

Global Out-of-home Advertising Market Insight 2020, Forecast to 2025

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Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

The Out-of-home Advertising market was valued at US\$ xx in 2019, prior to COVID-19. Whereas post-COVID-19 scenario, the market for Out-of-home Advertising is projected to grow from US\$ xx million in 2020, and is projected to reach xx by 2025, at a CAGR of xx% during the forecast period. Projected and forecast revenue values are in constant U.S. dollars, unadjusted for inflation. Product values are estimated based on manufacturers' revenue.

The report offers detailed coverage of Out-of-home Advertising industry and main market trends. The market research includes historical and forecast market data, demand, application details, price trends, and company shares of the leading Out-of-home Advertising by geography. The report splits the market size, by volume and value, on the basis of application type and geography.

In addition to this data, the report provides insight into drivers of market demand and strategies of suppliers. Key players are profiled, and their market shares in the global Out-of-home Advertising market are discussed.

The market is segmented by types:

Transit Advertising

Billboard

Street Furniture Advertising

Others

It can be also divided by applications:

BFSI

IT and Telecom

Automotive and Transportation

Education

Entertainment

Healthcare

Consumer Goods and Retail

Government and Utilities

Others

And this report covers the historical situation, present status and the future prospects of the global Out-of-home Advertising market for 2015-2025. In this report, we analyze global market from 5 geographies: Asia-Pacific, Europe, North America, Middle East & Africa, South America.

Finally, the report provides detailed profile and data information analysis of leading company.

JCDecaux

Clear Channel Outdoor

Focus Media

Lamar Advertising

Global (Exterior Media)

oOh! Media

Outfront Media

Stroer Media

Times OOH Media

Primedia Outdoor

APG | SGA

Adams Outdoor Advertising

Fairway Outdoor Advertising

Lightbox OOH Video Network

AllOver Media

BroadSign International

QMS Media

EPAMEDIA

Bell Media

AirMedia

White Horse Group

Phoenix Metropolis Media

Balintimes Hong Kong Media

Report Includes:

xx data tables and xx additional tables

An overview of global Out-of-home Advertising market

An detailed key players analysis across regions

Analyses of global market trends, with historical data, estimates for 2020 and projections of compound annual growth rates (CAGRs) through 2025

Insights into regulatory and environmental developments

Information on the supply and demand scenario and evaluation of technological and investment opportunities in the Out-of-home Advertising market

Profiles of major players in the industry, including JCDecaux, Clear Channel Outdoor, Focus Media, Lamar Advertising, Global (Exterior Media).....

Research objectives

To study and analyze the global Out-of-home Advertising consumption (value & volume) by key regions/countries, product type and application, history data from 2015 to 2019, and forecast to 2025.

To understand the structure of Out-of-home Advertising market by identifying its various subsegments.

Focuses on the key global Out-of-home Advertising manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, Porter's five forces analysis, SWOT analysis and development plans in next few years.

To analyze the Out-of-home Advertising with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Out-of-home Advertising submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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