

GLOBAL OUT OF HOME EXPENDITURE REPORT 2026

WOO - GLOBAL EXPENDITURE REPORT

2026 Report

- **Short form questionnaire to update key metrics from 2025**
 - OOH, DOOH, pDOOH and total market size
 - 2025 actual and 2026 forecast
- **Data available Globally, Regionally and key countries 2019 – 2026(f)**
- **Modelled for all countries 2025/26(f)**
- **Includes questions on Associations, AUM, Consolidation**

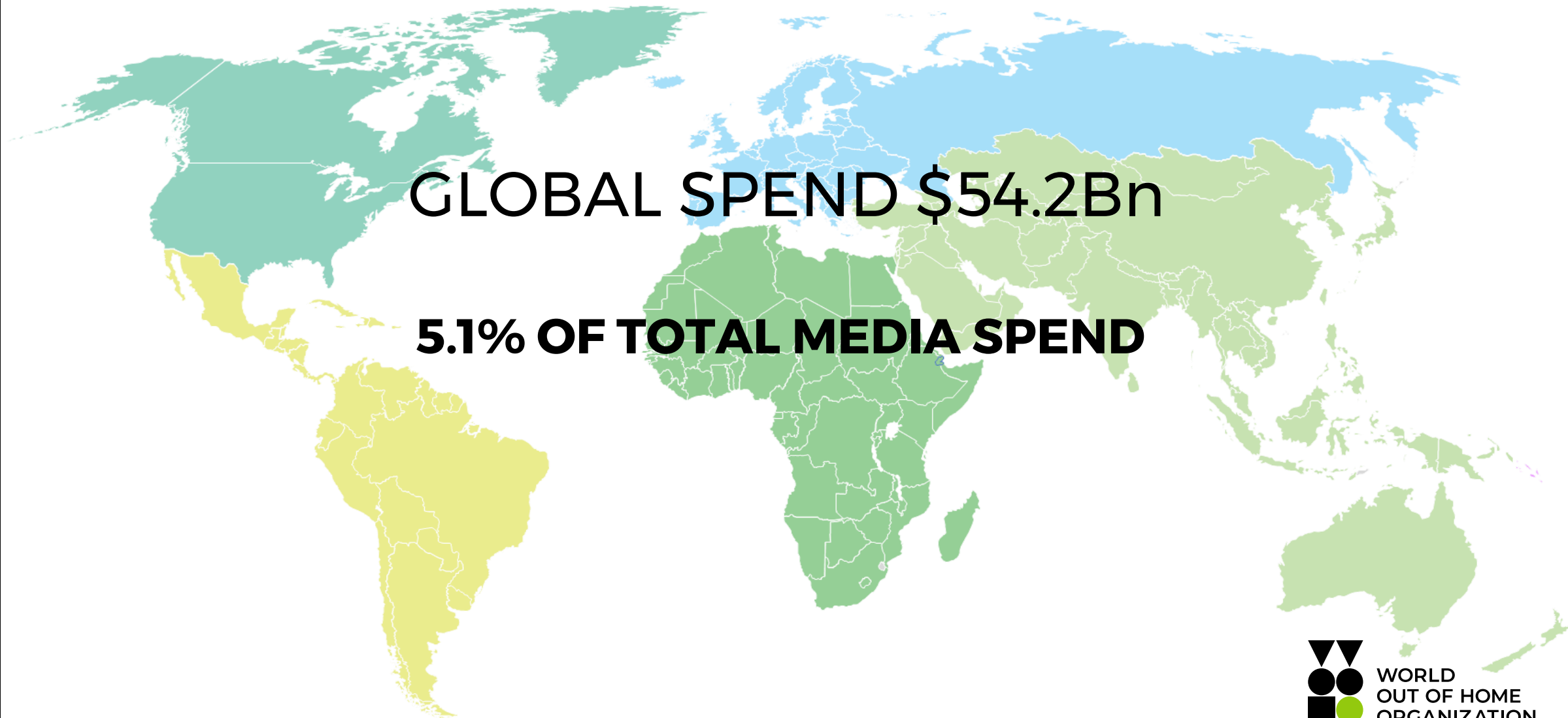
WOO - GLOBAL EXPENDITURE REPORT

Member and Association responses:

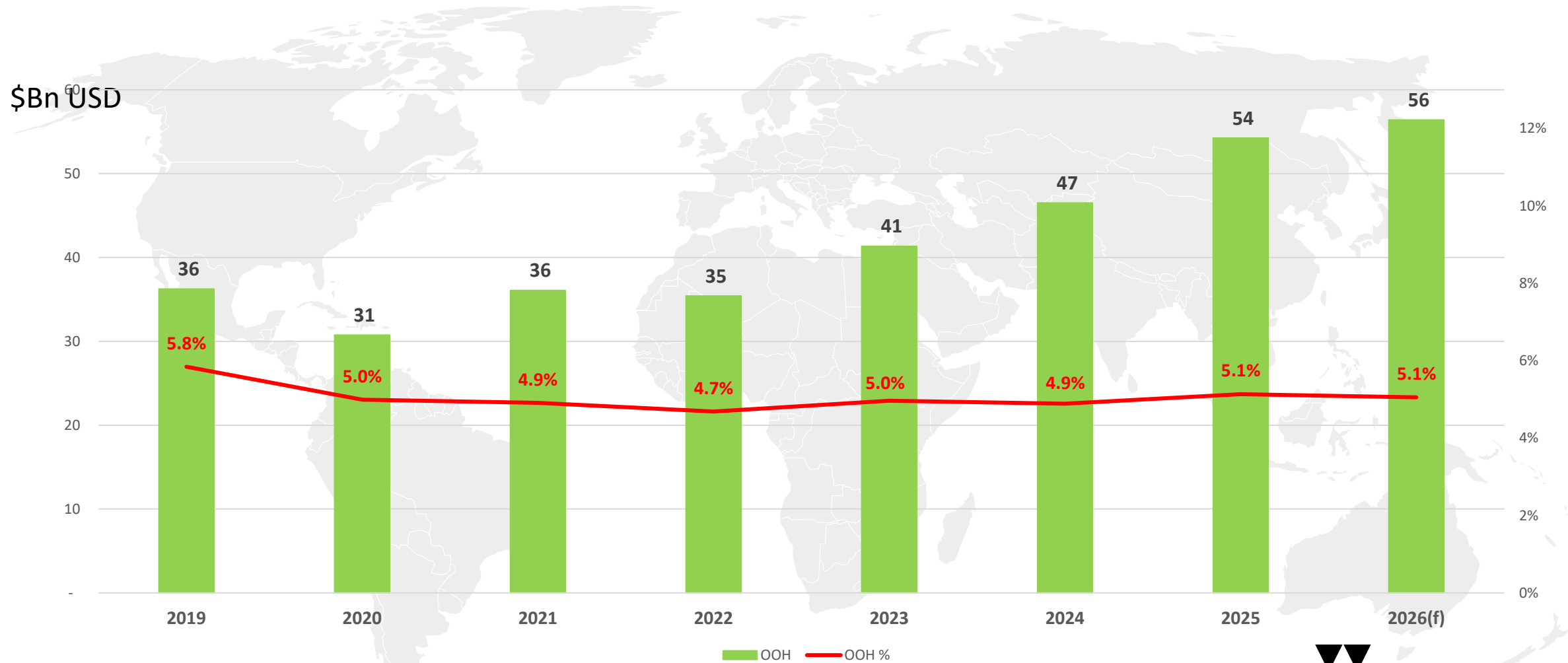
2025 – covering 2025/26(f)

