

2021-25 Out of Home Advertising Spend Analysis

Methodology - how is the data produced?

The following slides contain data that is estimated by Nielsen Ad Intel.

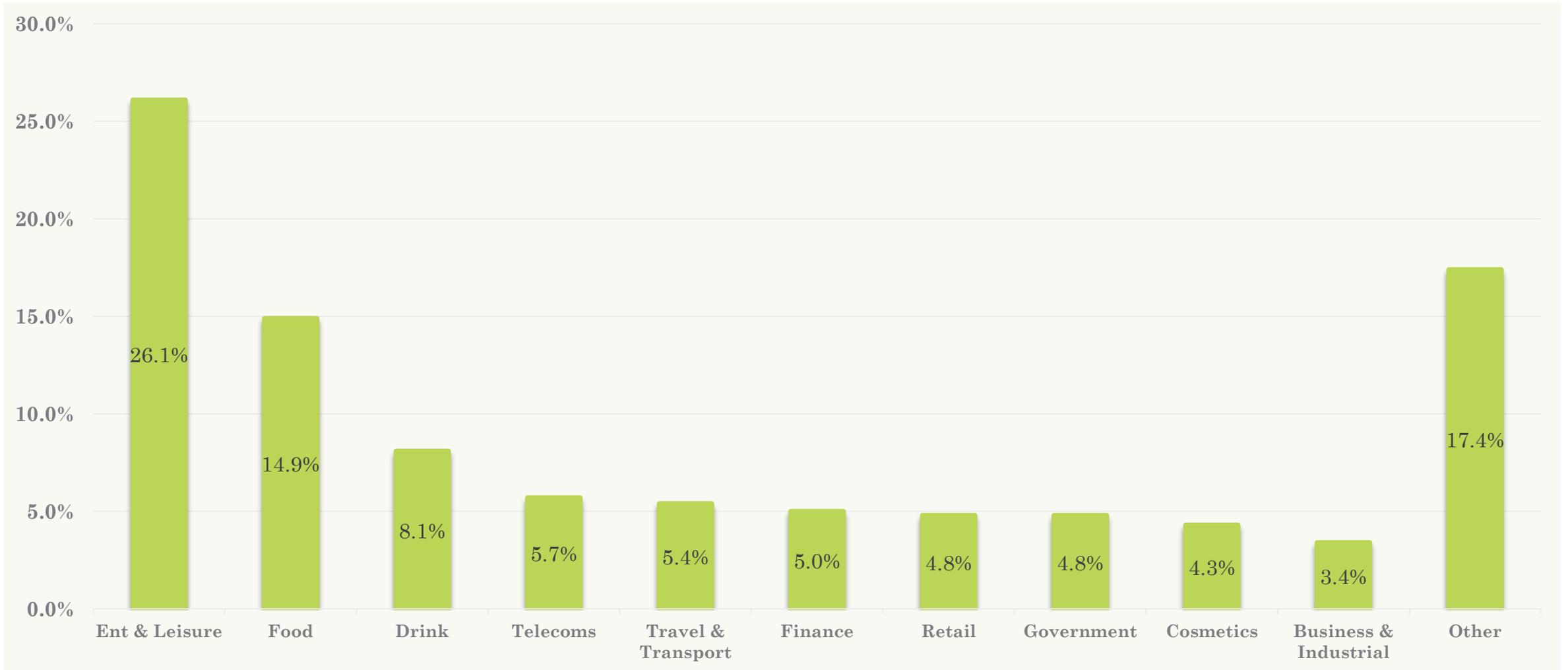
The methodology used to produce the data is to multiply the volume of reported advertising by an estimated average national ratecard, priced by the type of Out of Home panel the advertising appeared on. It does not consider regional differences or the size of the campaign bought.

The volumes and rates are provided to Nielsen by buying agencies, meaning the estimates exclude advertising that is bought directly from Out of Home media owners. The average national rates are reviewed annually by committee and adjusted if necessary.

The data should be considered relative and estimated. To avoid confusion, categories such as *Food* and/or *Drink* include both HFSS/LHF and non-HFSS/LHF product advertising. It is not possible to separate these in the reported data.

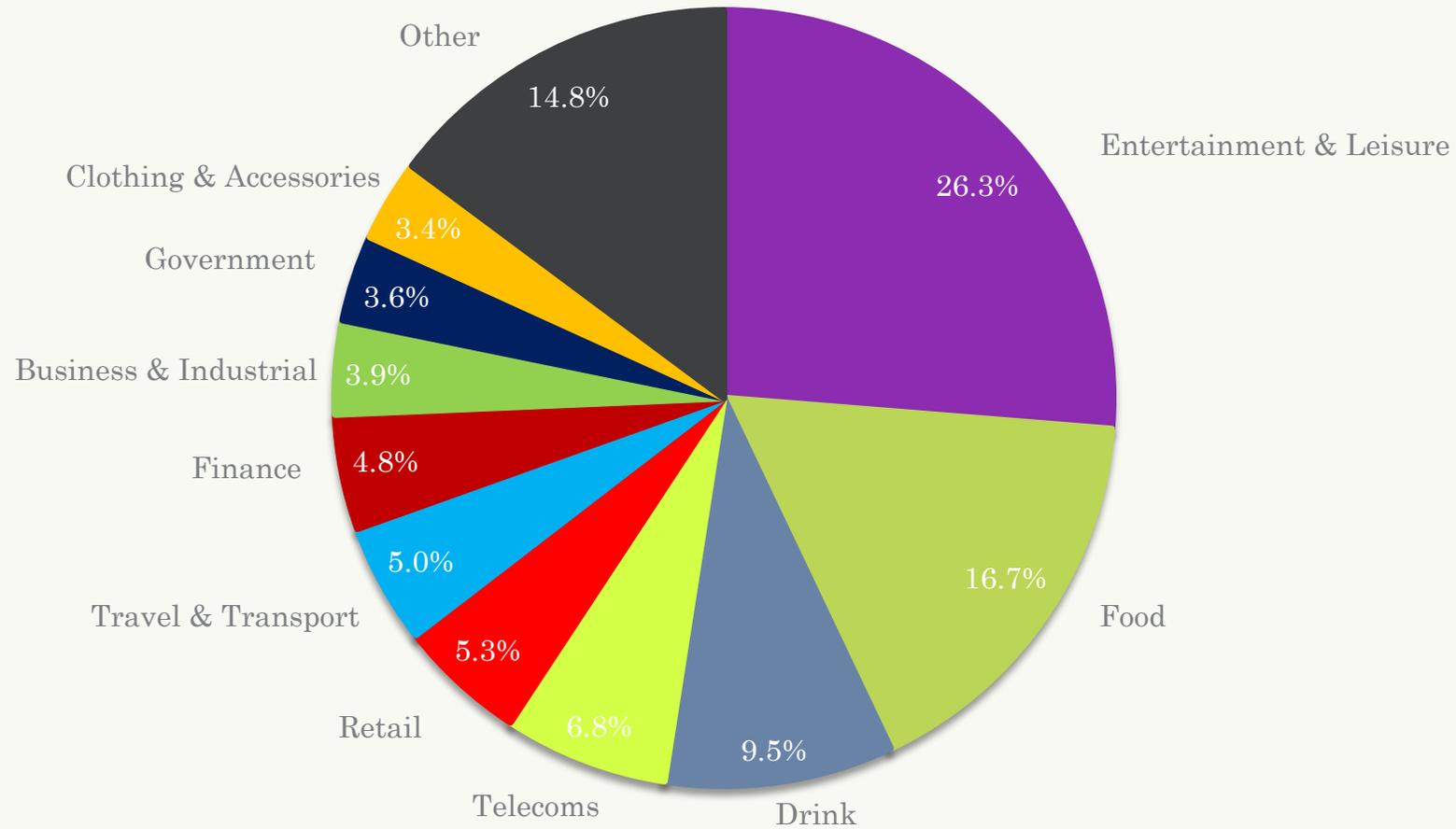
For full paid access to the data contact: mediasupportuk@nielsen.com

