

# Outdoor Advertising Market in China 2021

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## Abstracts

The outdoor advertising market in China in terms of revenue is set to grow by US\$ 5 billion during 2021-2027, growing at a compound annual growth rate (CAGR) of 3.8% during the forecast period, according to data and analytics company StrategyHelix.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for outdoor advertising. The China outdoor advertising market is segmented on the basis of type. By type, it is categorized into OADPO (outdoor advertising design, production and other services), and OAMS (outdoor advertising media services).

The report has profiled some of the key players of the market such as Focus Media Holding Ltd., JCDecaux Group, Phoenix Metropolis Media Technology Co. Ltd., TOM Group Ltd., Whitehorse Group Limited.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the outdoor advertising market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

### Report Scope

Type: OADPO (outdoor advertising design, production and other services), and OAMS (outdoor advertising media services)

Years Considered: this report covers the period 2017 to 2027

### Key Benefits for Stakeholders

Get a comprehensive picture of the China outdoor advertising market

Pinpoint growth sectors and trends for investment

Understand what the future of the outdoor advertising market in China looks like

Identify the competitive landscape and window of opportunity

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