- **106 Completed responses**
 - **85 Territories covered**
 - **95% of Global GDP**
 - **79% of Global Population**
-
- **Improved modelling techniques creates estimate for every country based on GDP per capita, Total GDP, Economic growth, UN Sub-region, and media availability.**

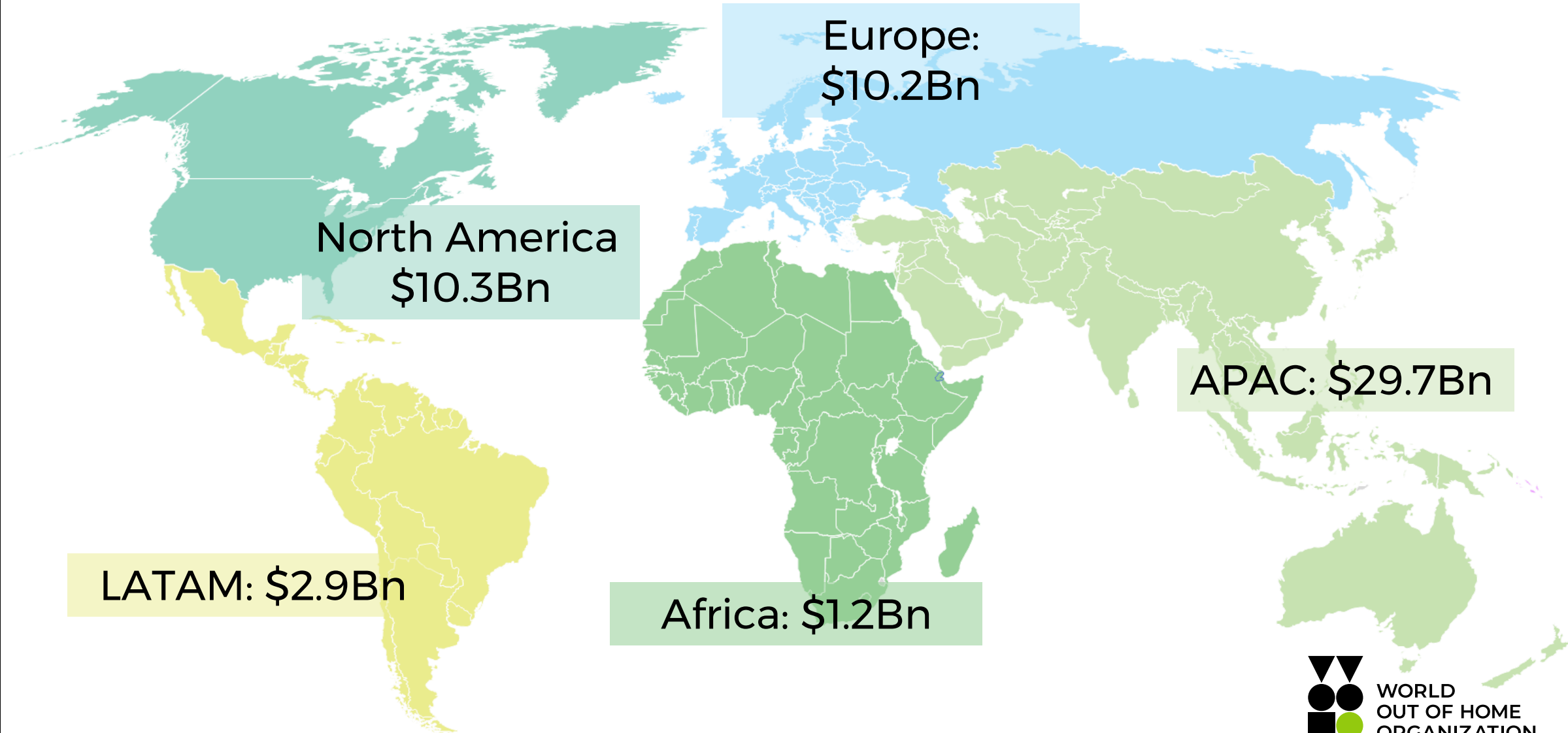
GLOBAL OOH SPEND AND % OF TOTAL ADEX FOR 2025



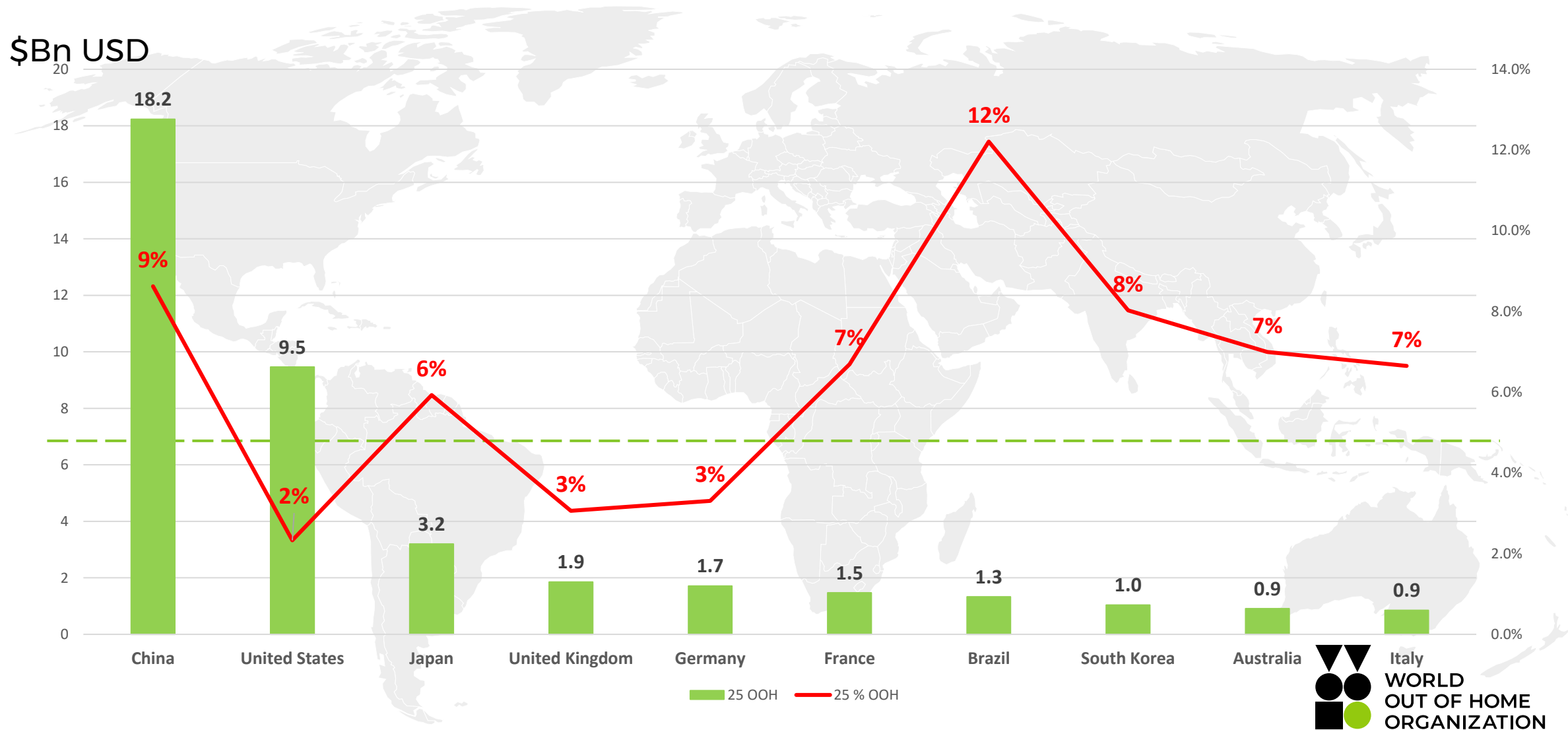
GLOBAL OOH VOLUME AND % SHARE OF TOTAL MEDIA



