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**OOH ADVERTISING**

**Market Size Report**

**EU-27<sup>+</sup>**



# Table of Contents

- Overview: EU-27+..... 2
  - Customer preferences..... 2
  - Trends in the market..... 2
  - Local special circumstances..... 3
  - Underlying macroeconomic factors..... 3
- OOH vs. DOOH..... 4
- Markets Sizes..... 5
  - CENTRAL AND EASTERN EUROPE..... 5
    - 1. Romania..... 5
    - 2. Poland..... 7
    - 3. Bulgaria..... 8
    - 4. Croatia..... 8
    - 5. Czech Republic..... 9
    - 6. Hungary..... 9
    - 7. Slovakia..... 10
    - 8. Slovenia..... 10
    - 9. Estonia..... 11
    - 10. Latvia..... 11
    - 11. Lithuania..... 12
  - CENTRAL AND WESTERN EUROPE..... 13
    - 12. Austria..... 13
    - 13. Germany..... 13
    - 14. Belgium..... 14
    - 15. Netherlands..... 14
    - 16. Luxemburg..... 15
    - 17. Switzerland \*..... 15
    - 18. France..... 16
    - 19. Ireland..... 16
  - NORTHERN EUROPE..... 17
    - 20. Denmark..... 17
    - 21. Sweden..... 18
    - 22. Finland..... 18
  - SOUTHERN EUROPE..... 19
    - 23. Portugal..... 19
    - 24. Spain..... 19
    - 25. Italy..... 20
    - 26. Malta..... 20
    - 27. Greece..... 21
    - 28. Cyprus..... 22

# Overview: EU-27<sup>1</sup>

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Ad spending in the Out-of-Home Advertising market in EU-27 is forecasted to reach US\$5.21bn in 2024. The largest market within the Out-of-Home Advertising market is Traditional Out-of-Home Advertising, with a market volume of US\$3.10bn in 2024. When compared globally, China is expected to lead in ad spending with US\$9,862m in 2024. The average ad spending per capita in the Out-of-Home Advertising market in EU-27 is projected to be US\$11.64 in 2024. With the EU-27's growing focus on sustainability, Out-of-Home Advertising is increasingly leveraging eco-friendly practices to appeal to environmentally conscious consumers.<sup>2</sup>

Ad spending in the Digital Out-of-Home Advertising market in EU-US\$2.71bn is forecasted to reach US\$2.11bn in 2024. The market is expected to experience an annual growth rate (CAGR 2024-2028) of 6.46%, leading to a projected market volume of US\$2.71bn by 2028. In 2024, the market is expected to reach a volume of US\$5,190m, with the majority of ad spending originating from China. The average ad spending per capita in the Digital Out-of-Home Advertising market is projected to be US\$4.70 in 2024. In the EU-27, Digital Out-of-Home Advertising is experiencing a surge in programmatic buying, revolutionizing targeted ad placement strategies.

The Digital Out-of-Home Advertising market in EU-27 is experiencing significant growth and development due to changing customer preferences, emerging trends, local special circumstances, and underlying macroeconomic factors.

## Customer preferences

Customers in the EU-27 are increasingly drawn to digital out-of-home advertising due to its dynamic and interactive nature. Digital screens and billboards allow for more engaging and personalized content, capturing the attention of passersby and increasing brand awareness. Additionally, customers appreciate the ability of digital out-of-home advertising to deliver real-time and location-based information, making it more relevant and impactful.

## Trends in the market

One of the key trends in the digital out-of-home advertising market in the EU-27 is the adoption of programmatic advertising. Programmatic advertising enables advertisers to automate the buying and selling of ad inventory, allowing for more precise targeting and efficient campaign management. This trend is driven by the increasing availability of data and advancements in technology, making programmatic advertising an attractive option for advertisers looking to optimize their campaigns. Another trend in the market is the integration of digital out-of-home advertising with mobile devices. Advertisers are leveraging the ubiquity of smartphones and tablets to deliver complementary content to

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<sup>1</sup> EU-27 consists of: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden

<sup>2</sup> [Out-of-Home Advertising - EU-27 | Statista Market Forecast](#)

consumers. By using technologies such as near-field communication (NFC) or QR codes, advertisers can provide interactive experiences that bridge the physical and digital worlds, enhancing customer engagement and driving conversions.