Top Spending Categories 2025



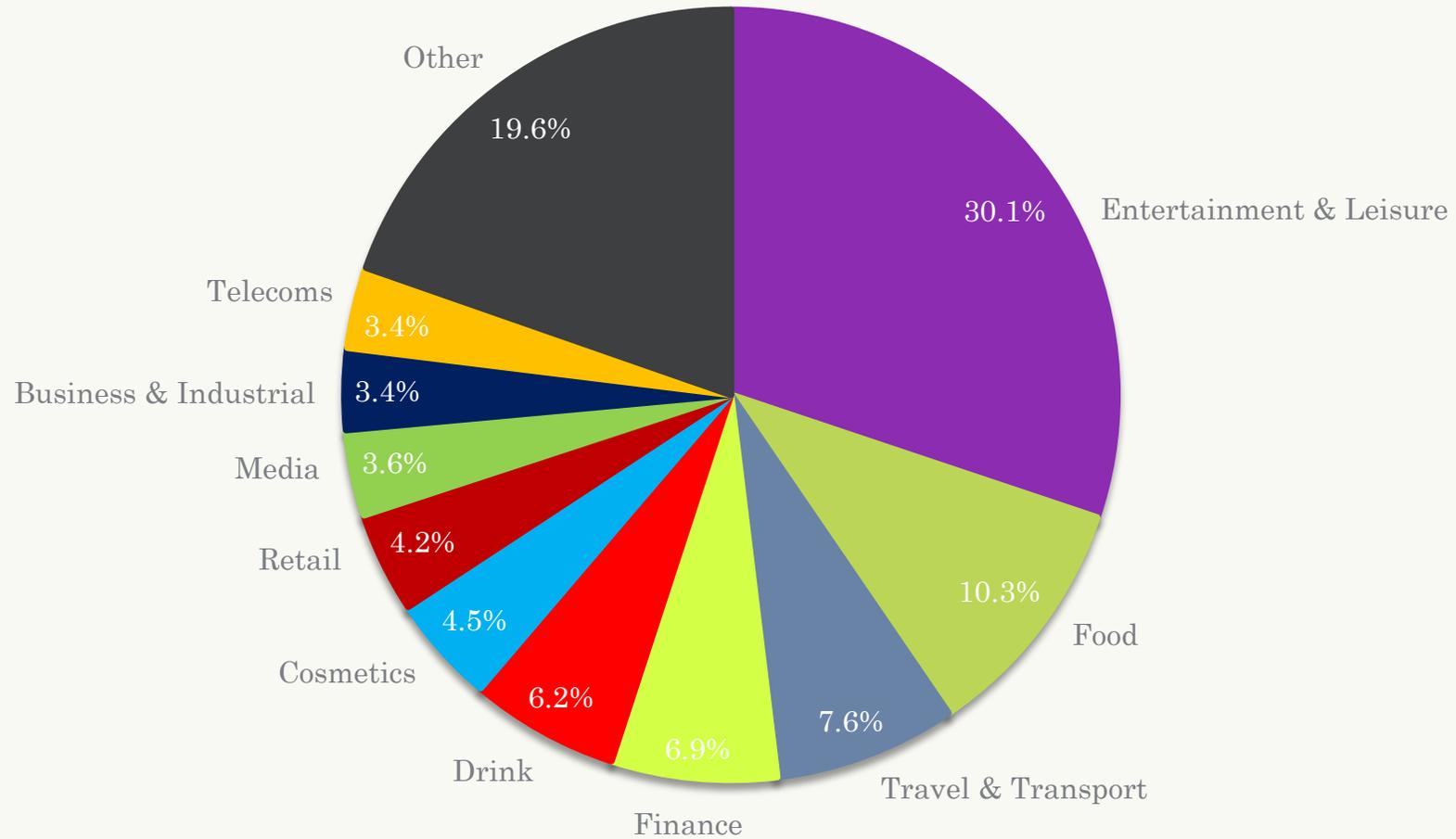
Source: Nielsen's AdIntel

Top Spending Categories in Roadside 2025



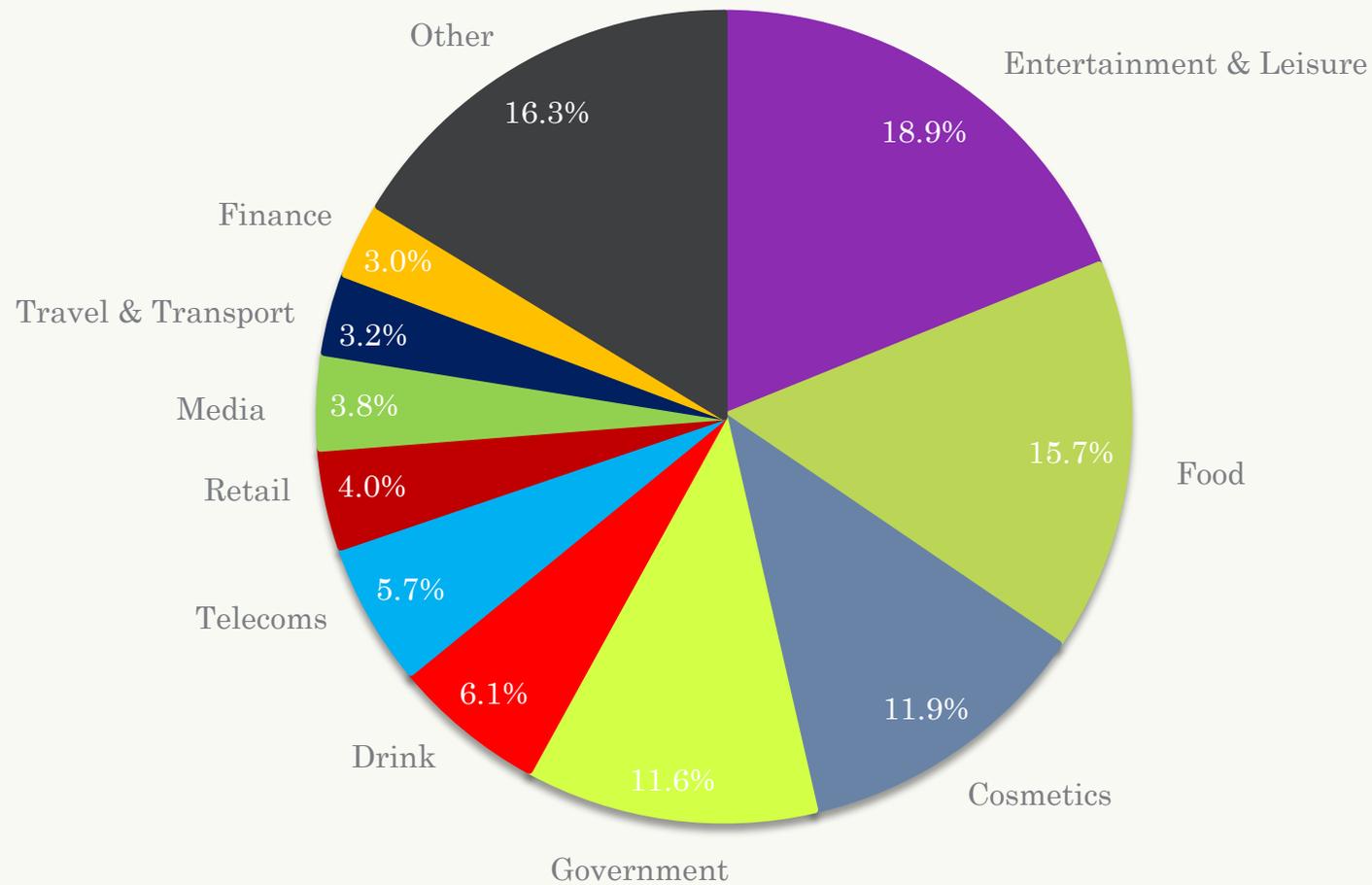
Source: Nielsen's AdIntel

Top Spending Categories in Transport 2025