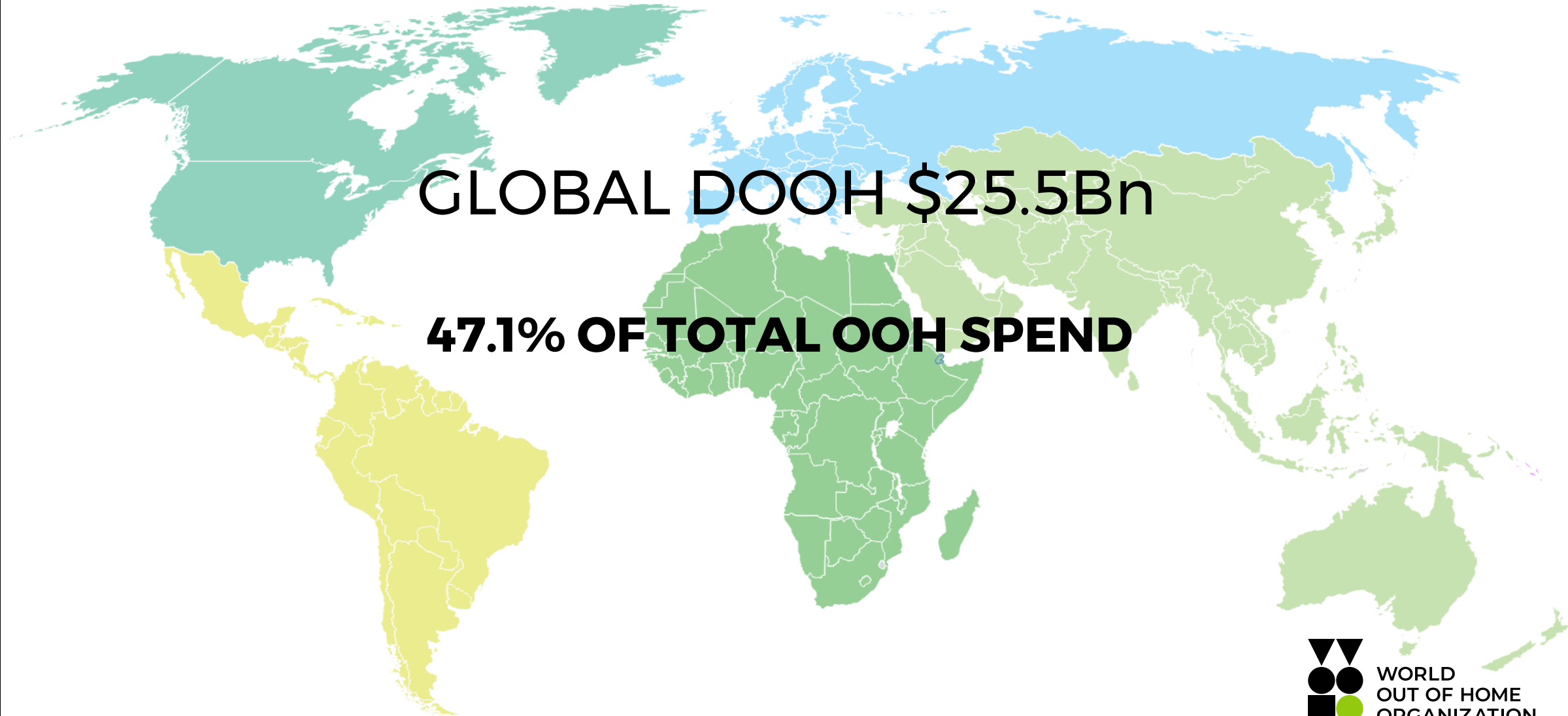
OOH SPEND BY REGION FOR 2025



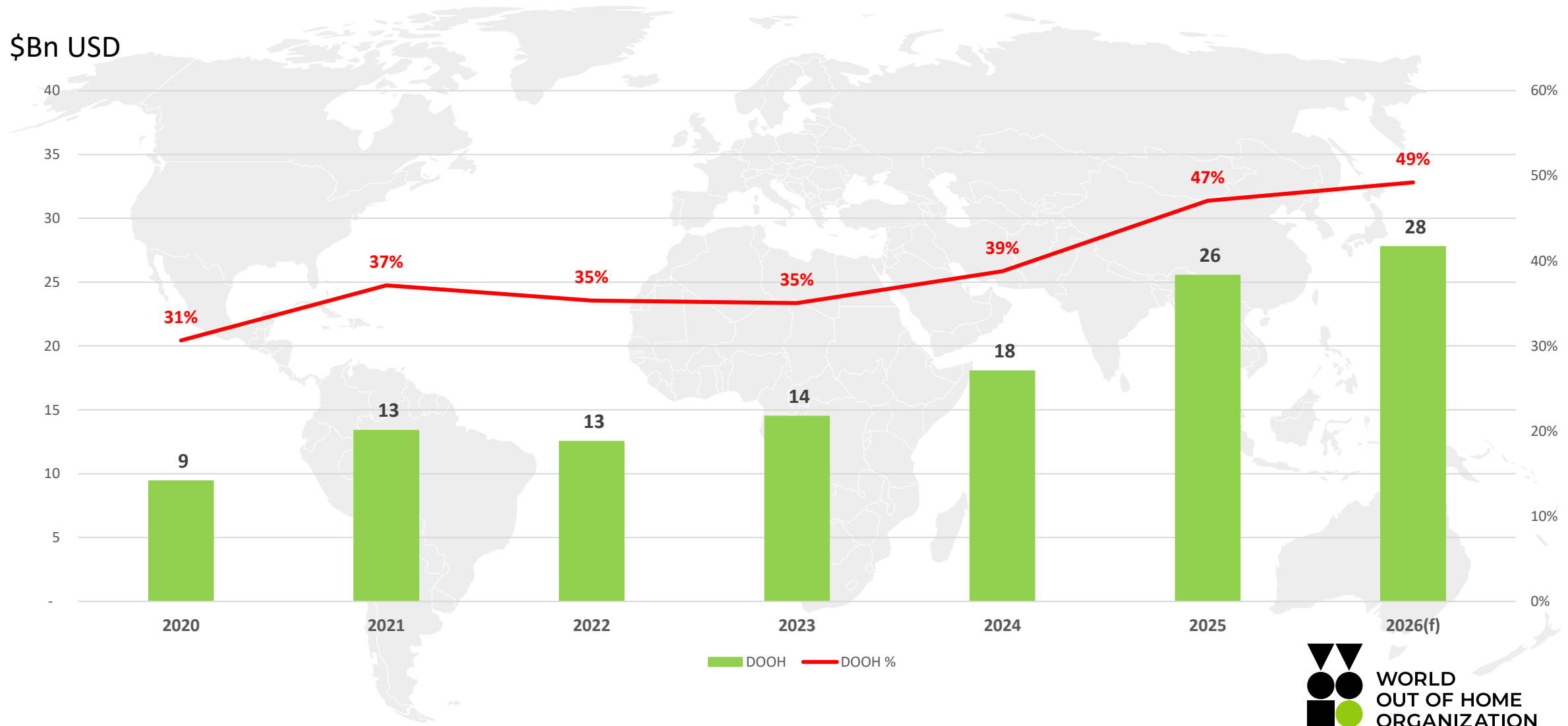
TOP 10 GLOBAL OOH MARKETS 2025 – VOLUME AND SHARE



