

The Out-of-Home Advertising Market is projected to grow to USD 56.1 Billion by 2030, expanding at a CAGR of 8.5%

The Business Research Company's Out-of-Home Advertising Global Market Report 2026 – Market Size, Trends, And Forecast 2026-2035

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/EINPresswire.com/ -- [The out-of-home advertising sector](#) has experienced

significant expansion recently, driven by various socioeconomic factors and technological advancements. This market is set to continue on an upward trajectory as advertisers increasingly leverage public spaces and innovative digital solutions to reach broader audiences effectively.

Current Market Size and Growth Outlook for the Out-of-Home Advertising Market

The size of the out-of-home advertising market has shown strong growth over recent years. It is projected to increase from \$37.18 billion in 2025 to \$40.42 billion in 2026, growing at a compound annual growth rate (CAGR) of 8.7%. This historical growth is primarily fueled by rising urban population density, increased use of public transportation, greater brand investment in outdoor advertising, the need to connect with large audiences, and expansion of retail and transit infrastructure.

Download a free sample of the out-of-home advertising market report:

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Future Growth Projections for the Out-of-Home Advertising Industry

Looking ahead, the out-of-home advertising market is expected to maintain robust growth, reaching \$56.1 billion by 2030 with a CAGR of 8.5%. Factors contributing to this expansion include greater integration of real-time analytics in campaigns, adoption of smart city advertising technologies, growing demand for measurable advertising results, the spread of digital billboards, and a heightened focus on sustainable advertising methods. Key trends over the forecast period involve wider use of digital out-of-home displays, enhanced audience targeting through data, increasing programmatic buying, interactive and immersive ad formats, and



investment in energy-efficient display technologies.

Understanding Out-of-Home Advertising and Its Purpose

Out-of-home advertising, often called outdoor advertising, involves promoting products and services to consumers when they are outside their homes. This type of advertising aims to attract new customers by effectively presenting a brand's message in public spaces. By strategically placing ads in locations with high foot traffic, businesses can maximize visibility and engagement.

View the full out-of-home advertising market report:

https://www.thebusinessresearchcompany.com/report/out-of-home-advertising-global-market-report?utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Mar_PR

Urban Population Growth as a [Major Driver of the Out-of-Home Advertising Market](#)

One of the key factors driving growth in the out-of-home advertising market is the rising urban population. Since OOH advertising targets public spaces such as billboards, transit hubs, and busy streets, increasing urban density creates more opportunities to reach large groups of people. The growth of megacities and urban centers results in higher traffic and footfall, improving the effectiveness of outdoor ad campaigns.

Urban Expansion Statistics Supporting Market Growth

For example, the United Nations Conference on Trade and Development, a Switzerland-based intergovernmental organization, reported that the urban population share rose to 57.3% in 2023 and is expected to reach 58.1% by 2025. This steady urbanization trend fuels opportunities for OOH advertisers to engage with consumers in densely populated areas, thereby driving the market's growth.

Regional Growth Highlights in the Out-of-Home Advertising Industry

In 2025, Asia-Pacific held the position as the largest region in the global out-of-home advertising market. North America followed as the second-largest market. The comprehensive market report covers multiple regions, including Asia-Pacific, South East Asia, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa, offering a broad perspective on global industry trends and regional dynamics.

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