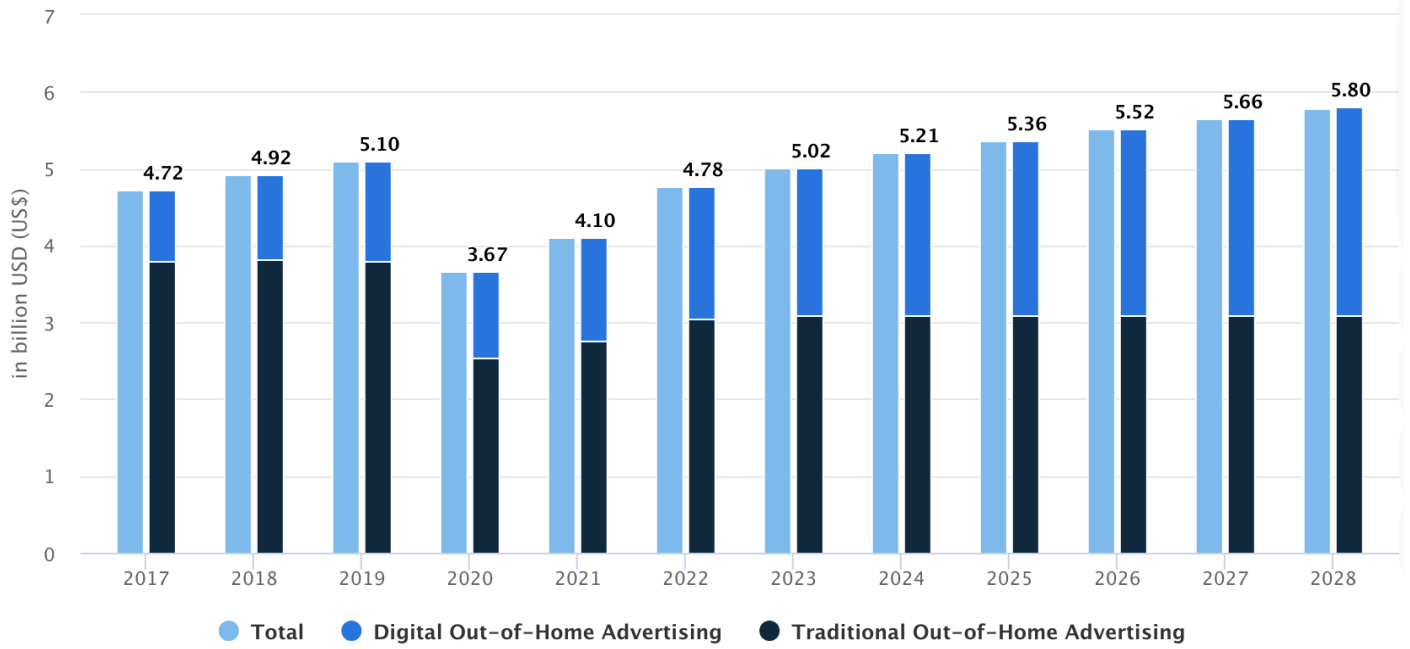
### **Local special circumstances**

The digital out-of-home advertising market in the EU-27 is influenced by various local special circumstances. For example, in countries with high tourist traffic, such as France and Spain, advertisers are increasingly targeting international visitors with multilingual and culturally relevant content. This allows brands to effectively communicate their messages to a diverse audience and maximize the impact of their campaigns. Furthermore, the EU-27 has a strong regulatory framework for data protection and privacy. Advertisers and technology providers in the digital out-of-home advertising market must comply with strict regulations regarding the collection and use of personal data. This ensures that customer privacy is protected and builds trust between brands and consumers.

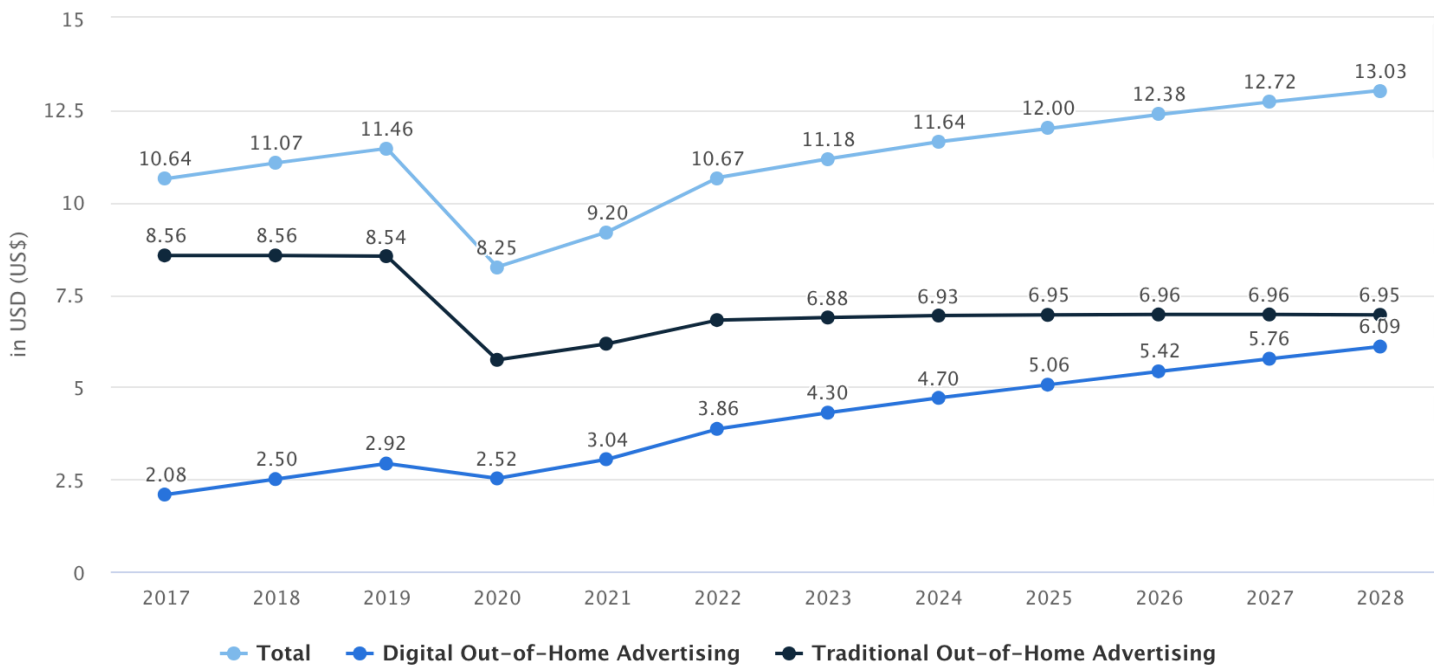
### **Underlying macroeconomic factors**

The growth of the digital out-of-home advertising market in the EU-27 is supported by favorable macroeconomic conditions. The region has experienced steady economic growth, leading to increased consumer spending and advertising budgets. As businesses seek to reach a wider audience and differentiate themselves in a competitive market, they are investing more in digital out-of-home advertising to capture the attention of consumers in high-traffic locations. Additionally, advancements in technology and infrastructure have made it easier and more cost-effective to deploy digital out-of-home advertising networks. The availability of high-speed internet and the widespread adoption of digital signage solutions have lowered the barriers to entry for advertisers, enabling them to reach a larger audience and achieve better ROI. In conclusion, the Digital Out-of-Home Advertising market in EU-27 is growing and evolving due to changing customer preferences, emerging trends, local special circumstances, and underlying macroeconomic factors. Advertisers are increasingly adopting digital out-of-home advertising to engage customers with dynamic and interactive content, while leveraging programmatic advertising and mobile integration to optimize their campaigns. Local special circumstances, such as high tourist traffic and strict data protection regulations, shape the market dynamics in the EU-27. Favorable macroeconomic conditions and advancements in technology further drive the growth of the market, making digital out-of-home advertising an attractive and effective medium for brands to connect with their target audience.

