

# Out-of-home (Ooh) Market Insights 2019, Global and Chinese Analysis and Forecast to 2024

<https://marketpublishers.com/r/O36FF77C7C8BEN.html>

Date: July 2019

Pages: 149

Price: US\$ 3,000.00 (Single User License)

ID: O36FF77C7C8BEN

## Abstracts

Out-of-home (Ooh) Market Insights 2019, Global and Chinese Scenario is a professional and in-depth study on the current state of the global Out-of-home (Ooh) industry with a focus on the Chinese market. The report provides key statistics on the market status of the Out-of-home (Ooh) manufacturers and is a valuable source of guidance and direction for companies and individuals interested in the industry. Overall, the report provides an in-depth insight of 2014-2024 global and Chinese Out-of-home (Ooh) market covering all important parameters.

The key points of the report:

1. The report provides a basic overview of the industry including its definition, applications and manufacturing technology.
2. The report explores the international and Chinese major industry players in detail. In this part, the report presents the company profile, product specifications, capacity, production value, and 2014-2019 market shares for each company.
3. Through the statistical analysis, the report depicts the global and Chinese total market of Out-of-home (Ooh) industry including capacity, production, production value, cost/profit, supply/demand and Chinese import/export.
4. The total market is further divided by company, by country, and by application/type for the competitive landscape analysis.
5. The report then estimates 2019-2024 market development trends of Out-of-home (Ooh) industry. Analysis of upstream raw materials, downstream demand, and current market dynamics is also carried out.
6. The report makes some important proposals for a new project of Out-of-home (Ooh) Industry before evaluating its feasibility.

There are 3 key segments covered in this report: competitor segment, product type segment, end use/application segment.

For competitor segment, the report includes global key players of Out-of-home (Ooh) as well as some small players. At least 10 companies are included:

JCDecaux (France)

Clear Channel Outdoor Holdings

Inc. (US)

Lamar Advertising Company (US)

OUTFRONT Media (US)

Daktronics (US)

For complete companies list, please ask for sample pages.

The information for each competitor includes:

Company Profile

Main Business Information

SWOT Analysis

Sales, Revenue, Price and Gross Margin

Market Share

For product type segment, this report listed main product type of Out-of-home (Ooh) market in global and china.

Traditional OOH (Billboards)

## DOOH

For end use/application segment, this report focuses on the status and outlook for key applications. End users are also listed.

Commercial

Infrastructural

Institutional

### Reasons to Purchase this Report:

Estimates 2019-2024 Out-of-home (Ooh) market development trends with the recent trends and SWOT analysis

Market dynamics scenario, along with growth opportunities of the market in the years to come

Market segmentation analysis including qualitative and quantitative research incorporating the impact of economic and policy aspects

Regional and country level analysis integrating the demand and supply forces that are influencing the growth of the market.

Market value (USD Million) and volume (Units Million) data for each segment and sub-segment

Competitive landscape involving the market share of major players, along with the new projects and strategies adopted by players in the past five years

Comprehensive company profiles covering the product offerings, key financial information, recent developments, SWOT analysis, and strategies employed by the major market players

1-year analyst support, along with the data support in excel format.

Any special requirements about this report, please let us know and we can provide custom report.

## Contents

### **CHAPTER ONE INTRODUCTION OF OUT-OF-HOME (OOH) INDUSTRY**

- 1.1 Brief Introduction of Out-of-home (Ooh)
- 1.2 Development of Out-of-home (Ooh) Industry
- 1.3 Status of Out-of-home (Ooh) Industry

### **CHAPTER TWO MANUFACTURING TECHNOLOGY OF OUT-OF-HOME (OOH)**

- 2.1 Development of Out-of-home (Ooh) Manufacturing Technology
- 2.2 Analysis of Out-of-home (Ooh) Manufacturing Technology
- 2.3 Trends of Out-of-home (Ooh) Manufacturing Technology