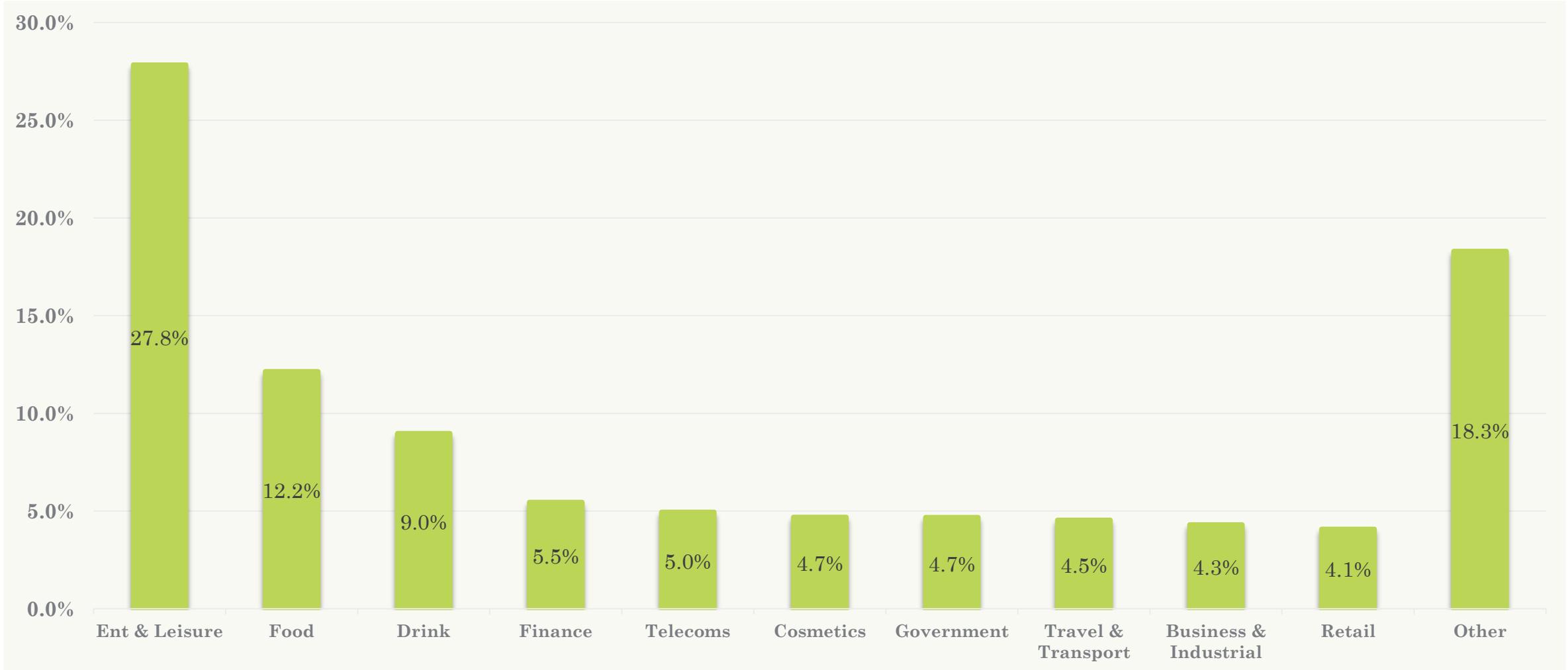
Source: Nielsen's AdIntel

Top Spending Categories in Retail & Leisure 2025



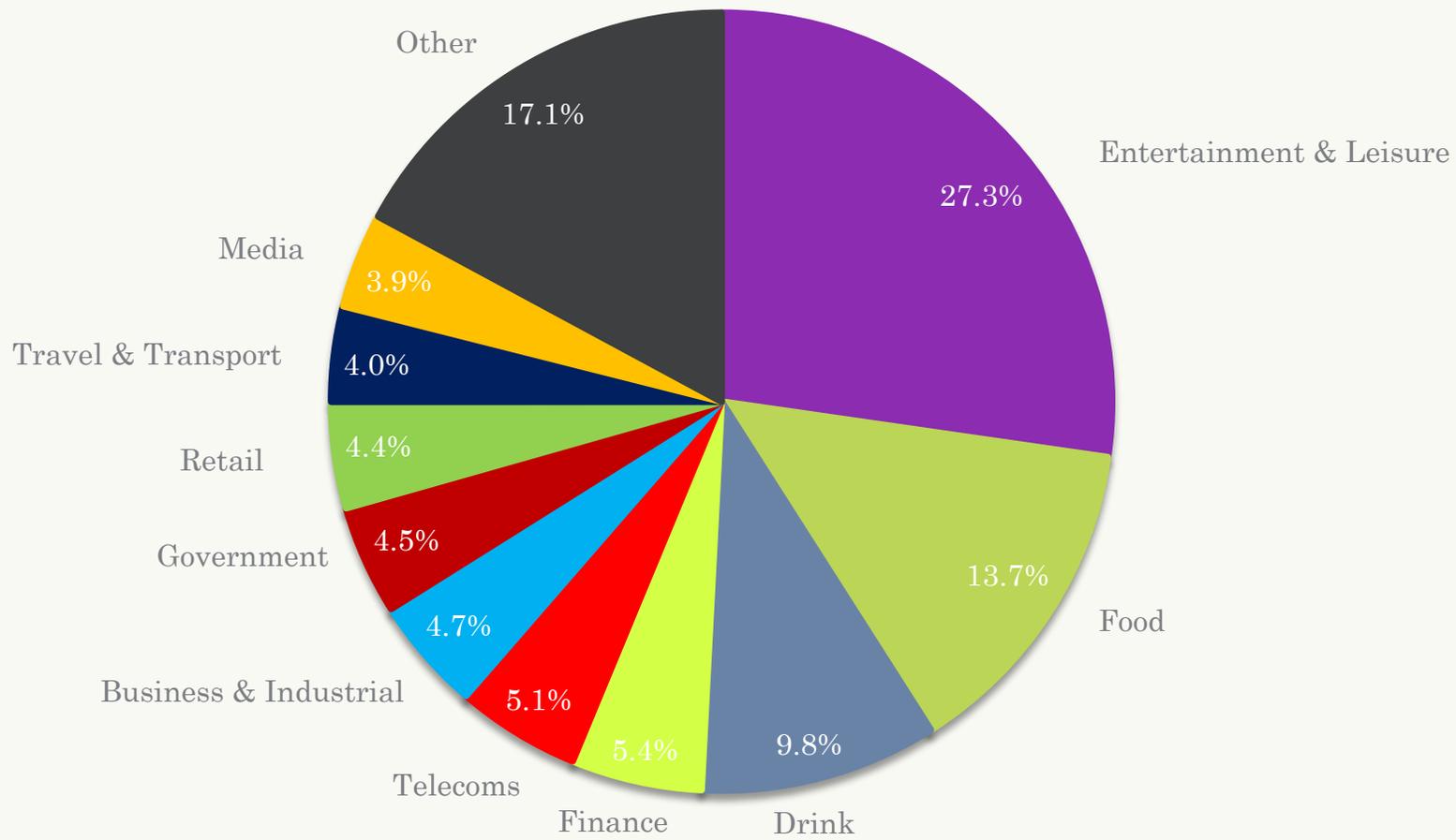
Source: Nielsen's AdIntel

Top Spending Categories 2024