## EU-27 AD SPENDING



## EU-27 AVERAGE AD SPENDING PER CAPITA



Out-of-Home (OOH) advertising refers to any visual advertising media found outside of the home. This includes billboards, bus stops, transit ads, and posters. OOH advertising is a traditional form of advertising that has been around for decades. In the scope of this Market Size Report, OOH often includes the entire market.

Digital Out-of-Home (DOOH) advertising, on the other hand, is a modern subset of OOH advertising that specifically uses digital media for displaying ads. DOOH includes digital billboards, digital signage, and screens found in places like malls, airports, and bus stations. The content on DOOH platforms can be changed dynamically and can include interactive elements.

# Markets Sizes

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## CENTRAL AND EASTERN EUROPE

### 1. Romania

The OOH market also registered a good year in 2022, with record results, increasing by 23% compared to 2021, up to an estimated market value of EUR 37 million. Unfortunately, the growth potential of this media channel has been significantly influenced by economic uncertainty, high production prices and potential war-driven changes. Digital OOH continues its positive evolution, reaching an estimated net value of EUR 7 million and becoming an increasingly sought-after alternative by advertisers also due to more generous creative options. In 2023, the Media Fact Book estimate for the OOH market is an 8% increase, which will lead to a value of EUR 40 million.<sup>3</sup> The Digital Out-of-Home Advertising market in Romania is experiencing significant growth and development.<sup>4</sup>

Customer preferences: Romanian consumers are increasingly embracing digital advertising as a means of communication and engagement. This is evident in the growing demand for digital out-of-home advertising, which offers dynamic and interactive content that captures the attention of passersby. The ability to target specific audiences based on location and demographics is also appealing to advertisers, as it allows for more effective and targeted campaigns. Additionally, the rise of smartphones and other mobile devices has created a demand for digital advertising that seamlessly integrates with these devices, providing a seamless and personalized experience for consumers.

Trends in the market: One of the key trends in the Digital Out-of-Home Advertising market in Romania is the adoption of programmatic advertising. Programmatic advertising allows for real-time bidding and automated buying of ad space, enabling advertisers to reach their target audience more efficiently and effectively. This trend is driven by the increasing availability of data and analytics, which allow advertisers to better understand their audience and tailor their campaigns accordingly. Programmatic advertising also offers greater flexibility and control, as advertisers can adjust their campaigns in real-time based on performance metrics.

Another trend in the market is the integration of digital out-of-home advertising with other digital channels. Advertisers are increasingly using digital out-of-home advertising as part of a multi-channel marketing strategy, combining it with online and mobile advertising to create a seamless and integrated brand experience. This trend is driven by the growing importance of omni-channel marketing, which seeks to provide a consistent and cohesive brand message across all touchpoints.

Local special circumstances: Romania has a growing tourism industry, with an increasing number of international visitors each year. This presents a unique opportunity for advertisers to target tourists through digital out-of-home advertising. By strategically placing digital screens in

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<sup>3</sup> [The estimated value for the Romanian media market - EUR 683 million - \(business-review.eu\)](https://www.business-review.eu/)

<sup>4</sup> <https://www.mediafactbook.ro/>

high-traffic tourist areas, advertisers can reach a captive audience and promote local attractions, events, and businesses. This is particularly relevant in popular tourist destinations such as Bucharest, Cluj-Napoca, and Brasov.

Underlying macroeconomic factors: The growth of the Digital Out-of-Home Advertising market in Romania is also influenced by underlying macroeconomic factors. Romania has experienced steady economic growth in recent years, with rising disposable incomes and increased consumer spending. This has created a favorable environment for advertisers, as consumers have more purchasing power and are more receptive to advertising messages. Additionally, Romania's membership in the European Union has opened up new opportunities for foreign investment and business expansion, further driving the growth of the digital advertising market. In conclusion, the Digital Out-of-Home Advertising market in Romania is witnessing significant growth and development.

Customer preferences for dynamic and interactive advertising, the adoption of programmatic advertising, and the integration of digital channels are driving this growth. Local special circumstances, such as the growing tourism industry, present unique opportunities for advertisers. Underlying macroeconomic factors, including steady economic growth and increased consumer spending, further contribute to the expansion of the market.

## INDUSTRY MARKET VALUES FOR ROMANIA

<b>OOH</b>	2024 Ad Spend	2024 Largest Market	Avg. Ad Spend / Capita
	<b>US\$41.77m</b> <i>forecasted</i>	<b>US\$35.69m</b> DOOH	<b>US\$</b> 2024
	In Romania this growth reflects a shift towards digital billboards and interactive displays to effectively engage consumers in urban centers. <sup>5</sup>		

<b>DOOH</b>	2024 Ad Spend	2028 Market Value	Avg. Ad Spend / Capita
	<b>US\$6.09m</b> <i>forecasted</i>	<b>US\$8.46m</b> CAGR 8.56%	<b>US\$0.31</b> 2024
	Romania's Digital Out-of-Home Advertising market is rapidly expanding, with a focus on interactive and targeted campaigns to engage consumers effectively. <sup>6</sup>		

## 2. Poland

<b>OOH</b>	2024 Ad Spend	2024 Largest Market	Avg. Ad Spend / Capita
	<b>US\$177.20m</b> <i>forecasted</i>	<b>US\$98,96m</b> DOOH	<b>US\$4.40</b> 2024
	Poland's Out-of-Home Advertising market is seeing a shift towards digital interactive displays, enhancing engagement and targeting capabilities. <sup>7</sup>		