### **CHAPTER THREE ANALYSIS OF GLOBAL KEY MANUFACTURERS**

- 3.1 JCDecaux (France)
  - 3.1.1 Company Profile
  - 3.1.2 Product Information
  - 3.1.3 2014-2019 Production Information
  - 3.1.4 Contact Information
- 3.2 Clear Channel Outdoor Holdings
  - 3.2.1 Company Profile
  - 3.2.2 Product Information
  - 3.2.3 2014-2019 Production Information
  - 3.2.4 Contact Information
- 3.3 Inc. (US)
  - 3.2.1 Company Profile
  - 3.3.2 Product Information
  - 3.3.3 2014-2019 Production Information
  - 3.3.4 Contact Information
- 3.4 Lamar Advertising Company (US)
  - 3.4.1 Company Profile
  - 3.4.2 Product Information
  - 3.4.3 2014-2019 Production Information
  - 3.4.4 Contact Information
- 3.5 OUTFRONT Media (US)
  - 3.5.1 Company Profile
  - 3.5.2 Product Information

- 3.5.3 2014-2019 Production Information
- 3.5.4 Contact Information
- 3.6 Daktronics (US)
  - 3.6.1 Company Profile
  - 3.6.2 Product Information
  - 3.5.3 2014-2019 Production Information
  - 3.6.4 Contact Information
- 3.7 Prismview LLC (US)
  - 3.7.1 Company Profile
  - 3.7.2 Product Information
  - 3.7.3 2014-2019 Production Information
  - 3.7.4 Contact Information
- 3.8 Company H
  - 3.8.1 Company Profile
  - 3.8.2 Product Information
  - 3.8.3 2014-2019 Production Information
  - 3.8.4 Contact Information

## **CHAPTER FOUR 2014-2019 GLOBAL AND CHINESE MARKET OF OUT-OF-HOME (OOH)**

- 4.1 2014-2019 Global Capacity, Production and Production Value of Out-of-home (Ooh) Industry
- 4.2 2014-2019 Global Cost and Profit of Out-of-home (Ooh) Industry
- 4.3 Market Comparison of Global and Chinese Out-of-home (Ooh) Industry
- 4.4 2014-2019 Global and Chinese Supply and Consumption of Out-of-home (Ooh)
- 4.5 2014-2019 Chinese Import and Export of Out-of-home (Ooh)

## **CHAPTER FIVE MARKET STATUS OF OUT-OF-HOME (OOH) INDUSTRY**

- 5.1 Market Competition of Out-of-home (Ooh) Industry by Company
- 5.2 Market Competition of Out-of-home (Ooh) Industry by Country (USA, EU, Japan, Chinese etc.)
- 5.3 Market Analysis of Out-of-home (Ooh) Consumption by Application/Type

## **CHAPTER SIX 2019-2024 MARKET FORECAST OF GLOBAL AND CHINESE OUT-OF-HOME (OOH) INDUSTRY**

- 6.1 2019-2024 Global and Chinese Capacity, Production, and Production Value of Out-

of-home (Ooh)

6.2 2019-2024 Out-of-home (Ooh) Industry Cost and Profit Estimation

6.3 2019-2024 Global and Chinese Market Share of Out-of-home (Ooh)

6.4 2019-2024 Global and Chinese Supply and Consumption of Out-of-home (Ooh)

6.5 2019-2024 Chinese Import and Export of Out-of-home (Ooh)

## **CHAPTER SEVEN ANALYSIS OF OUT-OF-HOME (OOH) INDUSTRY CHAIN**

7.1 Industry Chain Structure

7.2 Upstream Raw Materials

7.3 Downstream Industry

## **CHAPTER EIGHT GLOBAL AND CHINESE ECONOMIC IMPACT ON OUT-OF-HOME (OOH) INDUSTRY**

8.1 Global and Chinese Macroeconomic Environment Analysis

8.1.1 Global Macroeconomic Analysis

8.1.2 Chinese Macroeconomic Analysis

8.2 Global and Chinese Macroeconomic Environment Development Trend

8.2.1 Global Macroeconomic Outlook

8.2.2 Chinese Macroeconomic Outlook

8.3 Effects to Out-of-home (Ooh) Industry

## **CHAPTER NINE MARKET DYNAMICS OF OUT-OF-HOME (OOH) INDUSTRY**

9.1 Out-of-home (Ooh) Industry News

9.2 Out-of-home (Ooh) Industry Development Challenges

9.3 Out-of-home (Ooh) Industry Development Opportunities

## **CHAPTER TEN PROPOSALS FOR NEW PROJECT**

10.1 Market Entry Strategies

10.2 Countermeasures of Economic Impact

10.3 Marketing Channels

10.4 Feasibility Studies of New Project Investment

## **CHAPTER ELEVEN RESEARCH CONCLUSIONS OF GLOBAL AND CHINESE OUT-OF-HOME (OOH) INDUSTRY**

## Tables & Figures

### TABLES AND FIGURES

Figure Out-of-home (Ooh) Product Picture

Table Development of Out-of-home (Ooh) Manufacturing Technology

Figure Manufacturing Process of Out-of-home (Ooh)