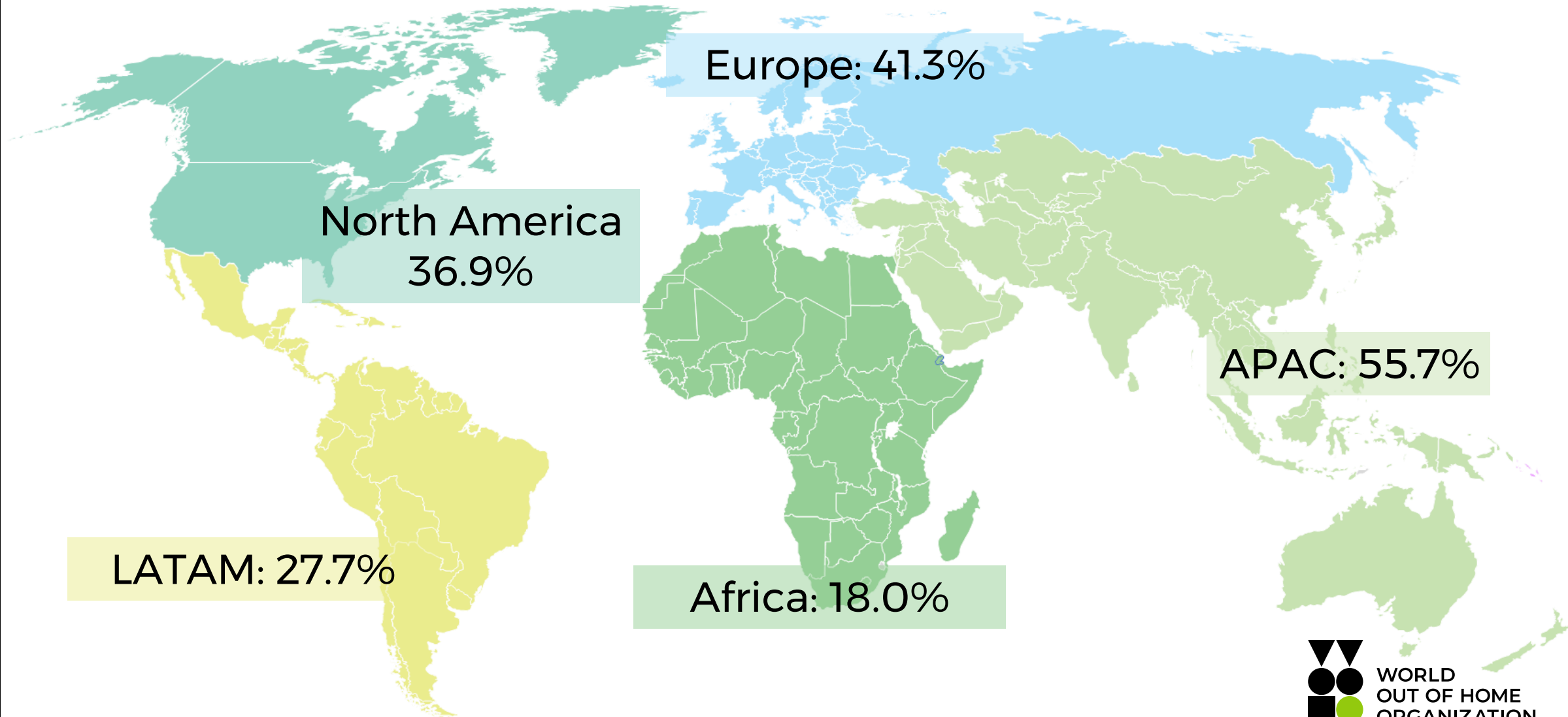
GLOBAL DOOH SPEND AND % OF OOH FOR 2025



GLOBAL DOOH VOLUME AND % SHARE OF OOH

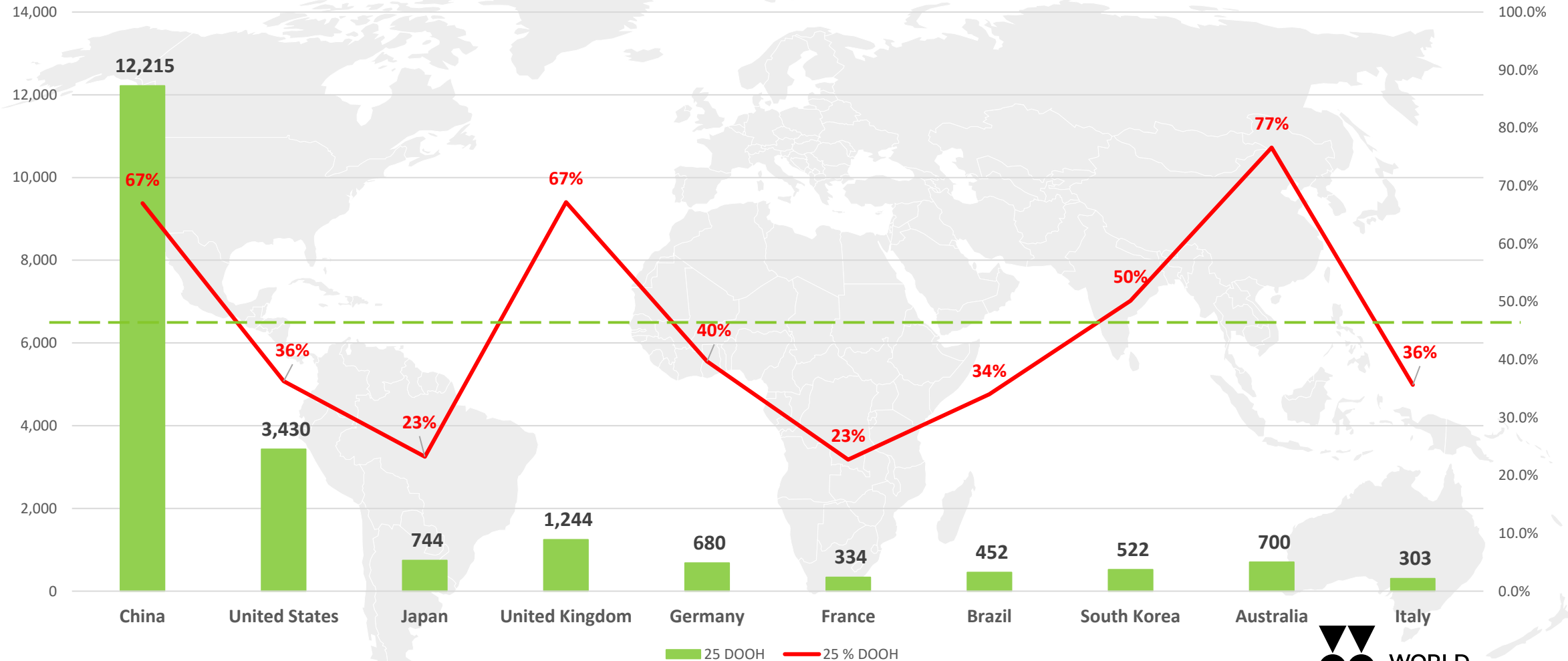


DOOH AND % OF Total OOH - 2025



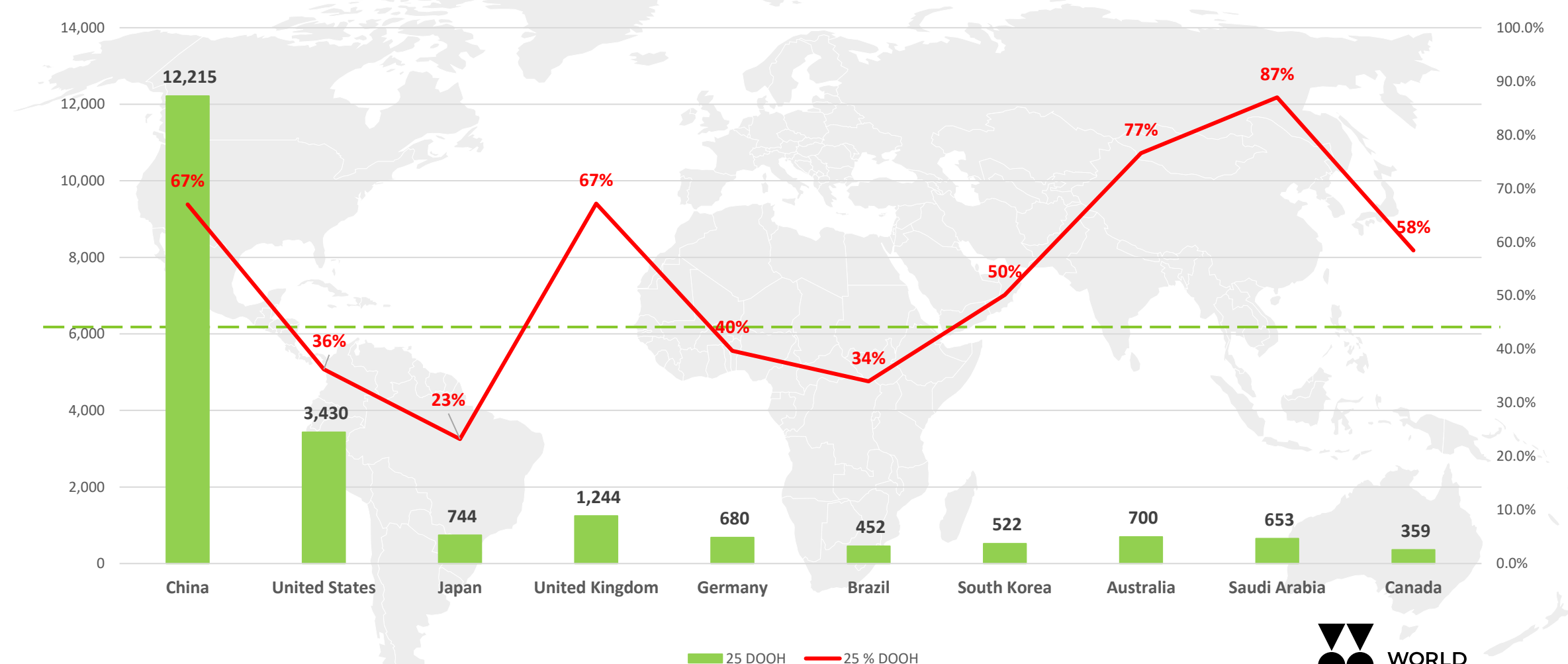
TOP 10 GLOBAL MARKETS - DIGITAL AS A % OF OOH