<b>DOOH</b>	2024 Ad Spend	2028 Market Value	Avg. Ad Spend / Capita
	<b>US\$98.96m</b> <i>forecasted</i>	<b>US\$117.20m</b> CAGR 4.32%	<b>US\$2.40</b> 2024
	Poland's Out-of-Home Advertising market is seeing a shift towards digital interactive displays, enhancing engagement and targeting capabilities. <sup>8</sup>		

<sup>5</sup> [Out-of-Home Advertising - Romania | Market Forecast \(statista.com\)](#)

<sup>6</sup> [Digital Out-of-Home Advertising - Romania | Market Forecast \(statista.com\)](#)

<sup>7</sup> [Out-of-Home Advertising - Poland | Statista Market Forecast](#)

<sup>8</sup> [Out-of-Home Advertising - Poland | Statista Market Forecast](#)



### 3. Bulgaria

OOH	2024 Ad Spend	2024 Largest Market	Avg. Ad Spend / Capita
	<b>US\$23.30m</b> <i>forecasted</i>	<b>US\$21.32m</b> DOOH	<b>US\$3.52</b> 2024
	Bulgaria's Out-of-Home Advertising market is embracing digital innovation, with dynamic content and interactive features becoming increasingly popular in urban centers. <sup>9</sup>		

DOOH	2024 Ad Spend	2028 Market Value	Avg. Ad Spend / Capita
	<b>US\$1.98m</b> <i>forecasted</i>	<b>US\$2.52m</b> CAGR 6.21%	<b>US\$0.30</b> 2024
	In Bulgaria, the Digital Out-of-Home Advertising market is rapidly expanding, leveraging advanced technology to target consumers effectively in key urban areas. <sup>10</sup>		

### 4. Croatia

OOH	2024 Ad Spend	2024 Largest Market	Avg. Ad Spend / Capita
	<b>US\$24.40m</b> <i>forecasted</i>	<b>US\$23.00m</b> DOOH	<b>US\$6.12</b> 2024
	Croatia's Out-of-Home Advertising market is seeing a rise in digital billboards, enhancing brand visibility in key tourist destinations. <sup>11</sup>		

DOOH	2024 Ad Spend	2028 Market Value	Avg. Ad Spend / Capita
	<b>US\$1.41m</b> <i>forecasted</i>	<b>US\$2.58m</b> CAGR 15.62%	<b>US\$0.35</b> 2024
	Croatia's Digital Out-of-Home Advertising market is seeing a surge in interactive and personalized campaigns, enhancing consumer engagement and brand visibility. <sup>12</sup>		

<sup>9</sup> [Out-of-Home Advertising - Bulgaria | Market Forecast \(statista.com\)](#)

<sup>10</sup> [Digital Out-of-Home Advertising - Bulgaria | Forecast \(statista.com\)](#)

<sup>11</sup> [Out-of-Home Advertising - Croatia | Market Forecast \(statista.com\)](#)

<sup>12</sup> [Digital Out-of-Home Advertising - Croatia | Market Forecast \(statista.com\)](#)

## 5. Czech Republic

<b>OOH</b>	2024 Ad Spend	2024 Largest Market	Avg. Ad Spend / Capita
	<b>US\$95.41m</b> <i>forecasted</i>	<b>US\$66.83m</b> DOOH	<b>US\$9.08</b> 2024
	Czechia's Out-of-Home Advertising market is embracing digital innovation, with interactive billboards and targeted campaigns on the rise in urban centers. <sup>13</sup>		

<b>DOOH</b>	2024 Ad Spend	2028 Market Value	Avg. Ad Spend / Capita
	<b>US\$28.58m</b> <i>forecasted</i>	<b>US\$34.08m</b> CAGR 4.50%	<b>US\$2.72</b> 2024
	Czechia's Digital Out-of-Home Advertising market is rapidly expanding, with a focus on interactive and targeted campaigns to engage a tech-savvy audience. <sup>14</sup>		

## 6. Hungary

<b>OOH</b>	2024 Ad Spend	2024 Largest Market	Avg. Ad Spend / Capita
	<b>US\$94.91m</b> <i>forecasted</i>	<b>US\$49.30m</b> DOOH	<b>US\$9.50</b> 2024
	Hungary's Out-of-Home Advertising market is embracing digital innovation, with interactive billboards and targeted campaigns gaining popularity in urban centers. <sup>15</sup>		

<b>DOOH</b>	2024 Ad Spend	2028 Market Value	Avg. Ad Spend / Capita
	<b>US\$49.30m</b> <i>forecasted</i>	<b>US\$68.26m</b> CAGR 8.48%	<b>US\$4.93</b> 2024
	Hungary's Digital Out-of-Home Advertising market is rapidly expanding, leveraging innovative technology to engage consumers in dynamic ways. <sup>16</sup>		

<sup>13</sup> [Out-of-Home Advertising - Czechia | Market Forecast \(statista.com\)](#)

<sup>14</sup> [Digital Out-of-Home Advertising - Czechia | Market Forecast \(statista.com\)](#)

<sup>15</sup> [Out-of-Home Advertising - Hungary | Market Forecast \(statista.com\)](#)

<sup>16</sup> [Digital Out-of-Home Advertising - Hungary | Market Forecast \(statista.com\)](#)

## 7. Slovakia

<b>OOH</b>	2024 Ad Spend	2024 Largest Market	Avg. Ad Spend / Capita
	<b>US\$41.83m</b> <i>forecasted</i>	<b>US\$39.54m</b> DOOH	<b>US\$7.34</b> 2024
	Slovakia's Out-of-Home Advertising market is embracing digital innovation, with interactive billboards and targeted campaigns gaining popularity in urban centers like Bratislava. <sup>17</sup>		