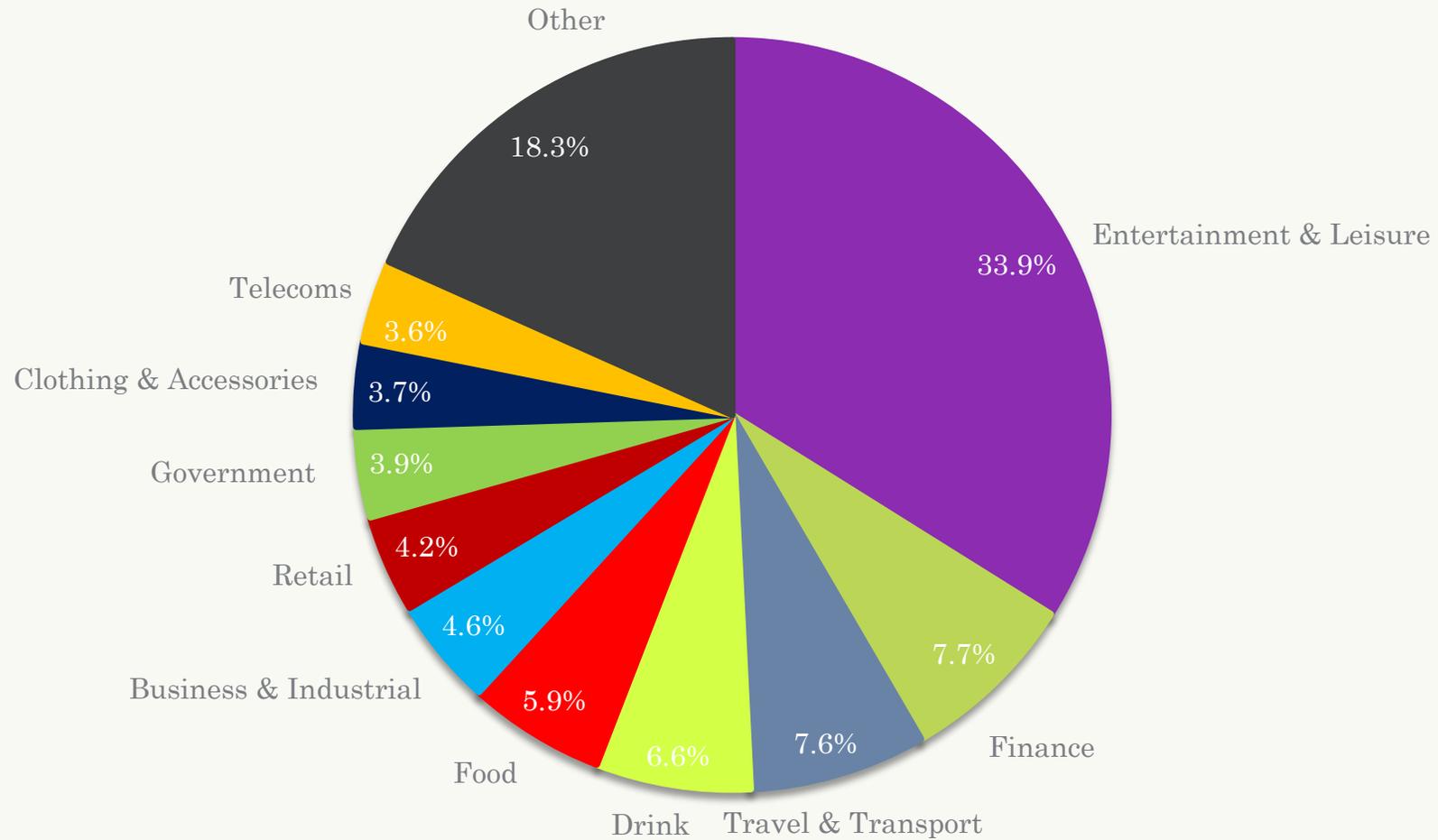
Source: Nielsen's AdIntel

Top Spending Categories in Roadside 2024



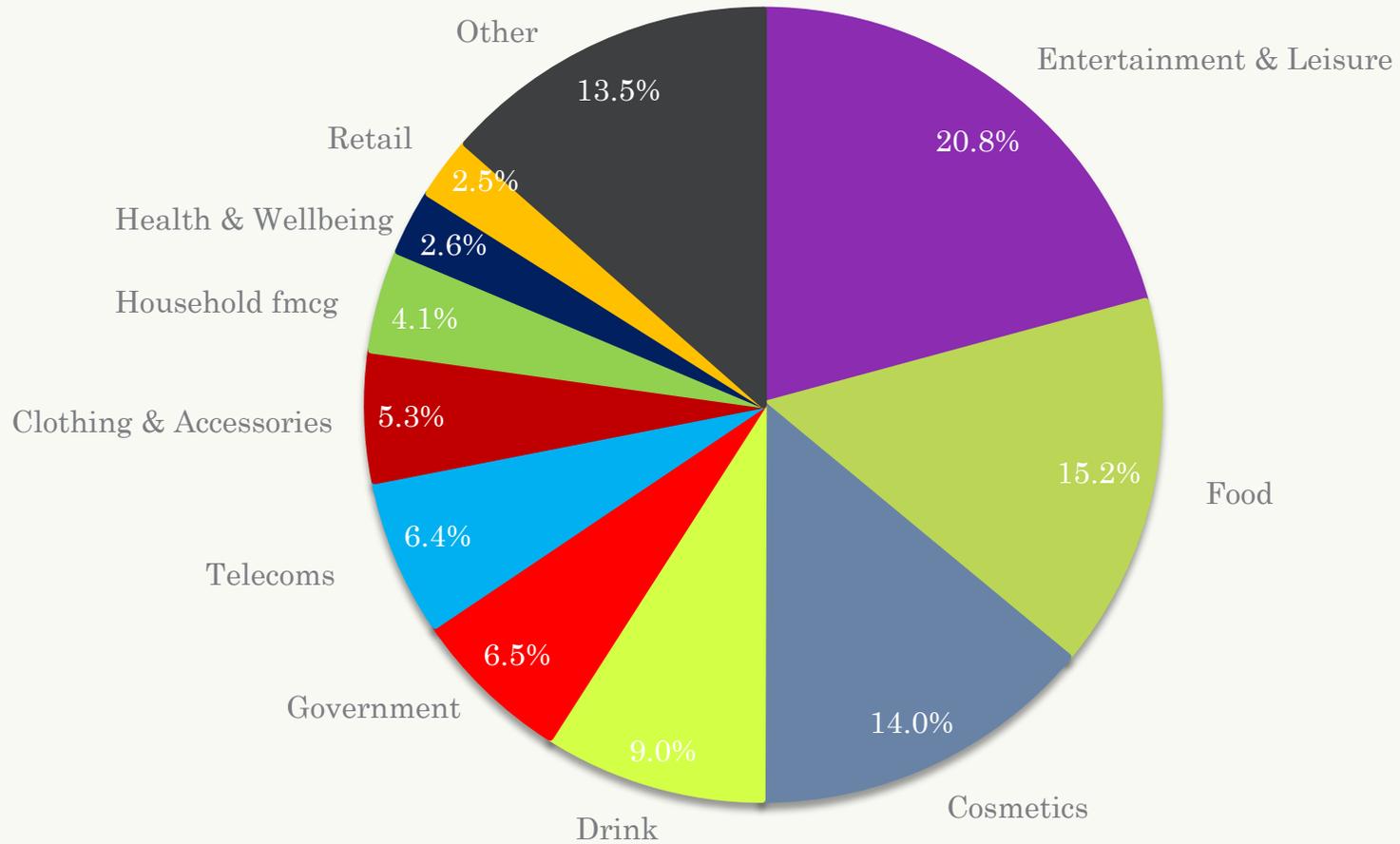
Source: Nielsen's AdIntel

Top Spending Categories in Transport 2024



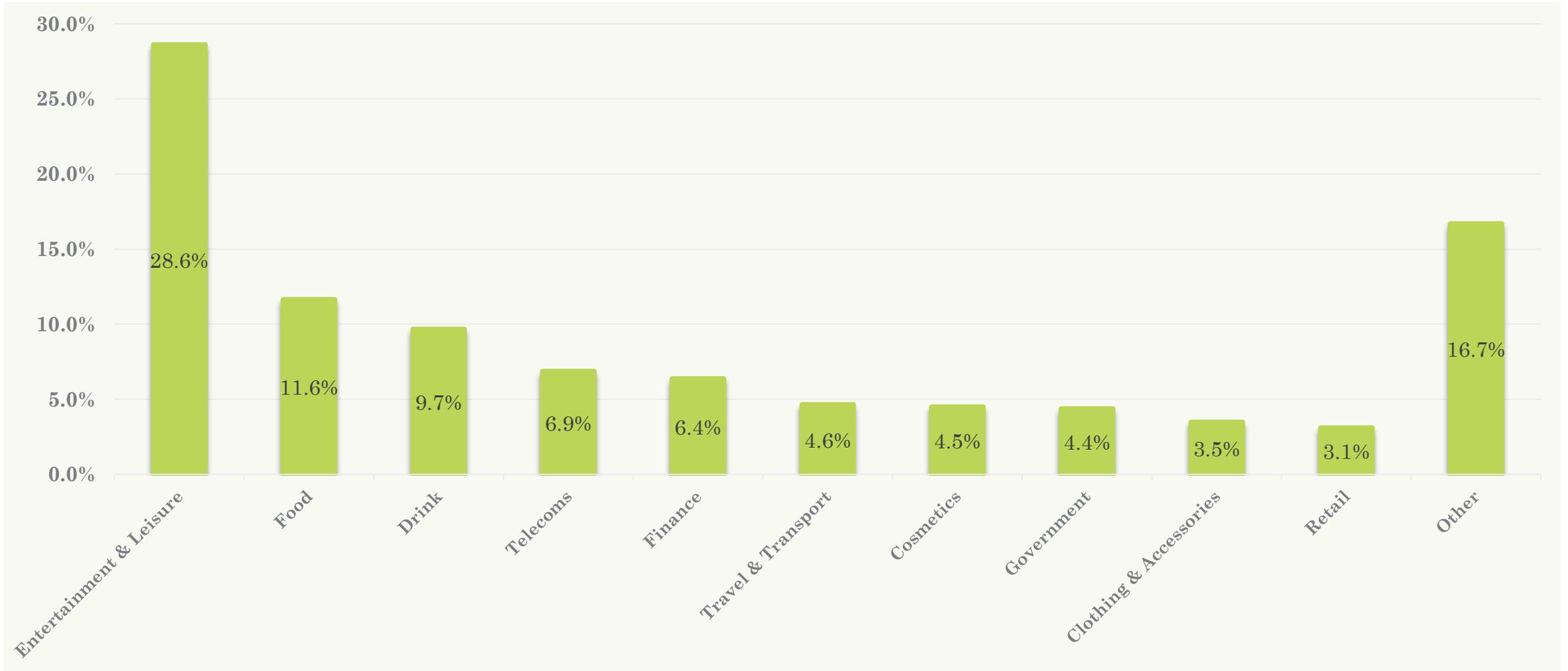
