

United States Outdoor Advertising Market By Type (Billboards Advertising, Street Furniture Advertising, Transit Advertising, Lamppost Advertising, Others), By Category (Traditional, Digital), By End User (BFSI, Healthcare, Retail, Media & Entertainment, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

<https://marketpublishers.com/r/UDFD2F7E4F84EN.html>

Date: February 2025

Pages: 82

Price: US\$ 3,500.00 (Single User License)

ID: UDFD2F7E4F84EN

Abstracts

United States Outdoor Advertising Market was valued at USD 10.34 Billion in 2024 and is expected to reach USD 16.72 Billion by 2030 with a CAGR of 8.34% during the forecast period. The United States Outdoor Advertising market is driven by several key factors, including the rapid digital transformation and growing demand for interactive, data-driven campaigns. Digital billboards, which offer the flexibility to display real-time content and targeted messages, are gaining popularity as advertisers seek to enhance engagement and personalization. These digital platforms allow for dynamic advertising that can be updated based on time of day, weather, location, or audience behavior, making campaigns more relevant and effective. Urbanization plays a crucial role in the market's growth, with increasing numbers of people living in major cities where outdoor ads can reach a dense, diverse audience. As a part of this, according to a recent study, as of July 2024, with a population of 8.3 million, New York City is the most populous city in the U.S., and California boasts the largest urban population among all states. California boasts the highest urbanization rate, even though the District of Columbia is deemed to be entirely urban. Only four U.S. states maintain a rural majority: Maine, Mississippi, Montana, and West Virginia. High-traffic areas like airports, shopping malls, transit hubs, and highways offer prime locations for outdoor advertisements, enhancing exposure and visibility. As a part of this, according to a recent study, as of 2025, the size of the shopping center real estate inventory

(measured in square feet) in the United States showed significant regional variation. The South region contained 1.8 billion square feet of shopping center real estate, whereas the Northeast region had almost one-third of that amount. As the rise of programmatic advertising allows for automated, data-driven ad placements, enabling more precise targeting and improved ROI. The growing trend of sustainability has also influenced the industry, with many outdoor advertisers adopting energy-efficient technologies, such as LED displays and solar-powered billboards, to reduce environmental impact. As the U.S. economy continues to recover and consumer behaviors evolve, outdoor advertising remains a valuable tool for brands aiming to increase visibility and connect with consumers across various touchpoints.

Key Market Drivers

Expansion of Digital Advertising Across the Region

The expansion of digital advertising is a major driver in the United States Outdoor Advertising market. As a part of this, as of August 2024, Verde Outdoor Media (VOM), a prominent player in outdoor and online advertising, announced its acquisition of Great Outdoor Advertising (GOA), an independent out-of-home operator located in the Northeast. With this strategic expansion, VOM's portfolio now exceeds 1,600 billboard faces across 10 states, bolstering its network and reinforcing its presence in key markets. As the demand for real-time, interactive, and data-driven campaigns grows, advertisers are increasingly shifting to digital platforms like digital billboards, interactive kiosks, and transit displays. These digital solutions allow for dynamic content updates, enabling advertisers to tailor messages based on time, location, audience demographics, and even weather conditions, which significantly enhances engagement and effectiveness. Digital advertising also enables higher engagement rates, as dynamic visuals, videos, and interactive features capture attention more effectively than traditional static billboards. This shift is further supported by the rise of programmatic advertising, which allows for automated and targeted ad placement across digital screens, improving the efficiency and precision of campaigns. The ability to integrate digital outdoor ads with mobile and location-based advertising further drives the growth of digital outdoor advertising, creating an omnichannel experience for consumers. Brands can push location-specific messages to consumers' mobile devices, creating a seamless connection between outdoor and digital media. Also, the cost-efficiency and lower maintenance requirements of digital billboards compared to traditional static ads are appealing to advertisers. As the U.S. outdoor advertising market continues to evolve, digital advertising is expected to lead the way, offering more innovative, sustainable, and impactful advertising opportunities.