<b>DOOH</b>	2024 Ad Spend	2028 Market Value	Avg. Ad Spend / Capita
	<b>US\$2.29m</b> <i>forecasted</i>	<b>US\$4.09m</b> CAGR 15.60%	<b>US\$0.40</b> 2024
	Slovakia's Digital Out-of-Home Advertising market is rapidly evolving, with a growing emphasis on interactive and geo targeted campaigns to engage consumers effectively. <sup>18</sup>		

## 8. Slovenia

<b>OOH</b>	2024 Ad Spend	2024 Largest Market	Avg. Ad Spend / Capita
	<b>US\$21.08m</b> <i>forecasted</i>	<b>US\$19.40m</b> DOOH	<b>US\$9.95</b> 2024
	Slovenia's Out-of-Home Advertising market shows a shift towards digital screens and interactive displays to engage consumers effectively. <sup>19</sup>		

<sup>17</sup> [Out-of-Home Advertising - Slovakia | Market Forecast \(statista.com\)](#)

<sup>18</sup> [Digital Out-of-Home Advertising - Slovakia | Forecast \(statista.com\)](#)

<sup>19</sup> [Out-of-Home Advertising - Slovenia | Market Forecast \(statista.com\)](#)

<b>DOOH</b>	2024 Ad Spend	2028 Market Value	Avg. Ad Spend / Capita
	<b>US\$1.67m</b> <i>forecasted</i>	<b>US\$2.04m</b> CAGR 5.13%	<b>US\$0.79</b> 2024
	Slovenia sees a rising demand for targeted Digital Out-of-Home Advertising, leveraging advanced technology to reach the country's diverse consumer base effectively. <sup>20</sup>		

## 9. Estonia

<b>OOH</b>	2024 Ad Spend	2024 Largest Market	Avg. Ad Spend / Capita
	<b>US\$10.95m</b> <i>forecasted</i>	<b>US\$9.58m</b> DOOH	<b>US\$8.30</b> 2024
	Estonia's Out-of-Home Advertising market is rapidly adopting digital technologies to enhance targeting and engagement with a tech-savvy population. <sup>21</sup>		

<b>DOOH</b>	2024 Ad Spend	2028 Market Value	Avg. Ad Spend / Capita
	<b>US\$1.37m</b> <i>forecasted</i>	<b>US\$1.65m</b> CAGR 4.76%	<b>US\$1.04</b> 2024
	Estonia's Digital Out-of-Home Advertising market is rapidly expanding, leveraging innovative technology to engage consumers in a dynamic and interactive way. <sup>22</sup>		

## 10. Latvia

<b>OOH</b>	2024 Ad Spend	2024 Largest Market	Avg. Ad Spend / Capita
	<b>US\$12.42m</b> <i>forecasted</i>	<b>US\$10.61m</b> DOOH	<b>US\$6.86</b> 2024

<sup>20</sup> [Digital Out-of-Home Advertising - Slovenia | Forecast \(statista.com\)](#)

<sup>21</sup> [Out-of-Home Advertising - Estonia | Market Forecast \(statista.com\)](#)

<sup>22</sup> [Digital Out-of-Home Advertising - Estonia | Market Forecast \(statista.com\)](#)

	In Latvia, the Out-of-Home Advertising market is experiencing a shift towards digital platforms, enhancing engagement and targeting capabilities. <sup>23</sup>
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<b>DOOH</b>	2024 Ad Spend	2028 Market Value	Avg. Ad Spend / Capita
	<b>US\$1.82m</b> <i>forecasted</i>	<b>US\$2.06m</b> CAGR 3.15%	<b>US\$1.00</b> 20
	In Latvia, the Digital Out-of-Home Advertising market is rapidly expanding with a focus on interactive and data-driven campaigns to engage tech-savvy consumers. <sup>24</sup>		

## 11. Lithuania

<b>OOH</b>	2024 Ad Spend	2024 Largest Market	Avg. Ad Spend / Capita
	<b>US\$34.16m</b> <i>forecasted</i>	<b>US\$18.16m</b> DOOH	<b>US\$12.68</b> 2024
	In Lithuania, the Out-of-Home Advertising market is seeing a shift towards digital formats to enhance engagement and reach a tech-savvy audience. <sup>25</sup>		

<b>DOOH</b>	2024 Ad Spend	2028 Market Value	Avg. Ad Spend / Capita
	<b>US\$18.16m</b> <i>forecasted</i>	<b>US\$21.82m</b> CAGR 4.70%	<b>US\$6.74</b> 2024
	Lithuania's Digital Out-of-Home Advertising market is rapidly expanding, with innovative technology driving dynamic content and targeted campaigns in urban centers. <sup>26</sup>		

<sup>23</sup> [Out-of-Home Advertising - Latvia | Statista Market Forecast](#)

<sup>24</sup> [Digital Out-of-Home Advertising - Latvia | Market Forecast \(statista.com\)](#)

<sup>25</sup> [Out-of-Home Advertising - Lithuania | Market Forecast \(statista.com\)](#)

<sup>26</sup> [Digital Out-of-Home Advertising - Lithuania | Forecast \(statista.com\)](#)

## CENTRAL AND WESTERN EUROPE

### 12. Austria

OOH	2024 Ad Spend	2024 Largest Market	Avg. Ad Spend / Capita
	<b>US\$168.80m</b> <i>forecasted</i>	<b>US\$86.15m</b> DOOH	<b>US\$18.81</b> 2024
Austria's Out-of-Home Advertising market is seeing a shift towards digital formats, leveraging technology to reach a more targeted audience effectively. <sup>27</sup>			

DOOH	2024 Ad Spend	2028 Market Value	Avg. Ad Spend / Capita
	<b>US\$86.15m</b> <i>forecasted</i>	<b>US\$104.10m</b> CAGR 4.85%	<b>US\$9.60</b> 2024
Austria's Digital Out-of-Home Advertising market is seeing a surge in interactive campaigns, enhancing consumer engagement and driving brand awareness in urban centers. <sup>28</sup>			