Source: Nielsen's AdIntel

Top Spending Categories in Retail & Leisure 2024



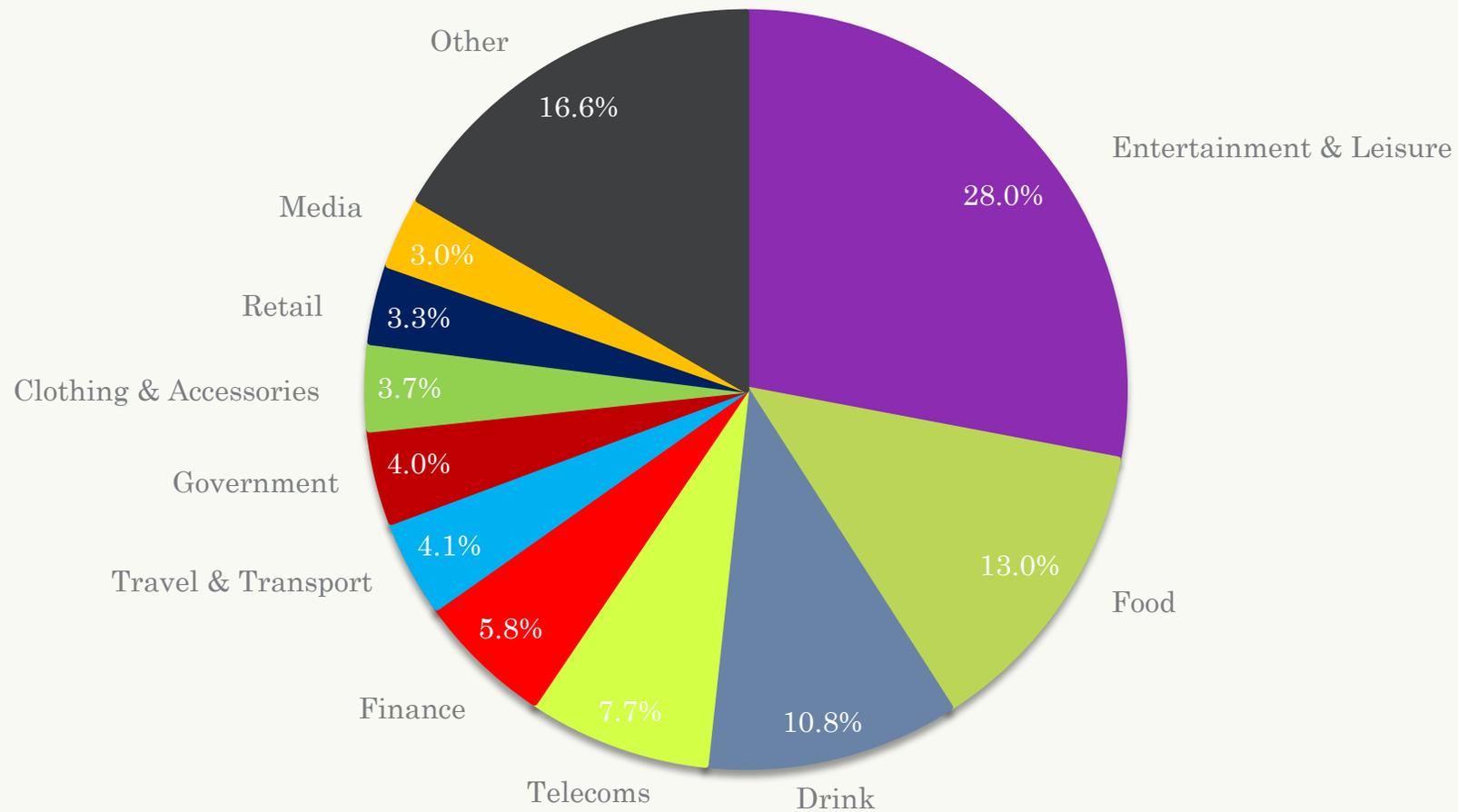
Source: Nielsen's AdIntel

Top Spending Categories 2023



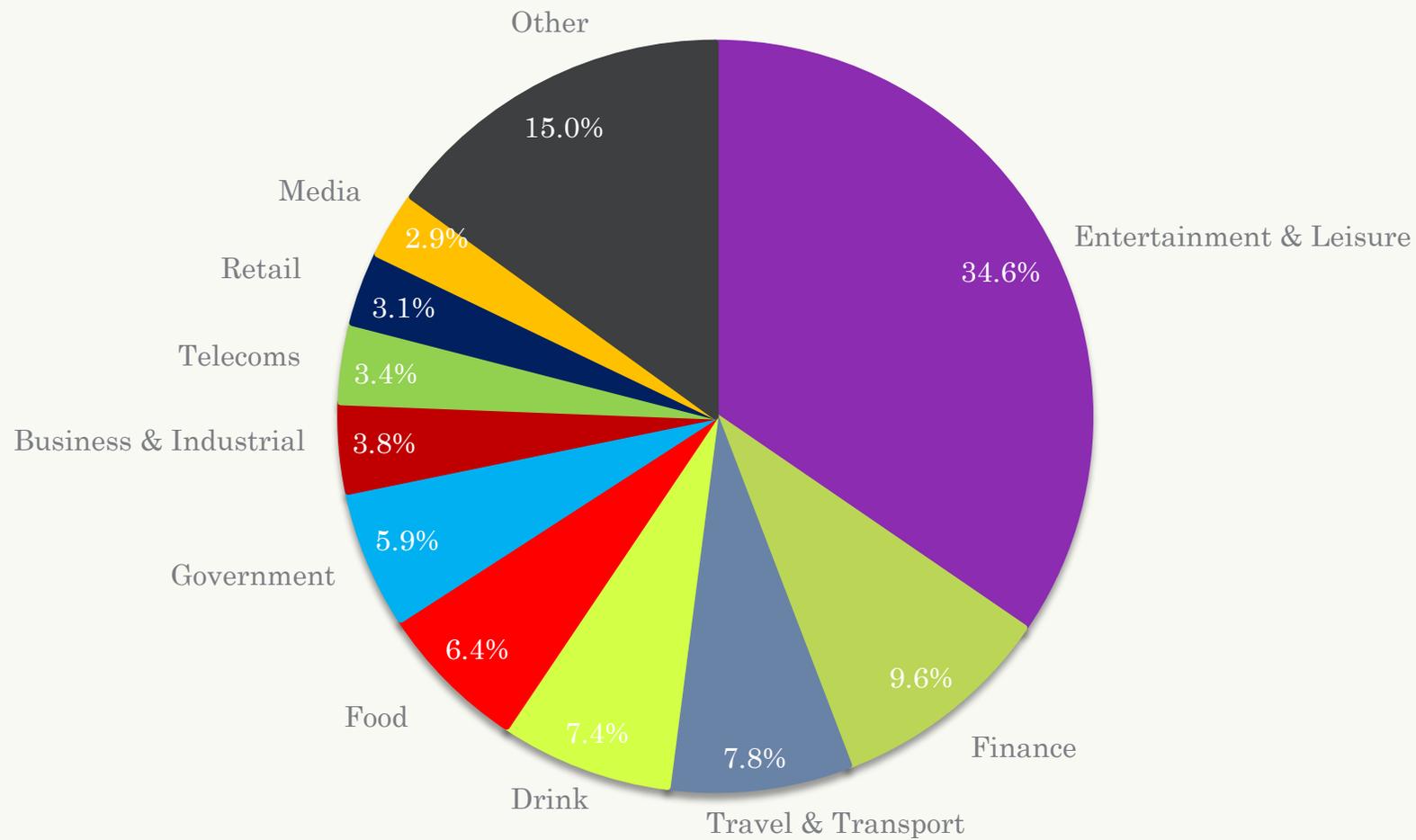
Source: Nielsen's AdIntel