Key Market Challenges

High Production Cost

High production costs remain a significant challenge in the United States Outdoor Advertising market. The expenses associated with creating and maintaining outdoor advertising, particularly for digital billboards, can be substantial. Digital billboards, while offering dynamic and real-time content, require high upfront investments in technology, such as LED screens, software systems, and hardware, making them a costly option for advertisers. Also, the installation and infrastructure required for digital advertising networks, including electricity supply and internet connectivity, add to the initial costs. Traditional outdoor advertising, such as large-format billboards, also carries significant production costs. The process of designing, printing, and installing high-quality materials, as well as the maintenance and replacement of weathered or damaged ads, incurs ongoing expenses. Outdoor advertising companies must also factor in fees for securing prime locations in high-traffic areas, often requiring long-term leases or permits from local authorities. These high production costs can limit the accessibility of outdoor advertising for small and mid-sized businesses with smaller advertising budgets. While large corporations may be able to absorb these costs, smaller players may struggle to justify the ROI. To overcome this challenge, advertisers may turn to more cost-effective solutions such as programmatic advertising, mobile integration, or leveraging digital screens in areas with lower installation costs. Despite these hurdles, outdoor advertising continues to be a powerful tool, albeit with considerable financial investment.

Key Market Trends

Surging Popularity of Digital Signage

The surging popularity of digital signage is a prominent trend in the United States Outdoor Advertising market, revolutionizing the way brands engage with consumers. Digital signage, including digital billboards, interactive kiosks, and transit displays, offers advertisers the ability to display dynamic and real-time content, allowing for more flexible and engaging campaigns. This shift from traditional static billboards to digital screens enables advertisers to adapt content quickly, target specific demographics, and optimize campaigns based on time of day, weather conditions, or audience behaviour. Digital signage also allows for greater interactivity, with many installations incorporating touchscreens or QR codes to engage viewers in a more personalized manner. This interactivity helps drive consumer action by encouraging direct engagement with the ad,

such as scanning for more information or making a purchase. Also, digital signage allows for programmatic advertising, where ads are automatically bought and placed based on data-driven decisions, optimizing ad placements in real-time for greater efficiency and effectiveness. The growth of digital signage is also closely tied to the increasing use of mobile devices, as advertisers can synchronize outdoor digital content with consumers' location data or online behaviour, creating seamless cross-channel experiences. As technology advances and costs decrease, the demand for digital signage is expected to continue growing, making it a dominant trend in the U.S. Outdoor Advertising market.

Key Market Players

Vector Media, LLC

Outfront Media Inc.

Inspiria Outdoor Advertising

AllOver Media, LLC

Clear Channel

JCDecaux North America, Inc

Adams Outdoor Advertising

Reagan Outdoor Advertising

Daktronics Inc.,

Drury Displays, Inc.

Report Scope:

In this report, the United States Outdoor Advertising Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

United States Outdoor Advertising Market, By Type:

Billboards Advertising

Street Furniture Advertising

Transit Advertising

Lamppost Advertising

Others

United States Outdoor Advertising Market, By Category:

Traditional

Digital

United States Outdoor Advertising Market, By End User:

BFSI

Healthcare

Retail

Media & Entertainment

Others

United States Outdoor Advertising Market, By Region:

South

West

Mid-West

North-East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the United States Outdoor Advertising Market.

Available Customizations:

United States Outdoor Advertising Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

4. VOICE OF CUSTOMER

- 4.1. Factors Influencing Purchase Decision
- 4.2. Brand Awareness
- 4.3. Source of Information

5. UNITED STATES OUTDOOR ADVERTISING MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Type Market Share Analysis (Billboards Advertising, Street Furniture Advertising, Transit Advertising, Lamppost Advertising, Others)

5.2.2. By Category Market Share Analysis (Traditional, Digital)

5.2.3. By End User Market Share Analysis (BFSI, Healthcare, Retail, Media & Entertainment, Others)

5.2.4. By Regional Market Share Analysis

5.2.4.1. South Market Share Analysis

5.2.4.2. West Market Share Analysis

5.2.4.3. Mid-West Market Share Analysis

5.2.4.4. North-East Market Share Analysis

5.2.5. By Top 5 Companies Market Share Analysis, Others (2024)

5.3. United States Outdoor Advertising Market Mapping & Opportunity Assessment

5.3.1. By Type Market Mapping & Opportunity Assessment

5.3.2. By Category Market Mapping & Opportunity Assessment

5.3.3. By End User Market Mapping & Opportunity Assessment

5.3.4. By Region Market Mapping & Opportunity Assessment

6. UNITED STATES TRADITIONAL OUTDOOR ADVERTISING MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Type Market Share Analysis

6.2.2. By End User Market Share Analysis

7. UNITED STATES DIGITAL OUTDOOR ADVERTISING MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Genre Market Share Analysis