### 13. Germany

OOH	2024 Ad Spend	2024 Largest Market	Avg. Ad Spend / Capita
	<b>US\$1.51bn</b> <i>forecasted</i>	<b>US\$0.90bn</b> Traditional OOH	<b>US\$18.09</b> 2024
Germany's Out-of-Home Advertising market is embracing digital innovation, with dynamic content and interactive displays shaping the future of consumer engagement. <sup>29</sup>			

DOOH	2024 Ad Spend	2029 Market Value	Avg. Ad Spend / Capita
	<b>US\$527m</b> <i>forecasted</i>	<b>US\$950m</b> CAGR 9.63%	<b>US\$7.25</b> 2024

<sup>27</sup> [Out-of-Home Advertising - Austria | Market Forecast \(statista.com\)](#)

<sup>28</sup> [Digital Out-of-Home Advertising - Austria | Market Forecast \(statista.com\)](#)

<sup>29</sup> [Out-of-Home Advertising - Germany | Market Forecast \(statista.com\)](#)

	Germany's Digital Out-of-Home Advertising market is experiencing a surge in programmatic buying, revolutionizing targeted ad placements in urban centers. <sup>30</sup>
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## 14. Belgium

<b>OOH</b>	2024 Ad Spend	2024 Largest Market	Avg. Ad Spend / Capita
	<b>US\$144.60m</b> <i>forecasted</i>	<b>US\$91.85m</b> DOOH	<b>US\$12.34</b> 2024
	Belgium's out-of-home advertising market is seeing a shift towards digital billboards and interactive displays, enhancing engagement and targeting capabilities. <sup>31</sup>		

<b>DOOH</b>	2024 Ad Spend	2028 Market Value	Avg. Ad Spend / Capita
	<b>US\$91.85m</b> <i>forecasted</i>	<b>US\$99.00m</b> CAGR 1.89%	<b>US\$7.84</b> 2024
	Belgium's Digital Out-of-Home Advertising market is experiencing a surge in interactive campaigns, enhancing customer engagement and driving brand awareness in urban centers. <sup>32</sup>		

## 15. Netherlands

<b>OOH</b>	2024 Ad Spend	2024 Largest Market	Avg. Ad Spend / Capita
	<b>US\$202.60m</b> <i>forecasted</i>	<b>US\$115.90m</b> DOOH	<b>US\$11.47</b> 2024
	In the Netherlands, the rise of digital out-of-home advertising is reshaping the market landscape, driving innovation and targeting consumers effectively. <sup>33</sup>		

<b>DOOH</b>	2024 Ad Spend	2028 Market Value	Avg. Ad Spend / Capita
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<sup>30</sup> [Digital Out-of-Home Advertising - Germany | Market Forecast \(statista.com\)](#)

<sup>31</sup> [Out-of-Home Advertising - Belgium | Market Forecast \(statista.com\)](#)

<sup>32</sup> [Digital Out-of-Home Advertising - Belgium | Market Forecast \(statista.com\)](#)

<sup>33</sup> [Out-of-Home Advertising - Netherlands | Market Forecast \(statista.com\)](#)

	<b>US\$86.75m</b> <i>forecasted</i>	<b>US\$106.90m</b> CAGR 5.36%	<b>US\$4.91</b> 2024
Netherlands is embracing innovative technologies in Digital Out-of-Home Advertising, driving interactive and engaging campaigns to captivate audiences across the country. <sup>34</sup>			

## 16. Luxembourg

<b>OOH</b>	2024 Ad Spend	2024 Largest Market	Avg. Ad Spend / Capita
	<b>US\$32.15m</b> <i>forecasted</i>	<b>US\$26.62m</b> DOOH	<b>US\$48.60</b> 2024
	Luxembourg's Out-of-Home Advertising market is thriving, with a focus on digital innovations and strategic placements in key urban areas. <sup>35</sup>		

<b>DOOH</b>	2024 Ad Spend	2028 Market Value	Avg. Ad Spend / Capita
	<b>US\$5.54m</b> <i>forecasted</i>	<b>US\$7.49m</b> CAGR 7.83%	<b>US\$8.37</b> 2024
	Luxembourg's Digital Out-of-Home Advertising market is thriving, leveraging its affluent population and strategic location for impactful targeted campaigns in the financial sector. <sup>36</sup>		

## 17. Switzerland \*

<b>OOH</b>	2024 Ad Spend	2024 Largest Market	Avg. Ad Spend / Capita
	<b>US\$458.10m</b> <i>forecasted</i>	<b>US\$347.10m</b> DOOH	<b>US\$51.76</b> 2024
	Switzerland's Out-of-Home Advertising market is embracing digital innovation to target affluent audiences with precision in key urban centers. <sup>37</sup>		

<sup>34</sup> [Digital Out-of-Home Advertising - Netherlands | Forecast \(statista.com\)](#)

<sup>35</sup> [Out-of-Home Advertising - Luxembourg | Market Forecast \(statista.com\)](#)

<sup>36</sup> [Digital Out-of-Home Advertising - Luxembourg | Forecast \(statista.com\)](#)

<sup>37</sup> [Out-of-Home Advertising - Switzerland | Market Forecast \(statista.com\)](#)



<b>DOOH</b>	2024 Ad Spend	2028 Market Value	Avg. Ad Spend / Capita
	<b>US\$111.00m</b> <i>forecasted</i>	<b>US\$157.10m</b> CAGR 9.07%	<b>US\$12.54</b> 2024
	Switzerland's Digital Out-of-Home Advertising market showcases a trend of high-tech interactive campaigns targeting affluent urban audiences with precision and creativity. <sup>38</sup>		

## 18. France

<b>OOH</b>	2024 Ad Spend	2024 Largest Market	Avg. Ad Spend / Capita
	<b>US\$1.26bn</b> <i>forecasted</i>	<b>US\$0.84bn</b> DOOH	<b>US\$19.38</b> 2024
	In France, the Out-of-Home Advertising market is thriving, with a shift towards digital displays and interactive campaigns to engage audiences effectively. <sup>39</sup>		

