figure 62: Mexico Digital OOH Advertising Market (in US\$ Million), 2018-2030

Figure 63: Brazil Digital OOH Advertising Market (in US\$ Million), 2018-2030

Figure 64: Argentina Digital OOH Advertising Market (in US\$ Million), 2018-2030

Figure 65: Middle East & Africa Digital OOH Advertising Market (in US\$ Million), 2018-2022

Figure 66: Middle East & Africa Digital OOH Advertising Market (in US\$ Million), 2023-2030

Figure 67: Middle East & Africa Digital OOH Advertising Market by Country (in %), 2022 & 2030

Figure 68: Saudi Arabia Digital OOH Advertising Market (in US\$ Million), 2018-2030

Figure 69: Turkey Digital OOH Advertising Market (in US\$ Million), 2018-2030

Figure 70: Iran Digital OOH Advertising Market (in US\$ Million), 2018-2030

Figure 71: Market Value Chain

I would like to order

Product name: Digital OOH Advertising Market: Global Market Size, Forecast, Insights, and Competitive Landscape

Product link: <https://marketpublishers.com/r/DBAE0C119F4BEN.html>

Price: US\$ 2,299.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/DBAE0C119F4BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