Top Spending Categories in Roadside 2023



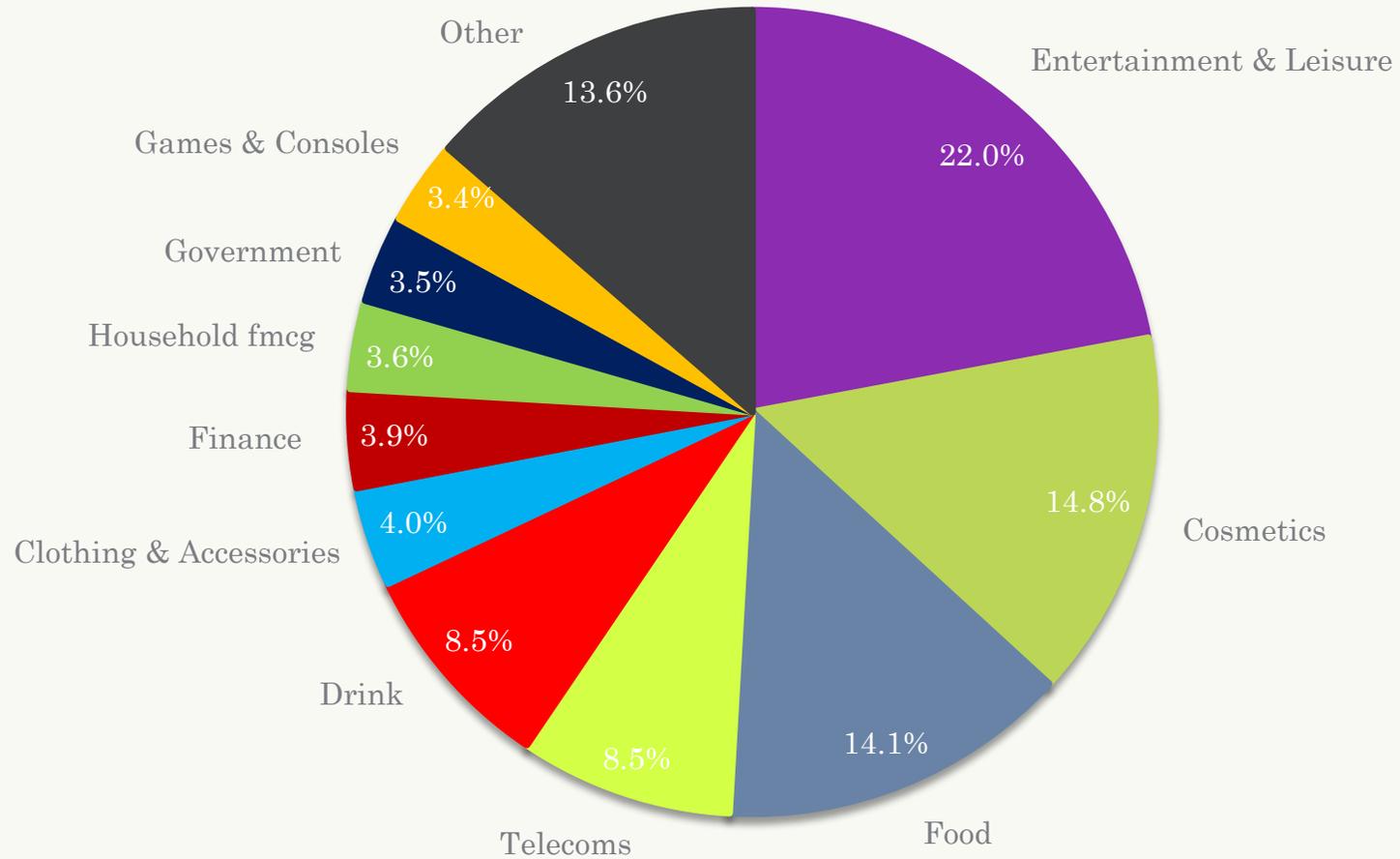
Source: Nielsen's AdIntel

Top Spending Categories in Transport 2023



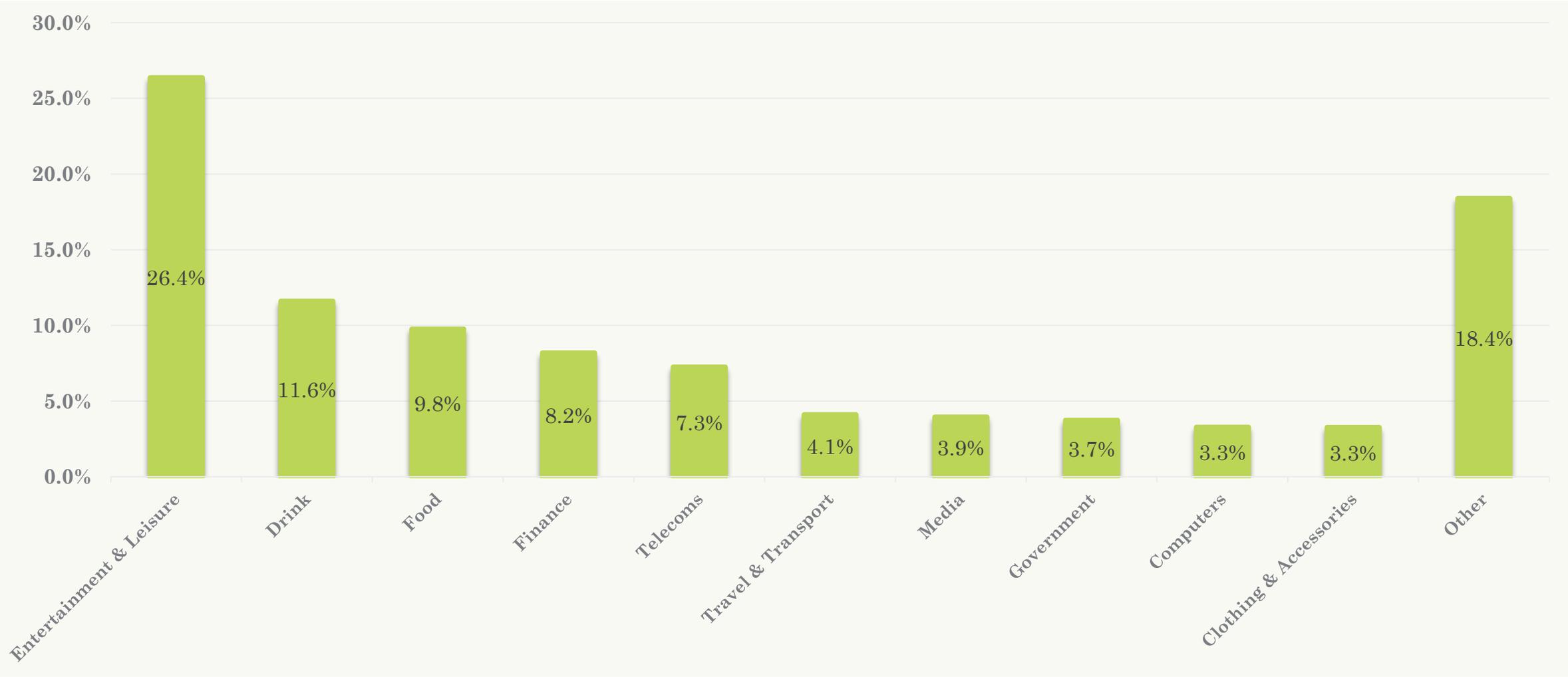
Source: Nielsen's AdIntel