7.2.2. By End User Market Share Analysis

8. MARKET DYNAMICS

8.1. Drivers

8.2. Challenges

9. MARKET TRENDS & DEVELOPMENTS

10. SWOT ANALYSIS

- 10.1. Strength
- 10.2. Weakness
- 10.3. Opportunity
- 10.4. Threat

11. POLICY & REGULATORY LANDSCAPE

12. UNITED STATES ECONOMIC PROFILE

13. COMPETITIVE LANDSCAPE

13.1. Company Profiles

13.1.1. Vector Media, LLC

- 13.1.1.1. Company Details
- 13.1.1.2. Products & Services
- 13.1.1.3. Financials (As Per Availability)
- 13.1.1.4. Key Market Focus & Geographical Presence
- 13.1.1.5. Recent Developments
- 13.1.1.6. Key Management Personnel

13.1.2. Outfront Media Inc.

- 13.1.2.1. Company Details
- 13.1.2.2. Products & Services
- 13.1.2.3. Financials (As Per Availability)
- 13.1.2.4. Key Market Focus & Geographical Presence
- 13.1.2.5. Recent Developments
- 13.1.2.6. Key Management Personnel

13.1.3. Inspiria Outdoor Advertising

- 13.1.3.1. Company Details
- 13.1.3.2. Products & Services
- 13.1.3.3. Financials (As Per Availability)
- 13.1.3.4. Key Market Focus & Geographical Presence
- 13.1.3.5. Recent Developments
- 13.1.3.6. Key Management Personnel

13.1.4. AllOver Media, LLC

- 13.1.4.1. Company Details

- 13.1.4.2. Products & Services
- 13.1.4.3. Financials (As Per Availability)
- 13.1.4.4. Key Market Focus & Geographical Presence
- 13.1.4.5. Recent Developments
- 13.1.4.6. Key Management Personnel
- 13.1.5. Clear Channel
 - 13.1.5.1. Company Details
 - 13.1.5.2. Products & Services
 - 13.1.5.3. Financials (As Per Availability)
 - 13.1.5.4. Key Market Focus & Geographical Presence
 - 13.1.5.5. Recent Developments
 - 13.1.5.6. Key Management Personnel
- 13.1.6. JCDecaux North America, Inc
 - 13.1.6.1. Company Details
 - 13.1.6.2. Products & Services
 - 13.1.6.3. Financials (As Per Availability)
 - 13.1.6.4. Key Market Focus & Geographical Presence
 - 13.1.6.5. Recent Developments
 - 13.1.6.6. Key Management Personnel
- 13.1.7. Adams Outdoor Advertising
 - 13.1.7.1. Company Details
 - 13.1.7.2. Products & Services
 - 13.1.7.3. Financials (As Per Availability)
 - 13.1.7.4. Key Market Focus & Geographical Presence
 - 13.1.7.5. Recent Developments
 - 13.1.7.6. Key Management Personnel
- 13.1.8. Reagan Outdoor Advertising
 - 13.1.8.1. Company Details
 - 13.1.8.2. Products & Services
 - 13.1.8.3. Financials (As Per Availability)
 - 13.1.8.4. Key Market Focus & Geographical Presence
 - 13.1.8.5. Recent Developments
 - 13.1.8.6. Key Management Personnel
- 13.1.9. Daktronics Inc.,
 - 13.1.9.1. Company Details
 - 13.1.9.2. Products & Services
 - 13.1.9.3. Financials (As Per Availability)
 - 13.1.9.4. Key Market Focus & Geographical Presence
 - 13.1.9.5. Recent Developments

13.1.9.6. Key Management Personnel

13.1.10. Drury Displays, Inc.

13.1.10.1. Company Details

13.1.10.2. Products & Services

13.1.10.3. Financials (As Per Availability)

13.1.10.4. Key Market Focus & Geographical Presence

13.1.10.5. Recent Developments

13.1.10.6. Key Management Personnel

14. STRATEGIC RECOMMENDATIONS

14.1. Key Focus Areas

14.2. Target Type

14.3. Target Category

15. ABOUT US & DISCLAIMER

I would like to order

Product name: United States Outdoor Advertising Market By Type (Billboards Advertising, Street Furniture Advertising, Transit Advertising, Lamppost Advertising, Others), By Category (Traditional, Digital), By End User (BFSI, Healthcare, Retail, Media & Entertainment, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

Product link: <https://marketpublishers.com/r/UDFD2F7E4F84EN.html>

Price: US\$ 3,500.00 (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/UDFD2F7E4F84EN.html>