Table Trends of Out-of-home (Ooh) Manufacturing Technology

Figure Out-of-home (Ooh) Product and Specifications

Table 2014-2019 Out-of-home (Ooh) Product Capacity, Production, and Production Value etc. List

Figure 2014-2019 Out-of-home (Ooh) Capacity Production and Growth Rate

Figure 2014-2019 Out-of-home (Ooh) Production Global Market Share

Figure Out-of-home (Ooh) Product and Specifications

Table 2014-2019 Out-of-home (Ooh) Product Capacity, Production, and Production Value etc. List

Figure 2014-2019 Out-of-home (Ooh) Capacity Production and Growth Rate

Figure 2014-2019 Out-of-home (Ooh) Production Global Market Share

Figure Out-of-home (Ooh) Product and Specifications

Table 2014-2019 Out-of-home (Ooh) Product Capacity Production Price Cost Production Value List

Figure 2014-2019 Out-of-home (Ooh) Capacity Production and Growth Rate

Figure 2014-2019 Out-of-home (Ooh) Production Global Market Share

Figure Out-of-home (Ooh) Product and Specifications

Table 2014-2019 Out-of-home (Ooh) Product Capacity, Production, and Production Value etc. List

Figure 2014-2019 Out-of-home (Ooh) Capacity Production and Growth Rate

Figure 2014-2019 Out-of-home (Ooh) Production Global Market Share

Figure Out-of-home (Ooh) Product and Specifications

Table 2014-2019 Out-of-home (Ooh) Product Capacity Production Price Cost Production Value List

Figure 2014-2019 Out-of-home (Ooh) Capacity Production and Growth Rate

Figure 2014-2019 Out-of-home (Ooh) Production Global Market Share

Figure Out-of-home (Ooh) Product and Specifications

Table 2014-2019 Out-of-home (Ooh) Product Capacity, Production, and Production Value etc. List

Figure 2014-2019 Out-of-home (Ooh) Capacity Production and Growth Rate

Figure 2014-2019 Out-of-home (Ooh) Production Global Market Share

Figure Out-of-home (Ooh) Product and Specifications



Table 2014-2019 Out-of-home (Ooh) Product Capacity, Production, and Production Value etc. List

Figure 2014-2019 Out-of-home (Ooh) Capacity Production and Growth Rate

Figure 2014-2019 Out-of-home (Ooh) Production Global Market Share

Figure Out-of-home (Ooh) Product and Specifications

Table 2014-2019 Out-of-home (Ooh) Product Capacity, Production, and Production Value etc. List

Figure 2014-2019 Out-of-home (Ooh) Capacity Production and Growth Rate

Figure 2014-2019 Out-of-home (Ooh) Production Global Market Share

Table 2014-2019 Global Out-of-home (Ooh) Capacity List

Table 2014-2019 Global Out-of-home (Ooh) Key Manufacturers Capacity Share List

Figure 2014-2019 Global Out-of-home (Ooh) Manufacturers Capacity Share

Table 2014-2019 Global Out-of-home (Ooh) Key Manufacturers Production List

Table 2014-2019 Global Out-of-home (Ooh) Key Manufacturers Production Share List

Figure 2014-2019 Global Out-of-home (Ooh) Manufacturers Production Share

Figure 2014-2019 Global Out-of-home (Ooh) Capacity Production and Growth Rate

Table 2014-2019 Global Out-of-home (Ooh) Key Manufacturers Production Value List

Figure 2014-2019 Global Out-of-home (Ooh) Production Value and Growth Rate

Table 2014-2019 Global Out-of-home (Ooh) Key Manufacturers Production Value Share List

Figure 2014-2019 Global Out-of-home (Ooh) Manufacturers Production Value Share

Table 2014-2019 Global Out-of-home (Ooh) Capacity Production Cost Profit and Gross Margin List

Figure 2014-2019 Chinese Share of Global Out-of-home (Ooh) Production

Table 2014-2019 Global Supply and Consumption of Out-of-home (Ooh)