<b>DOOH</b>	2024 Ad Spend	2028 Market Value	Avg. Ad Spend / Capita
	<b>US\$414.10m</b> <i>forecasted</i>	<b>US\$504.60m</b> CAGR 5.07%	<b>US\$6.38</b> 2024
	France's Digital Out-of-Home Advertising market is thriving, with a surge in interactive and dynamic content tailored to the sophisticated tastes of French consumers. <sup>40</sup>		

## 19. Ireland

<b>OOH</b>	2024 Ad Spend	2024 Largest Market	Avg. Ad Spend / Capita
	<b>US\$83.28m</b> <i>forecasted</i>	<b>US\$61.69m</b> DOOH	<b>US\$16.36</b> 2024

<sup>38</sup> [Digital Out-of-Home Advertising - Switzerland | Forecast \(statista.com\)](#)

<sup>39</sup> [Out-of-Home Advertising - France | Statista Market Forecast](#)

<sup>40</sup> [Digital Out-of-Home Advertising - France | Market Forecast \(statista.com\)](#)

	Ireland's Out-of-Home Advertising market is embracing digital innovation, with interactive displays and targeted messaging gaining popularity in urban centers. <sup>41</sup>
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<b>DOOH</b>	2024 Ad Spend	2028 Market Value	Avg. Ad Spend / Capita
	<b>US\$21.59m</b> <i>forecasted</i>	<b>US\$24.42m</b> CAGR 3.13%	<b>US\$4.24</b> 2024
	Ireland's Digital Out-of-Home Advertising market is seeing a surge in interactive campaigns, enhancing consumer engagement and driving brand awareness across urban centers. <sup>42</sup>		

## NORTHERN EUROPE

### 20. Denmark

<b>OOH</b>	2024 Ad Spend	2024 Largest Market	Avg. Ad Spend / Capita
	<b>US\$75.60m</b> <i>forecasted</i>	<b>US\$49.01m</b> DOOH	<b>US\$12.73</b> 2024
	Denmark's Out-of-Home Advertising market is experiencing a shift towards digital platforms, enhancing engagement and targeting capabilities for advertisers. <sup>43</sup>		

<b>DOOH</b>	2024 Ad Spend	2028 Market Value	Avg. Ad Spend / Capita
	<b>US\$49.01m</b> <i>forecasted</i>	<b>US\$56.07m</b> CAGR 3.42%	<b>US\$8.25</b> 2024
	Denmark's Digital Out-of-Home Advertising market is thriving with innovative interactive campaigns targeting tech-savvy consumers in urban centers like Copenhagen. <sup>44</sup>		

<sup>41</sup> [Out-of-Home Advertising - Ireland | Market Forecast \(statista.com\)](#)

<sup>42</sup> [Digital Out-of-Home Advertising - Ireland | Market Forecast \(statista.com\)](#)

<sup>43</sup> [Out-of-Home Advertising - Denmark | Market Forecast \(statista.com\)](#)

<sup>44</sup> [Digital Out-of-Home Advertising - Denmark | Market Forecast \(statista.com\)](#)

## 21. Sweden

<b>OOH</b>	2024 Ad Spend	2024 Largest Market	Avg. Ad Spend / Capita
	<b>US\$209.80m</b> <i>forecasted</i>	<b>US\$128.20m</b> DOOH	<b>US\$19.96</b> 2024
	Sweden's Out-of-Home Advertising market is embracing digital innovation, with interactive and data-driven campaigns shaping the future of advertising in the country. <sup>45</sup>		

<b>DOOH</b>	2024 Ad Spend	2028 Market Value	Avg. Ad Spend / Capita
	<b>US\$75.60m</b> <i>forecasted</i>	<b>US\$49.01m</b> CAGR 2.56%	<b>US\$12.73</b> 2024
	Sweden's Digital Out-of-Home Advertising market is thriving with innovative campaigns leveraging advanced technology to engage audiences effectively. <sup>46</sup>		

## 22. Finland

<b>OOH</b>	2024 Ad Spend	2024 Largest Market	Avg. Ad Spend / Capita
	<b>US\$68.97m</b> <i>forecasted</i>	<b>US\$44.24m</b> DOOH	<b>US\$12.43</b> 2024
	Finland's Out-of-Home Advertising market is embracing digital innovation, integrating interactive technologies to engage audiences in a tech-savvy cultural landscape. <sup>47</sup>		

<b>DOOH</b>	2024 Ad Spend	2028 Market Value	Avg. Ad Spend / Capita
	<b>US\$44.24m</b> <i>forecasted</i>	<b>US\$52.72m</b> CAGR 4.48%	<b>US\$7.97</b> 2024
	Finland's Digital Out-of-Home Advertising market is embracing interactive technologies to engage consumers in innovative ways, enhancing brand visibility and consumer engagement. <sup>48</sup>		

<sup>45</sup> [Out-of-Home Advertising - Sweden | Statista Market Forecast](#)

<sup>46</sup> [Digital Out-of-Home Advertising - Sweden | Market Forecast \(statista.com\)](#)

<sup>47</sup> [Out-of-Home Advertising - Finland | Market Forecast \(statista.com\)](#)

<sup>48</sup> [Digital Out-of-Home Advertising - Finland | Market Forecast \(statista.com\)](#)

## SOUTHERN EUROPE

### 23. Portugal

<b>OOH</b>	2024 Ad Spend	2024 Largest Market	Avg. Ad Spend / Capita
	<b>US\$119.70m</b> <i>forecasted</i>	<b>US\$87.66m</b> DOOH	<b>US\$11.71</b> 2024
	The Out-of-Home Advertising market in Portugal is seeing a rise in digital signage investments, enhancing interactivity and targeting capabilities. <sup>49</sup>		