Top Spending Categories in Retail & Leisure 2023



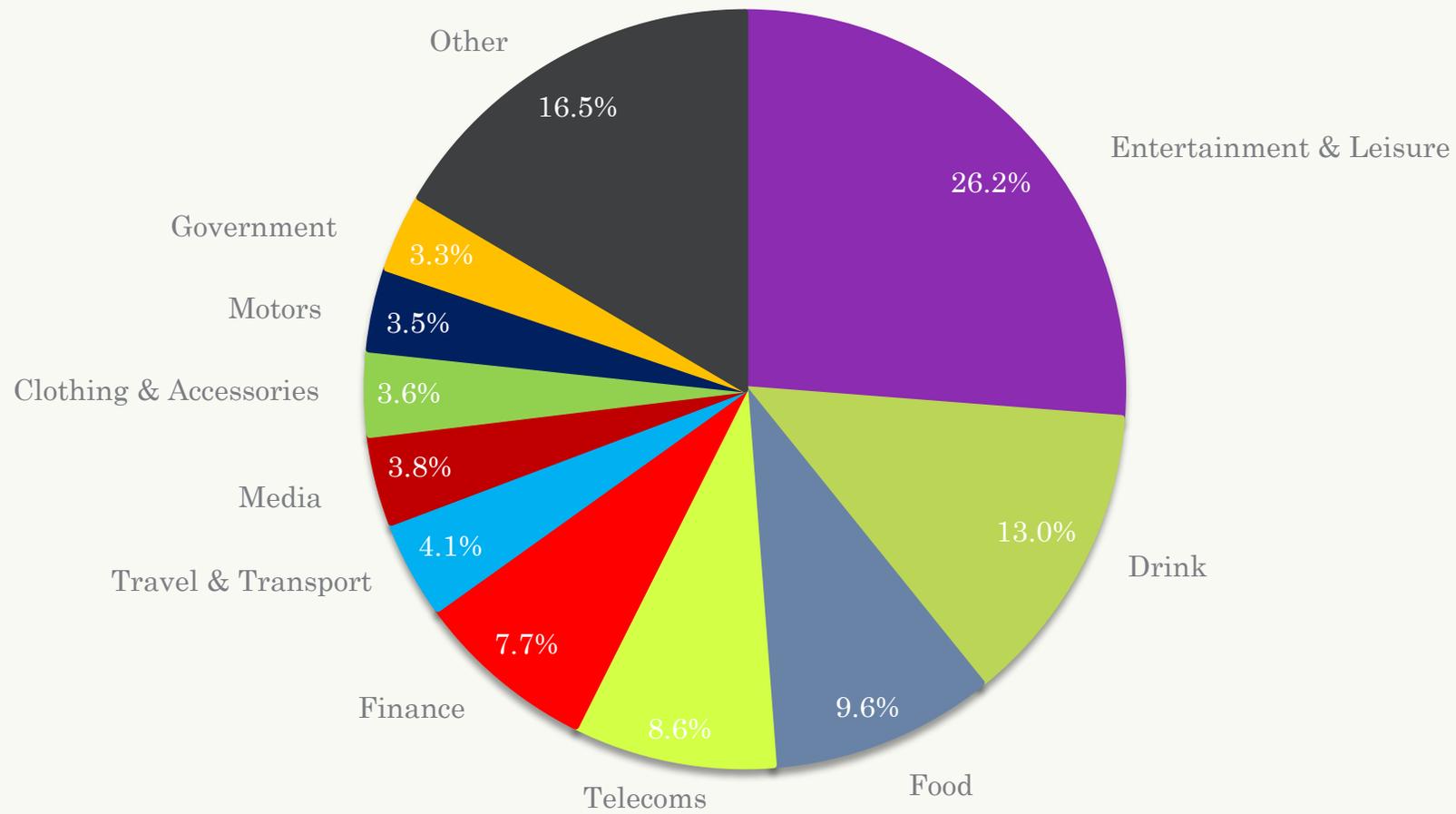
Source: Nielsen's AdIntel

Top Spending Categories 2022



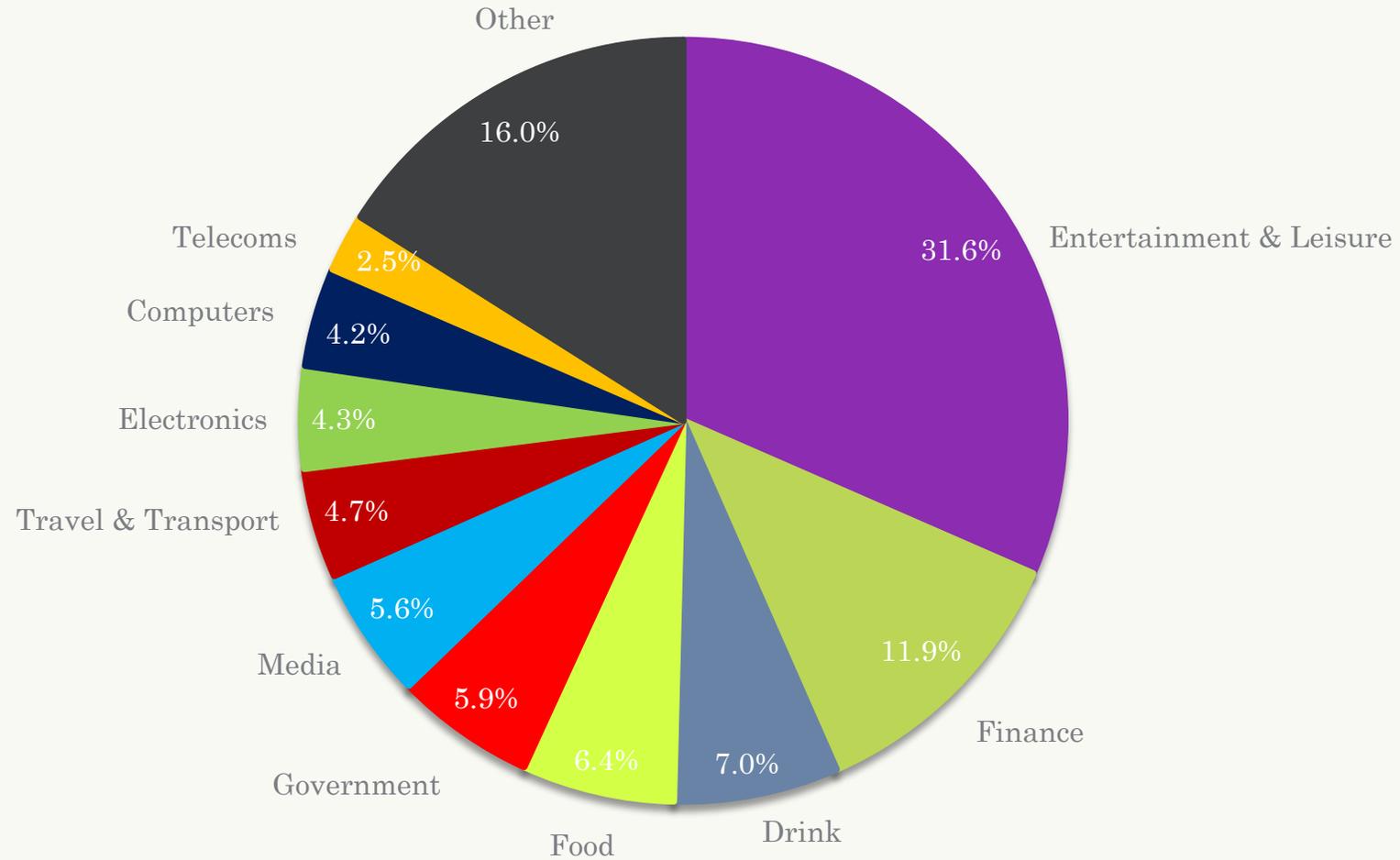
Source: Nielsen's AdIntel

Top Spending Categories in Roadside 2022