\$m USD

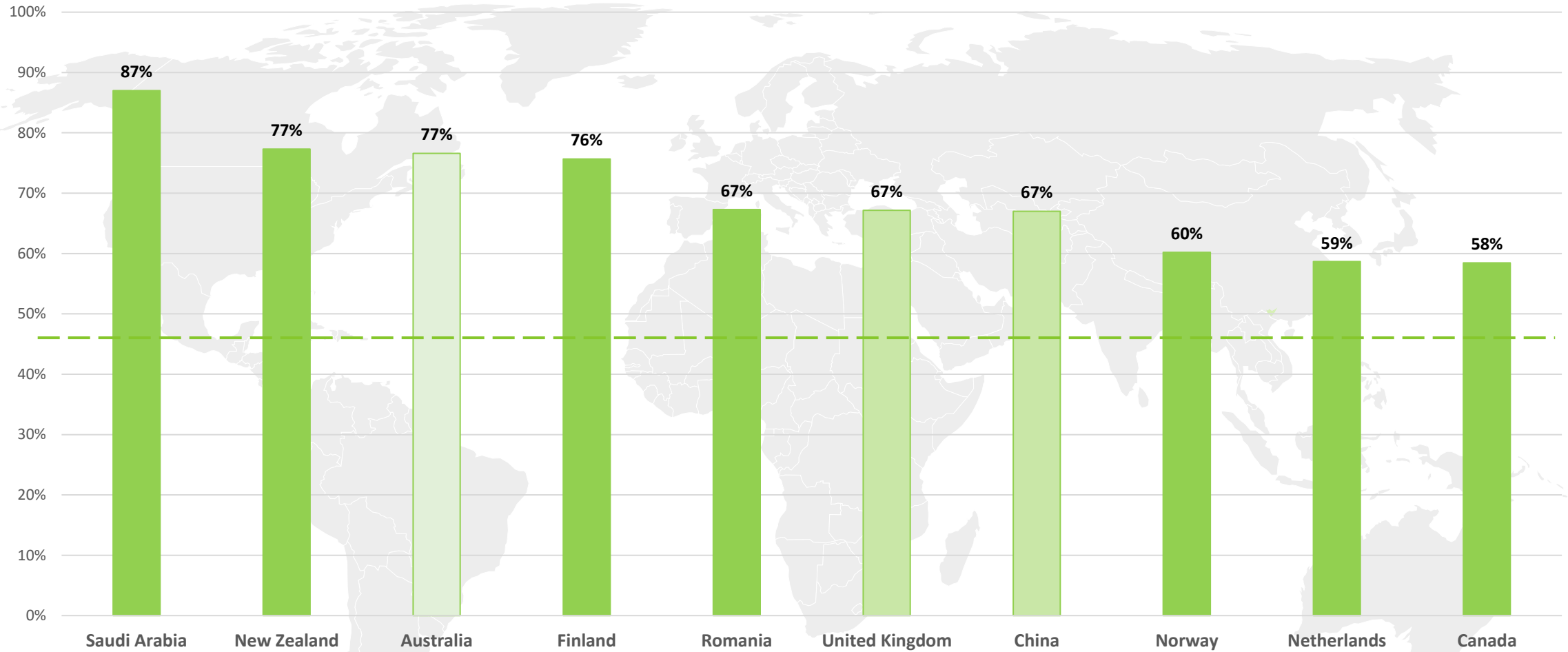


TOP 10 GLOBAL DOOH MARKETS – DIGITAL AS A % OF OOH

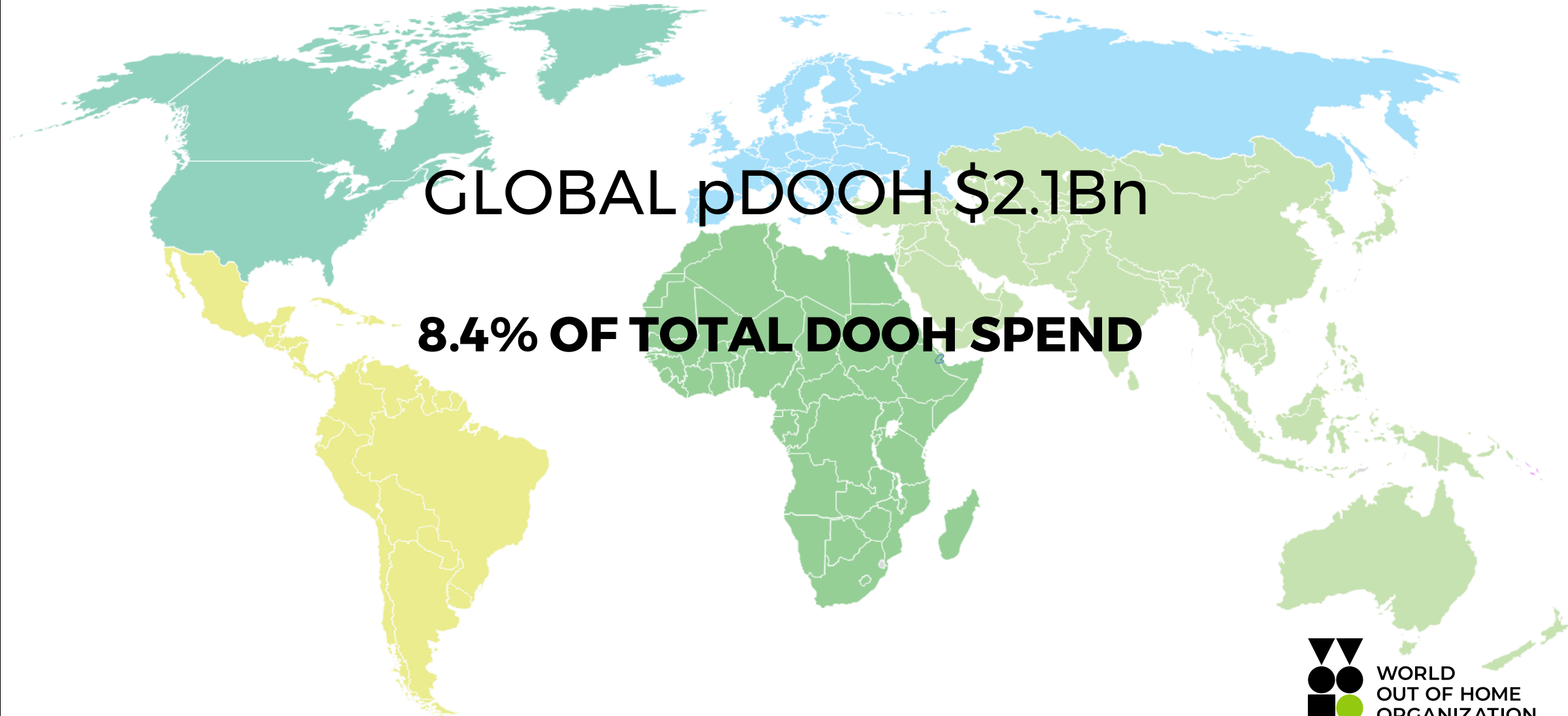
\$m USD



TOP 10 DOOH SHARE MARKETS – DIGITAL AS A % OF OOH

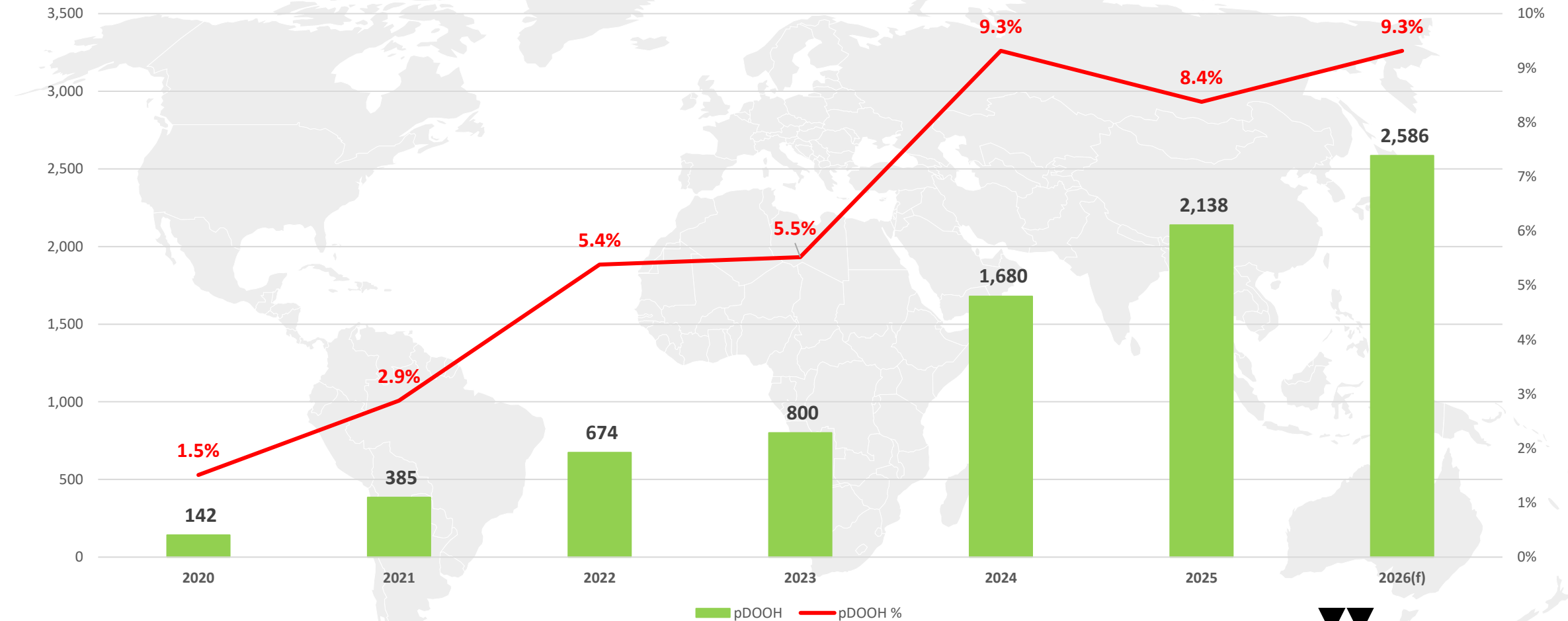


GLOBAL pDOOH SPEND AND % OF DOOH FOR 2025

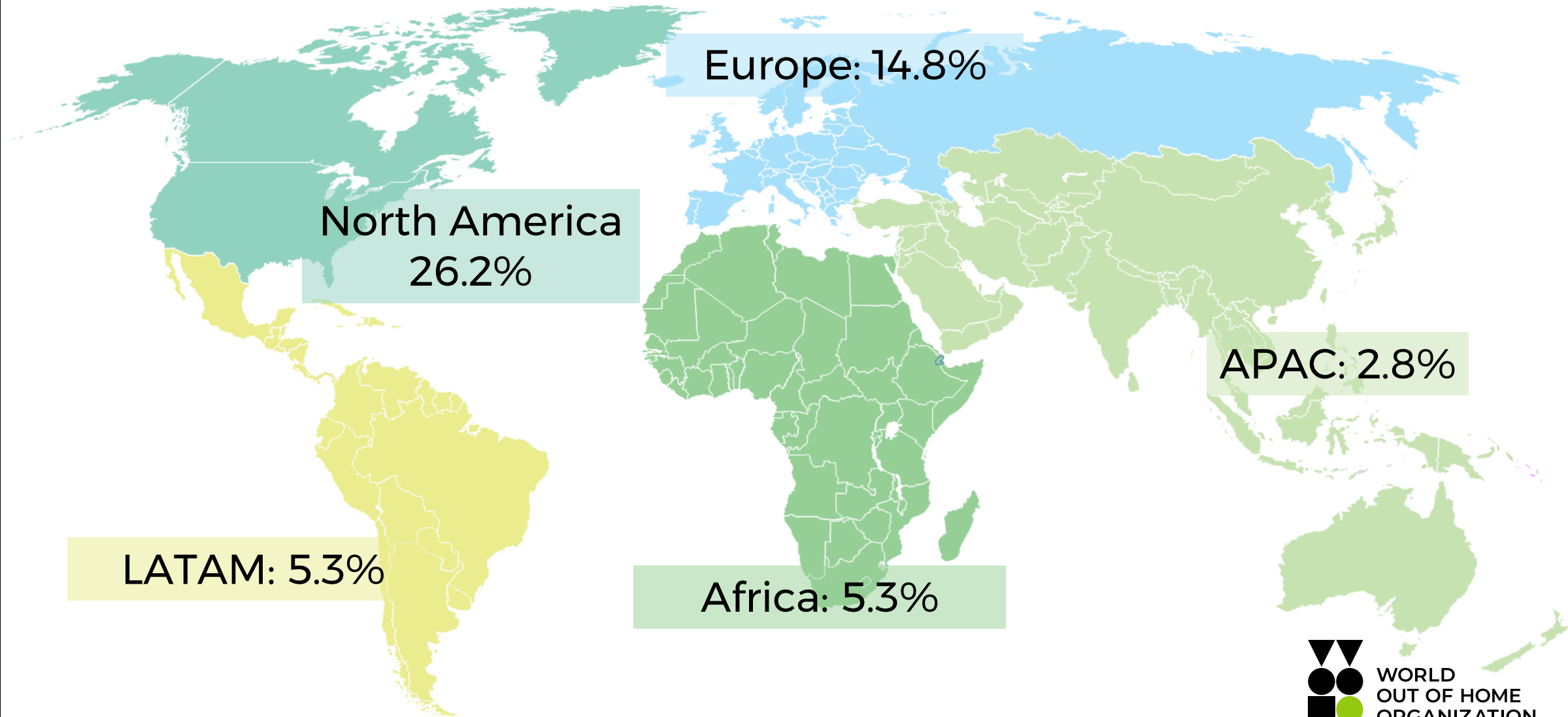


GLOBAL pDOOH VOLUME AND % SHARE OF DOOH

\$m USD

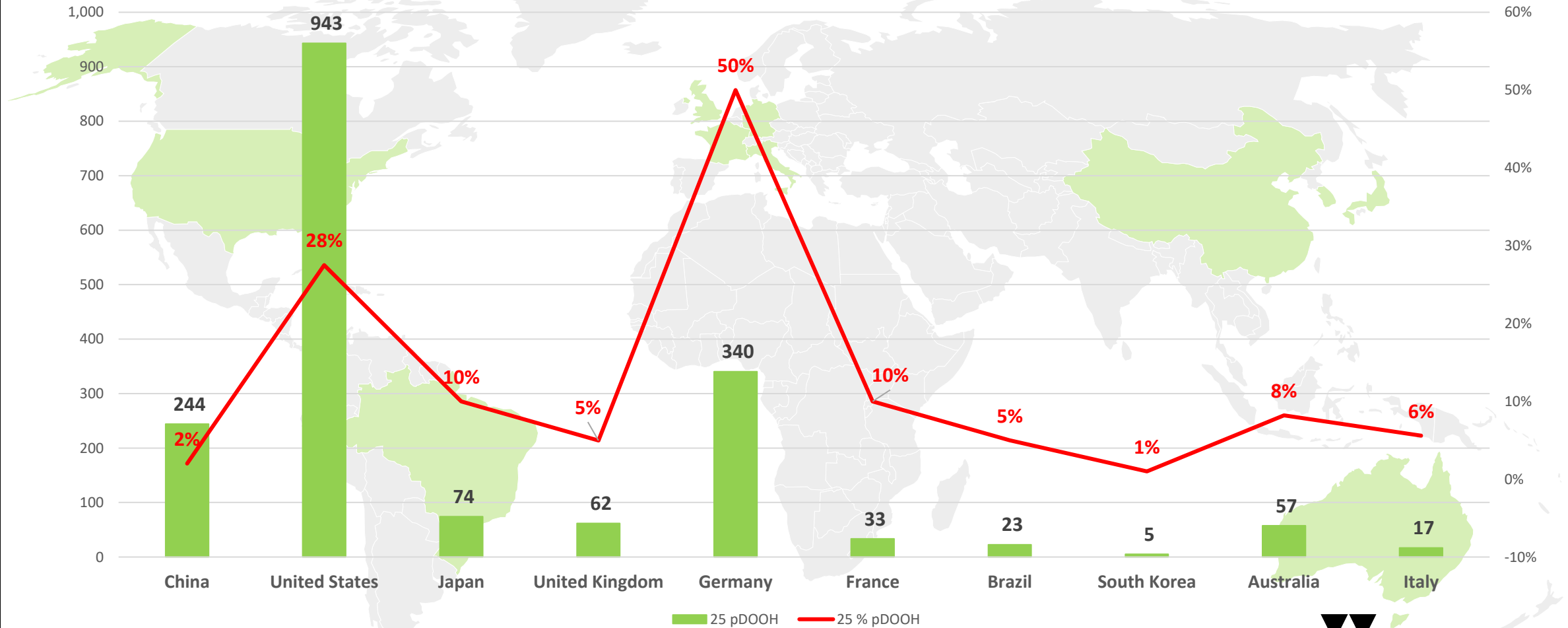


pDOOH AS % OF Total DOOH - 2025



TOP GLOBAL MARKETS - pDOOH AS A % OF DOOH

\$m USD

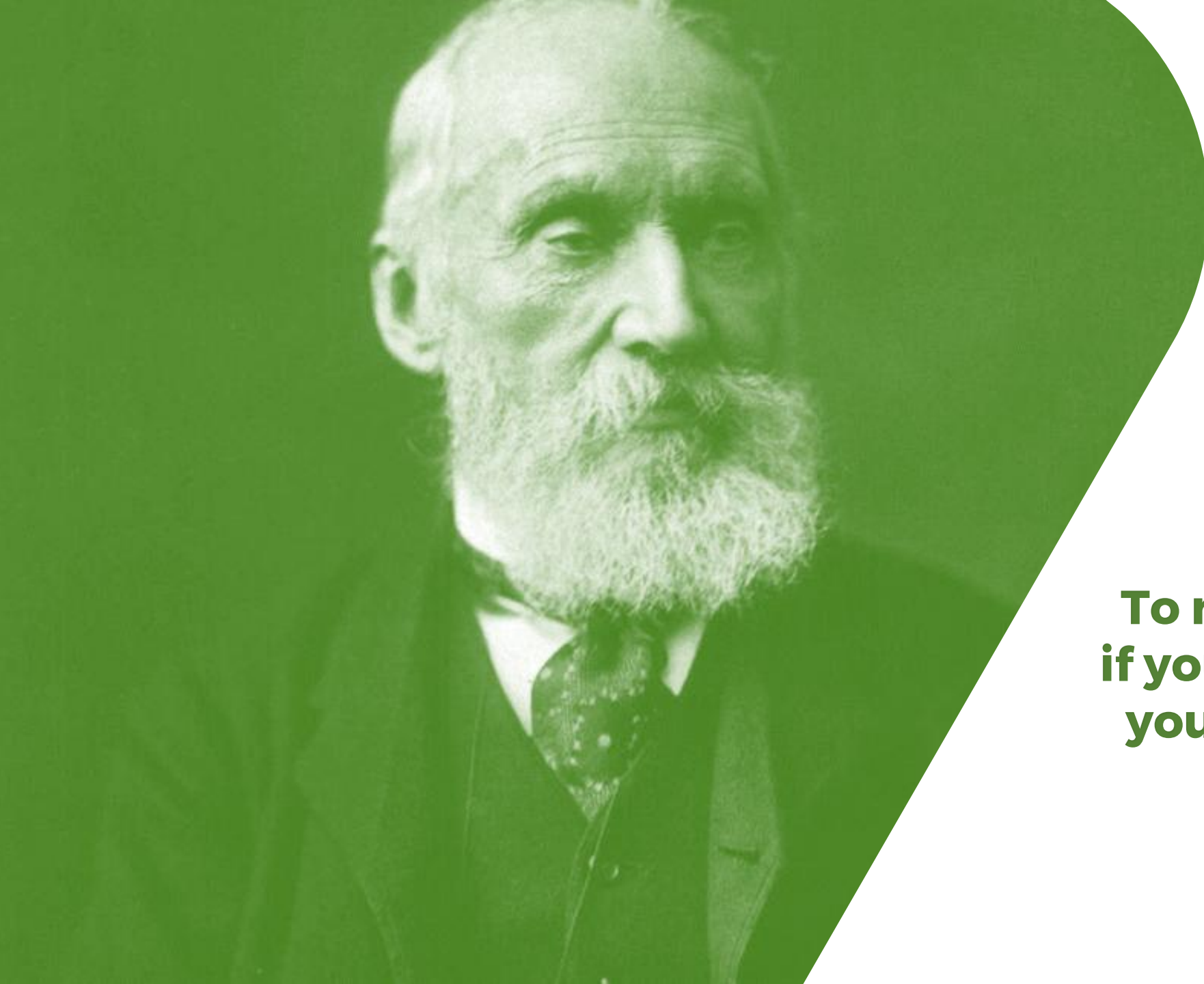


WOO – GOLBAL EXPENDITURE REPORT 2025 & 2026(f)

WOO REGIONS	25 Total	25 OOH	25 % OOH	25 DOOH	25 % DOOH	25 pDOOH	25 % pDOOH	26(f) Total	26(f) OOH	26(f) %OOH	26(f) DOOH	26(f) %DOOH	26(f) pDOOH	26(f) %pDOOH
Africa	9,823,259	1,177,189	12.0%	212,476	18.0%	11,214	5.3%	10,428,972	1,272,844	12.2%	278,967	21.9%	16,156	5.8%
Eastern Africa	890,226	129,843	14.6%	4,427	3.4%	78	1.8%	1,046,404	152,272	14.6%	10,924	7.2%	78	0.7%