<b>DOOH</b>	2024 Ad Spend	2028 Market Value	Avg. Ad Spend / Capita
	<b>US\$32.03m</b> <i>forecasted</i>	<b>US\$53.91m</b> CAGR 13.90%	<b>US\$3.13</b> 2024
	Portugal's Digital Out-of-Home Advertising market is rapidly evolving, with innovative strategies and interactive technologies reshaping consumer engagement in urban areas. <sup>50</sup>		

### 24. Spain

<b>OOH</b>	2024 Ad Spend	2024 Largest Market	Avg. Ad Spend / Capita
	<b>US\$405.70m</b> <i>forecasted</i>	<b>US\$255.10m</b> DOOH	<b>US\$8.55</b> 2024
	Spain's Out-of-Home Advertising market is seeing a shift towards digital formats, leveraging technology to engage consumers in innovative ways. <sup>51</sup>		

<sup>49</sup> [Out-of-Home Advertising - Portugal | Market Forecast \(statista.com\)](#)

<sup>50</sup> [Digital Out-of-Home Advertising - Portugal | Forecast \(statista.com\)](#)

<sup>51</sup> [Out-of-Home Advertising - Spain | Statista Market Forecast](#)

<b>DOOH</b>	2024 Ad Spend	2028 Market Value	Avg. Ad Spend / Capita
	<b>US\$150.70m</b> <i>forecasted</i>	<b>US\$183.10m</b> CAGR 4.99%	<b>US\$3.17</b> 2024
	Spain's Digital Out-of-Home Advertising market is experiencing a surge in creativity, leveraging cultural nuances to engage audiences in innovative ways. <sup>52</sup>		

## 25. Italy

<b>OOH</b>	2024 Ad Spend	2024 Largest Market	Avg. Ad Spend / Capita
	<b>US\$306.50m</b> <i>forecasted</i>	<b>US\$171.00m</b> DOOH	<b>US\$5.22</b> 2024
	Italy's Out-of-Home Advertising market is embracing digital innovations, shifting towards interactive and data-driven strategies to engage consumers effectively. <sup>53</sup>		

<b>DOOH</b>	2024 Ad Spend	2028 Market Value	Avg. Ad Spend / Capita
	<b>US\$171.00m</b> <i>forecasted</i>	<b>US\$182.90m</b> CAGR 2.56%	<b>US\$2.91</b> 2024
	Italy's Digital Out-of-Home Advertising market is witnessing a surge in innovative interactive campaigns, captivating audiences across iconic Italian landmarks and urban spaces. <sup>54</sup>		

## 26. Malta

<b>OOH</b>	2024 Ad Spend	2024 Largest Market	Avg. Ad Spend / Capita
	<b>US\$4.42m</b> <i>forecasted</i>	<b>US\$3.85m</b> DOOH	<b>US\$8.23</b> 2024
	Malta's Out-of-Home Advertising market is seeing a shift towards digital billboards and interactive displays to engage consumers in innovative ways. <sup>55</sup>		

<sup>52</sup> [Digital Out-of-Home Advertising - Spain | Market Forecast \(statista.com\)](#)

<sup>53</sup> [Out-of-Home Advertising - Italy | Statista Market Forecast](#)

<sup>54</sup> [Digital Out-of-Home Advertising - Italy | Market Forecast \(statista.com\)](#)

<sup>55</sup> [Out-of-Home Advertising - Malta | Statista Market Forecast](#)

<b>DOOH</b>	2024 Ad Spend	2028 Market Value	Avg. Ad Spend / Capita
	<b>US\$0.56m</b> <i>forecasted</i>	<b>US\$0.80m</b> CAGR 9.33%	<b>US\$1.05</b> 2024
	Malta's Digital Out-of-Home Advertising market shows a shift towards interactive and personalized campaigns to engage tech-savvy consumers effectively. <sup>56</sup>		

## 27. Greece

<b>OOH</b>	2024 Ad Spend	2024 Largest Market	Avg. Ad Spend / Capita
	<b>US\$36.10m</b> <i>forecasted</i>	<b>US\$29.52m</b> DOOH	<b>US\$3.50</b> 2024
	Greece's Out-of-Home Advertising market is embracing digital transformation, integrating interactive technologies to engage audiences in innovative ways. <sup>57</sup>		

<b>DOOH</b>	2024 Ad Spend	2028 Market Value	Avg. Ad Spend / Capita
	<b>US\$5.68m</b> <i>forecasted</i>	<b>US\$7.79m</b> CAGR 4.31%	<b>US\$0.64</b> 2024
	In Greece, the Digital Out-of-Home Advertising market is rapidly expanding, leveraging the country's rich history and vibrant cultural heritage to engage consumers effectively. <sup>58</sup>		

<sup>56</sup> [Digital Out-of-Home Advertising - Malta | Market Forecast \(statista.com\)](#)

<sup>57</sup> [Out-of-Home Advertising - Greece | Statista Market Forecast](#)

<sup>58</sup> [Digital Out-of-Home Advertising - Greece | Market Forecast \(statista.com\)](#)

## 28. Cyprus

<b>OOH</b>	2024 Ad Spend	2024 Largest Market	Avg. Ad Spend / Capita
	<b>US\$8.55m</b> <i>forecasted</i>	<b>US\$7.21m</b> DOOH	<b>US\$6.74</b> 2024
	Cyprus is witnessing a surge in innovative digital out-of-home advertising strategies, transforming its market landscape with interactive and engaging campaigns. <sup>59</sup>		

<b>DOOH</b>	2024 Ad Spend	2028 Market Value	Avg. Ad Spend / Capita
	<b>US\$1.34m</b> <i>forecasted</i>	<b>US\$1.45m</b> CAGR 1.99%	<b>US\$1.06</b> 2024
	Cyprus is experiencing a surge in Digital Out-of-Home Advertising investments, leveraging its strategic location and vibrant tourist industry for targeted campaigns. <sup>60</sup>		

<sup>59</sup> [Out-of-Home Advertising - Cyprus | Statista Market Forecast](#)

<sup>60</sup> [Digital Out-of-Home Advertising - Cyprus | Market Forecast \(statista.com\)](#)



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