

Outdoor Advertising Market Size, Trends, Share, Scope, Future Growth and Forecast 2021 to 2026

The global outdoor advertising market reached a value of US\$ 38.6 Billion in 2020.

SHERIDAN, WYOMING, UNITED STATES, October 21, 2021 /EINPresswire.com/ -- According to the latest report by IMARC Group, titled "Global [Outdoor Advertising Market](#) Report and

Forecast 2021-2026," the market reached a value of US\$ 38.6 Billion in 2020. The global outdoor advertising market to exhibit moderate growth during the next five years. Outdoor advertising represents an advertising

medium found outside homes or in the public domain. They are mainly utilized to communicate information about various events or promote numerous business products in outdoor locations, such as airports, shopping malls, bus shelters, railway stations, etc. Outdoor advertising is also used in indoor spaces accessible to the public, including movie theatres, medical waiting rooms, retail stores, etc. These advertisements also appear on public transports, including buses, trains, taxis, etc., to ensure extensive coverage.



Outdoor Advertising Market

Get a sample copy of this Report: <https://www.imarcgroup.com/outdoor-advertising-market/requestsampl>

As the novel coronavirus (COVID-19) crisis takes over the world, we are continuously tracking the changes in the markets, as well as the purchase behaviours of the consumers globally and our estimates about the latest market trends and forecasts are being done after considering the impact of this pandemic.

Global Outdoor Advertising Market Trends:

The rising levels of digitization and the growing penetration of internet-based advertising

platforms are some of the major factors driving the outdoor advertising market growth. As a result, several advertisers are adopting virtual screens, video content, motion graphics, projectors, etc., for specific demographics. Moreover, various advancements in advertising technology, including artificial intelligence (AI), IoT connectivity, near-field communication, etc., are augmenting the demand for digital screens to deliver relevant content in real-time. Additionally, the increasing modernization of public transports is facilitating the adoption of in-transit advertising, thereby driving the global market. Besides this, the declining costs of digital advertisement are expected to further stimulate the market growth of outdoor advertising in the coming years.

View Full Report with TOC & List of Figure: <https://www.imarcgroup.com/outdoor-advertising-market>

Competitive Landscape with Key players:

The report has also analysed the competitive landscape of the market with some of the key players being.

Storer Media
Clear Channel Outdoor
Lamar Advertising
JCDcaux

Outdoor Advertising Market Segmentation:

Our report has categorized the market based on region, type and segments.

Breakup by Type:

Traditional
Digital outdoor advertising

Breakup by Segments:

Billboard
Transport
Street furniture
Other

Breakup by Region:

North America (United States, Canada)
Europe (Germany, France, United Kingdom, Italy, Spain, Others)

Asia Pacific (China, Japan, India, Australia, Indonesia, Korea, Others)

Latin America (Brazil, Mexico, Others)

Middle East and Africa (United Arab Emirates, Saudi Arabia, Qatar, Iraq, Other)

Key highlights of the report:

Market Performance (2015-2020)

Market Outlook (2021-2026)

Porter's Five Forces Analysis

Market Drivers and Success Factors

SWOT Analysis

Value Chain

Comprehensive Mapping of the Competitive Landscape

We are updating our reports, If you want latest primary and secondary data (2021-2026) with Cost Module, Business Strategy, Competitive landscape, etc. Click request free sample report, the report will be delivered to you in PDF format via email within 24 to 48 hours after the payment confirmation.

Related Reports of IMARC Group:

Light Sensors Market: <https://www.imarcgroup.com/light-sensors-market>

Virtual Events Market: <https://www.imarcgroup.com/virtual-events-market>

Financial Analytics Market: <https://www.imarcgroup.com/financial-analytics-market>

Machine Condition Monitoring Market: <https://www.imarcgroup.com/machine-condition-monitoring-market>

Enhanced Oil Recovery Market: <https://www.imarcgroup.com/enhanced-oil-recovery-market>

Frozen Pizza Market: <https://www.imarcgroup.com/frozen-pizza-market>

Industrial Enzymes Market: <https://www.imarcgroup.com/industrial-enzymes-market>

Adhesives and Sealants Market: <https://www.imarcgroup.com/adhesives-sealants-market>

Regenerative Medicine Market: <https://www.imarcgroup.com/regenerative-medicine-market>

Voice and Speech Recognition Market: <https://www.imarcgroup.com/voice-speech-recognition-market>

About Us

IMARC Group is a leading market research company that offers management strategy and market research worldwide. We partner with clients in all sectors and regions to identify their highest-value opportunities, address their most critical challenges, and transform their businesses.

IMARC's information products include major market, scientific, economic and technological developments for business leaders in pharmaceutical, industrial, and high technology organizations. Market forecasts and industry analysis for biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, nanotechnology and novel processing methods are at the top of the company's expertise.

Contact US:

IMARC Group

30 N Gould St Ste R

Sheridan, WY 82801 USA - Wyoming

Email: Sales@imarcgroup.com

Tel No:(D) +91 120 433 0800

Americas:- +1 631 791 1145 | Africa and Europe :- +44-702-409-7331 | Asia: +91-120-433-0800, +91-120-433-0800

Elena Anderson

IMARC Services Private Limited

+1 6317911145

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/554407828>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2021 IPD Group, Inc. All Right Reserved.