Middle Africa	1,342,782	218,324	16.3%	5,015	2.3%	6	0.1%	1,377,376	224,945	16.3%	25,455	11.3%	4	0.0%
Northern Africa	1,332,474	295,392	22.2%	68,267	23.1%	1,194	1.7%	1,442,564	319,678	22.2%	82,944	25.9%	1,574	1.9%
Southern Africa	2,943,611	139,020	4.7%	53,402	38.4%	3,696	6.9%	2,979,206	141,396	4.7%	58,059	41.1%	3,777	6.5%
Western Africa	3,314,166	394,610	11.9%	81,365	20.6%	6,240	7.7%	3,583,422	434,553	12.1%	101,585	23.4%	10,722	10.6%
North America	431,774,638	10,272,218	2.4%	3,792,185	36.9%	993,542	26.2%	461,490,056	10,712,937	2.3%	4,312,088	40.3%	1,227,888	28.5%
Caribbean	1,830,638	197,492	10.8%	2,955	1.5%	-	0.0%	1,882,016	204,622	10.9%	48,579	23.7%	-	0.0%
Northern America	429,944,000	10,074,726	2.3%	3,789,230	37.6%	993,542	26.2%	459,608,040	10,508,315	2.3%	4,263,509	40.6%	1,227,888	28.8%
LATAM	28,102,920	2,912,320	10.4%	807,493	27.7%	43,198	5.3%	29,970,445	3,205,080	10.7%	1,012,640	31.6%	56,168	5.5%
Central America	12,638,541	955,955	7.6%	223,467	23.4%	8,172	3.7%	13,452,320	1,048,823	7.8%	253,196	24.1%	12,093	4.8%
