

Out of Home Advertising Market Forecasts to 2030 – Global Analysis By Type (Billboards, Transit Advertising, Street Furniture, Place-Based Advertising, Digital Out-of-Home and Other Types), Technology, Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Out of Home Advertising Market is accounted for \$32.3 billion in 2024 and is expected to reach \$52.4 billion by 2030 growing at a CAGR of 8.4% during the forecast period. Out of Home (OOH) advertising is a form of advertising that targets consumers outside their homes, often found in public spaces like billboards, transit systems, airports, shopping malls, and digital screens. It aims to capture the attention of people on the move, increasing brand visibility in various locations. This advertising can be traditional or digital, and its primary advantage is its ability to reach a diverse audience in specific geographic areas. Technological advancements have enhanced capabilities, allowing for more dynamic and targeted messaging. Digital OOH ads can change in real-time based on factors like time of day, weather, or audience demographics.

According to outdoor media association (OMA), OOH drives more online activity per ad dollar spent than any other media and is 382% more effective than TV, 200% more effective than print, and 63% more effective than radio in driving customers to the online platform.

Market Dynamics:

Driver:

Increasing urban population

Urban areas with dense populations generate more foot traffic, providing advertisers with larger audiences in high-traffic areas like streets, shopping districts, and public transportation hubs. As the population grows, demand for prime advertising spaces also rises. Cities are expanding infrastructure and adopting more OOH advertising spaces, such as digital billboards and interactive kiosks. In addition technological integration is also increasing, with urban areas providing the necessary infrastructure for digital billboards, interactive screens, and programmatic advertising.

Restraint:

Growing use of smartphones and internet penetration

The rise of smartphones has led to increased digital distraction, making out of home advertising difficult to stand out in public spaces. Traditional formats like billboards and transit ads are less effective due to people's reduced engagement. The overwhelming digital environment, flooded with digital ads across various platforms, can cause ad fatigue, making it harder for out of home ads to capture attention. This competition with numerous online channels makes it difficult for these ads to remain relevant.

Opportunity:

Digital transformation & programmatic advertising adoption

Digital transformation in out of home advertising has led to the rise of digital billboards, interactive screens, and LED displays, allowing real-time changes in ad content. This flexibility allows advertisers to tailor messages to specific times of day, weather conditions, or audience demographics. Programmatic advertising, which uses automated technology to buy, sell, and optimize ad space in real-time, is now integrated into advertising, allowing advertisers to purchase out of home ad space using software platforms, resulting in more efficient ad buying.

Threat:

Stringent regulations and restrictions

Many cities and municipalities have implemented regulations restricting the placement of Outdoor Advertising (OOH) advertising, such as billboards and other ad formats in specific zones like residential areas, historical sites, or near schools and hospitals. This

reduces the available space for OOH ads, forcing advertisers to focus on high-traffic but high-cost areas. Additionally, certain types of OOH advertising, such as digital billboards and large-scale signs, may be banned or severely restricted due to aesthetic or environmental concerns, limiting the creative and technological potential of out of home advertising.

Covid-19 Impact

The COVID-19 pandemic significantly impacted the Out of Home (OOH) advertising market by reducing foot traffic and travel, leading to a sharp decline in demand for traditional OOH ads. As people stayed home and avoided public spaces, advertisers shifted budgets to digital channels with more measurable results. However, the rise of digital OOH and programmatic advertising helped the sector recover, allowing for more targeted, flexible, and data-driven campaigns. The market began to recover post-pandemic as public movement and advertising spending slowly rebounded.

The billboards segment is expected to be the largest during the forecast period

The billboards segment is expected to account for the largest market share during the projection period owing to highly visible and effective advertising format, particularly for brand awareness campaigns. Positioned in high-traffic areas, they capture the attention of diverse audiences, making them a powerful tool for national and regional advertisers. Unlike digital media or social media, billboards offer a passive form of advertising, where the audience doesn't actively interact with the content.

The interactive media segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the interactive media segment is predicted to witness the highest growth rate owing to Interactive advertisements technologies like touchscreens, motion sensors, facial recognition, QR codes, augmented reality, and proximity-based advertising to encourage active consumer engagement. This leads to higher attention and allows advertisers to tailor the experience based on consumer behavior or preferences. This personalization enhances the consumer experience, making OOH advertising feel more relevant and customized, making it more relevant and engaging.

Region with largest share:

The North America region is expected to hold the largest share of the market during the

forecast period owing to significant shift from traditional billboards and static displays to digital out-of-home advertising technologies. These include digital billboards, interactive displays, and programmatic OOH technologies, offering enhanced targeting, flexibility, and dynamic content. Programmatic OOH allows advertisers to purchase and place ads in real-time based on data-driven insights, improving targeting efficiency and enabling personalized ad experiences, increasing consumer engagement, and optimizing ROI.

Region with highest CAGR:

During the estimation period, the Asia Pacific region is forecasted to record the highest growth rate due to surge in the demand for Outdoor OOH (Other-Indoor) advertising due to the growing urban populations and densely populated areas. OOH advertising formats like billboards, transit ads, and street furniture are popular in urban centers, providing advertisers with large audiences. With high smartphone penetration, consumers are increasingly using mobile-driven OOH ads, driving online engagement and conversions, and supporting cross-channel marketing strategies.

Key players in the market

Some of the key players in Out of Home Advertising market include BroadSign International LLC, Christie Digital Systems Inc., Clear Channel Outdoor Holdings Inc., Daktronics Inc., Exterior Media Group, EyeMedia LLC, JCDecaux Group, NEC Display Solutions Ltd., oOh!media Limited, OUTFRONT Media, Prismview LLC, QMS Media Limited, SevenOne Media GmbH, Stroer SE & Co. KGaA, Talon Outdoor Ltd and The Times Group.

Key Developments:

In December 2024, NEC Display Solutions Ltd announced the launch of its brightest LCD-based projector to date: the XP-A201U-B. This projector creates a large color space and maximum color reproduction for the ultimate viewing experience.

In November 2024, Daktronics, Inc. manufacturer of best-in-class dynamic video communication displays and control systems for customers worldwide, announced to the Company's existing Shareholder Rights Agreement.

Types Covered:

Billboards

Transit Advertising

Street Furniture

Place-Based Advertising

Digital Out-of-Home

Other Types

Technologies Covered:

Static Media

Digital Media

Interactive Media

Programmatic Advertising

Other Technologies

Applications Covered:

Branding & Awareness Campaigns

Product Launches & Promotions

Event Promotion

Public Service Announcements (PSAs)

Entertainment & Media

Other Applications

End Users Covered:

Retail

Automotive

Food & Beverage

Financial Services

Healthcare & Pharmaceuticals

Government & Public Sector

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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