Table 2014-2019 Import and Export of Out-of-home (Ooh)

Figure 2018 Global Out-of-home (Ooh) Key Manufacturers Capacity Market Share

Figure 2018 Global Out-of-home (Ooh) Key Manufacturers Production Market Share

Figure 2018 Global Out-of-home (Ooh) Key Manufacturers Production Value Market Share

Table 2014-2019 Global Out-of-home (Ooh) Key Countries Capacity List

Figure 2014-2019 Global Out-of-home (Ooh) Key Countries Capacity

Table 2014-2019 Global Out-of-home (Ooh) Key Countries Capacity Share List

Figure 2014-2019 Global Out-of-home (Ooh) Key Countries Capacity Share

Table 2014-2019 Global Out-of-home (Ooh) Key Countries Production List

Figure 2014-2019 Global Out-of-home (Ooh) Key Countries Production

Table 2014-2019 Global Out-of-home (Ooh) Key Countries Production Share List

Figure 2014-2019 Global Out-of-home (Ooh) Key Countries Production Share

Table 2014-2019 Global Out-of-home (Ooh) Key Countries Consumption Volume List

Figure 2014-2019 Global Out-of-home (Ooh) Key Countries Consumption Volume  
Table 2014-2019 Global Out-of-home (Ooh) Key Countries Consumption Volume Share  
List  
Figure 2014-2019 Global Out-of-home (Ooh) Key Countries Consumption Volume  
Share  
Figure 78 2014-2019 Global Out-of-home (Ooh) Consumption Volume Market by  
Application  
Table 89 2014-2019 Global Out-of-home (Ooh) Consumption Volume Market Share List  
by Application  
Figure 79 2014-2019 Global Out-of-home (Ooh) Consumption Volume Market Share by  
Application  
Table 90 2014-2019 Chinese Out-of-home (Ooh) Consumption Volume Market List by  
Application  
Figure 80 2014-2019 Chinese Out-of-home (Ooh) Consumption Volume Market by  
Application  
Figure 2019-2024 Global Out-of-home (Ooh) Capacity Production and Growth Rate  
Figure 2019-2024 Global Out-of-home (Ooh) Production Value and Growth Rate  
Table 2019-2024 Global Out-of-home (Ooh) Capacity Production Cost Profit and Gross  
Margin List  
Figure 2019-2024 Chinese Share of Global Out-of-home (Ooh) Production  
Table 2019-2024 Global Supply and Consumption of Out-of-home (Ooh)  
Table 2019-2024 Import and Export of Out-of-home (Ooh)  
Figure Industry Chain Structure of Out-of-home (Ooh) Industry  
Figure Production Cost Analysis of Out-of-home (Ooh)  
Figure Downstream Analysis of Out-of-home (Ooh)  
Table Growth of World output, 2014 - 2019, Annual Percentage Change  
Figure Unemployment Rates in Selected Developed Countries, January 2014 - March  
2018  
Figure Nominal Effective Exchange Rate: Japan and Selected Emerging Economies,  
September 2014-March 2018  
Figure 2014-2019 Chinese GDP and Growth Rates  
Figure 2014-2019 Chinese CPI Changes  
Figure 2014-2019 Chinese PMI Changes  
Figure 2014-2019 Chinese Financial Revenue and Growth Rate  
Figure 2014-2019 Chinese Total Fixed Asset Investment and Growth Rate  
Figure 2019-2024 Chinese GDP and Growth Rates  
Figure 2019-2024 Chinese CPI Changes  
Table Economic Effects to Out-of-home (Ooh) Industry  
Table Out-of-home (Ooh) Industry Development Challenges

Table Out-of-home (Ooh) Industry Development Opportunities  
Figure Map of Chinese 33 Provinces and Administrative Regions  
Table Selected Cities According to Industrial Orientation  
Figure Chinese IPR Strategy  
Table Brief Summary of Suggestions  
Table New Out-of-home (Ooh)s Project Feasibility Study

## I would like to order

Product name: Out-of-home (Ooh) Market Insights 2019, Global and Chinese Analysis and Forecast to 2024

Product link: <https://marketpublishers.com/r/O36FF77C7C8BEN.html>

Price: US\$ 3,000.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/O36FF77C7C8BEN.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