South America	15,464,379	1,956,365	12.7%	584,026	29.9%	35,026	6.0%	16,518,125	2,156,257	13.1%	759,444	35.2%	44,075	5.8%
APAC	368,659,068	29,677,673	8.1%	16,515,774	55.7%	467,848	2.8%	389,752,951	30,625,918	7.9%	17,567,475	57.4%	574,370	3.3%
Central Asia	2,081,852	295,282	14.2%	1,614	0.5%	-	0.0%	2,196,823	316,353	14.4%	70,715	22.4%	-	0.0%
Eastern Asia	284,680,249	23,140,801	8.1%	13,787,623	59.6%	336,179	2.4%	301,381,496	24,195,998	8.0%	14,744,247	60.9%	376,208	2.6%
South-eastern Asia	19,807,614	2,060,952	10.4%	684,660	33.2%	53,579	7.8%	20,804,380	2,164,438	10.4%	767,293	35.4%	96,355	12.6%
Australia and New Zealand	15,494,130	1,051,617	6.8%	806,499	76.7%	69,128	8.6%	16,219,950	1,147,646	7.1%	908,134	79.1%	91,971	10.1%
Southern Asia	33,280,252	1,188,600	3.6%	171,673	14.4%	2,128	1.2%	35,210,624	1,236,486	3.5%	222,229	18.0%	3,602	1.6%
Western Asia	13,314,971	1,940,421	14.6%	1,063,705	54.8%	6,833	0.6%	13,939,678	1,564,997	11.2%	854,857	54.6%	6,234	0.7%
