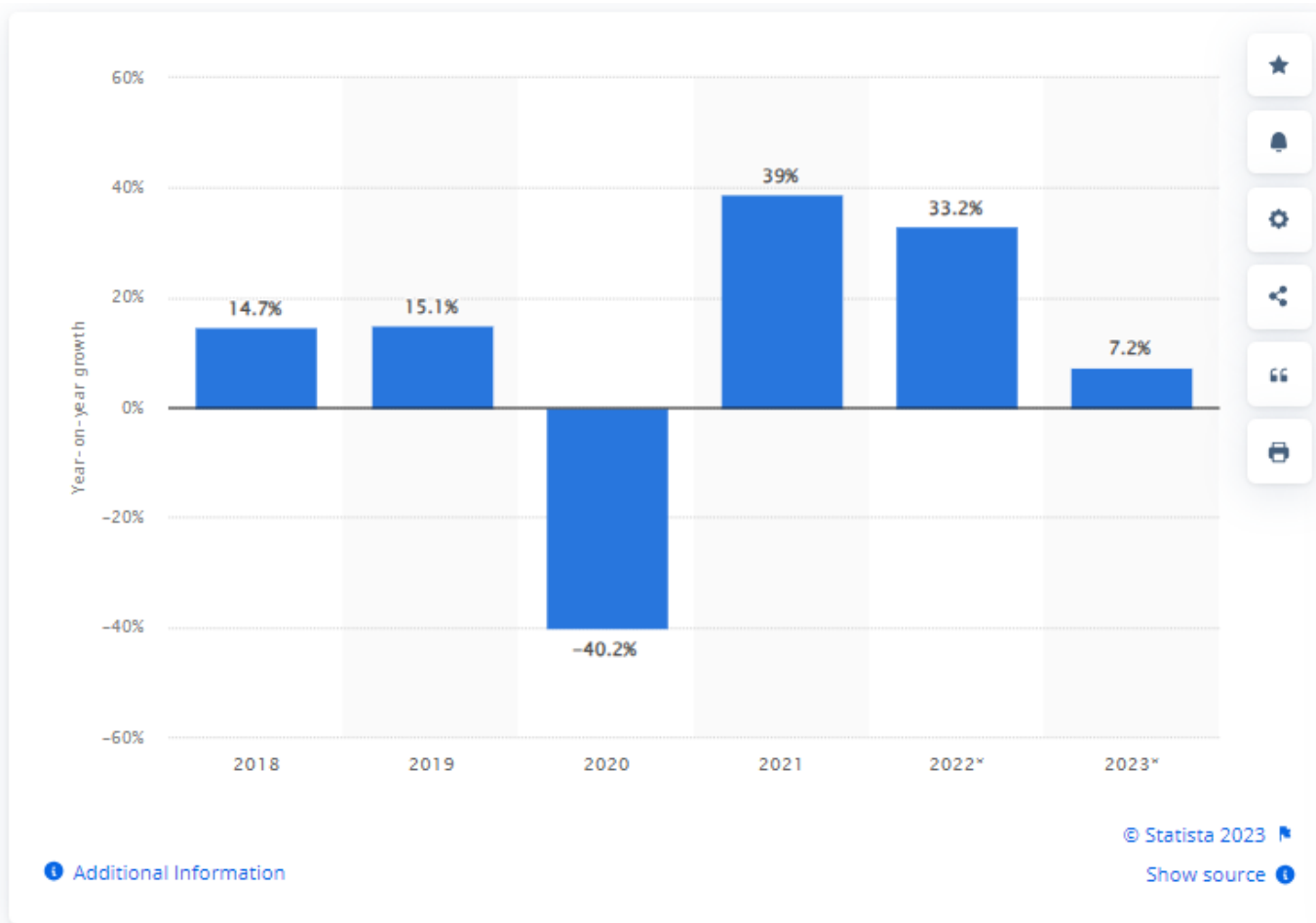


Change in digital out-of-home (DOOH) advertising spending in the United Kingdom (UK) from 2018 to 2023



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Release date

January 2023

Region

United Kingdom

Survey time period

2018 to 2021


Supplementary notes

* Forecast.
 Figures for periods prior to 2021 come from previous reporting.

Citation formats

DOOH ad spending growth in the UK 2018-2023

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 Digital out-of-home advertising spending in the United Kingdom is expected to grow by more than seven percent in 2023. The medium saw impressive growth rates up until 2020 when the advertising market got hit by the outbreak of the coronavirus. That year DOOH ad spend in the UK declined by 40 percent.

Original Source : <https://www.statista.com/statistics/420323/dooh-ad-spend-growth-uk/>