Europe	217,528,363	10,160,861	4.7%	4,193,447	41.3%	622,202	14.8%	225,093,590	10,568,672	4.7%	4,589,010	43.4%	711,463	15.5%
Eastern Europe	18,741,596	1,290,954	6.9%	438,043	33.9%	30,209	6.9%	19,514,133	1,346,262	6.9%	476,494	35.4%	43,906	9.2%
Northern Europe	74,651,410	2,556,975	3.4%	1,588,630	62.1%	80,440	5.1%	79,693,073	2,668,311	3.3%	1,702,348	63.8%	93,217	5.5%
Southern Europe	31,338,267	1,674,493	5.3%	598,233	35.7%	44,827	7.5%	32,755,837	1,785,025	5.4%	707,321	39.6%	51,194	7.2%
Western Europe	92,797,090	4,638,439	5.0%	1,568,541	33.8%	466,727	29.8%	93,130,547	4,769,074	5.1%	1,702,848	35.7%	523,147	30.7%
GLOBAL	1,056,060,824	54,228,513	5.1%	25,521,581	47.1%	2,138,004	8.4%	1,116,916,104	56,415,305	5.1%	27,767,729	49.2%	2,586,045	9.3%

Interactive Graphs on WOO website [HERE](https://www.worldooh.org/members/ger.php)





**To measure is to know,
if you can not measure it,
you can not improve it.**

Lord Kelvin 1824-1907

THANK YOU