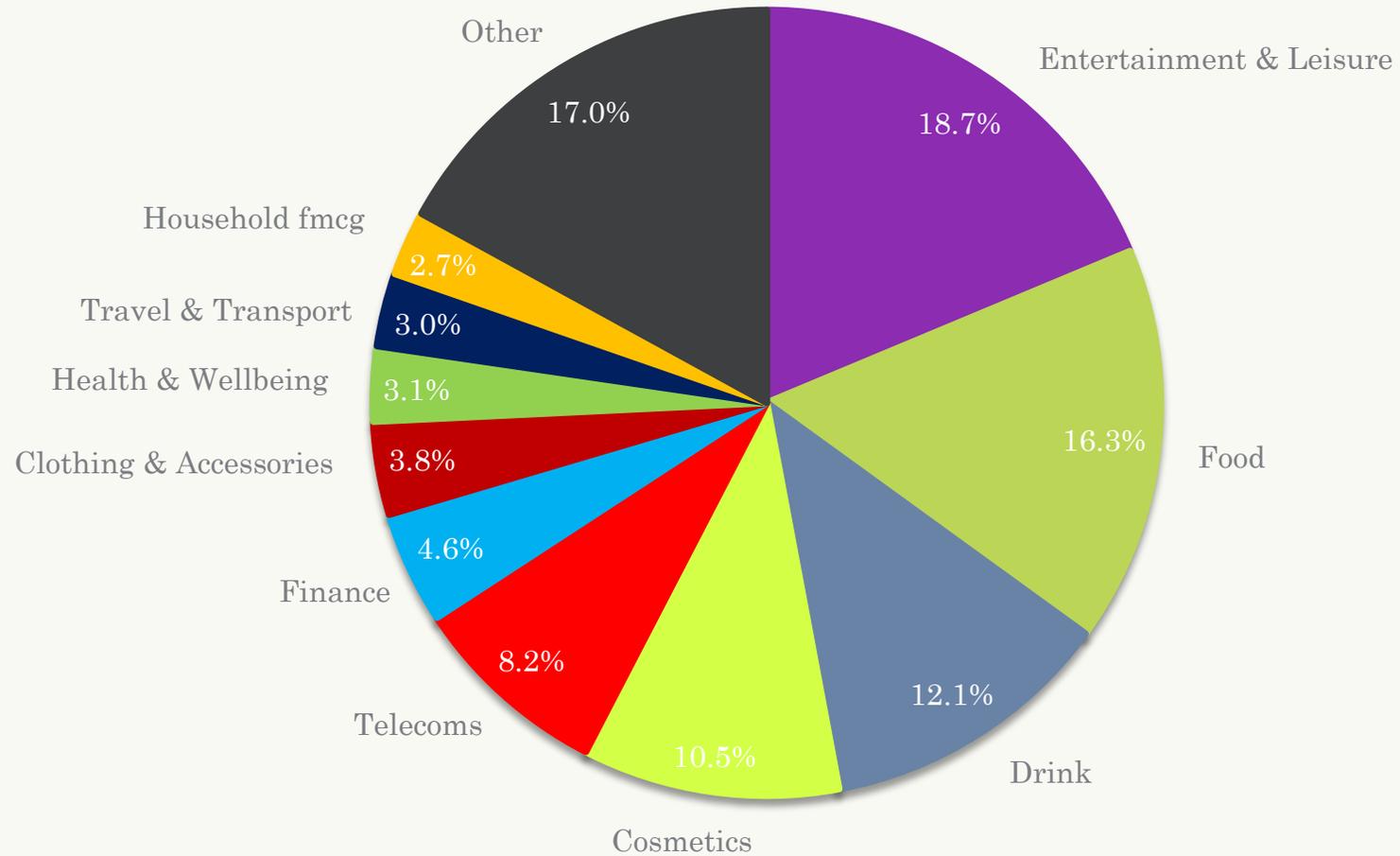
Source: Nielsen's AdIntel

Top Spending Categories in Transport 2022



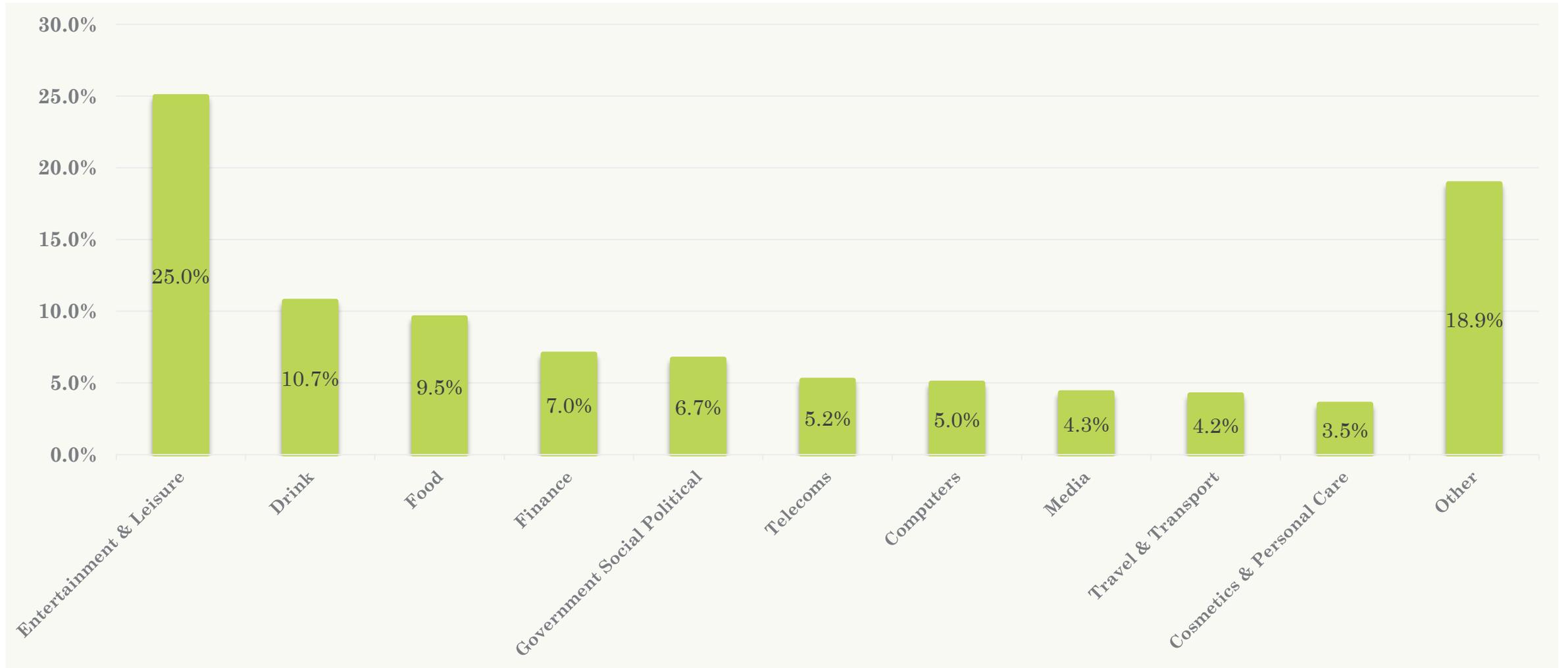
Source: Nielsen's AdIntel

Top Spending Categories in Retail & Leisure 2022



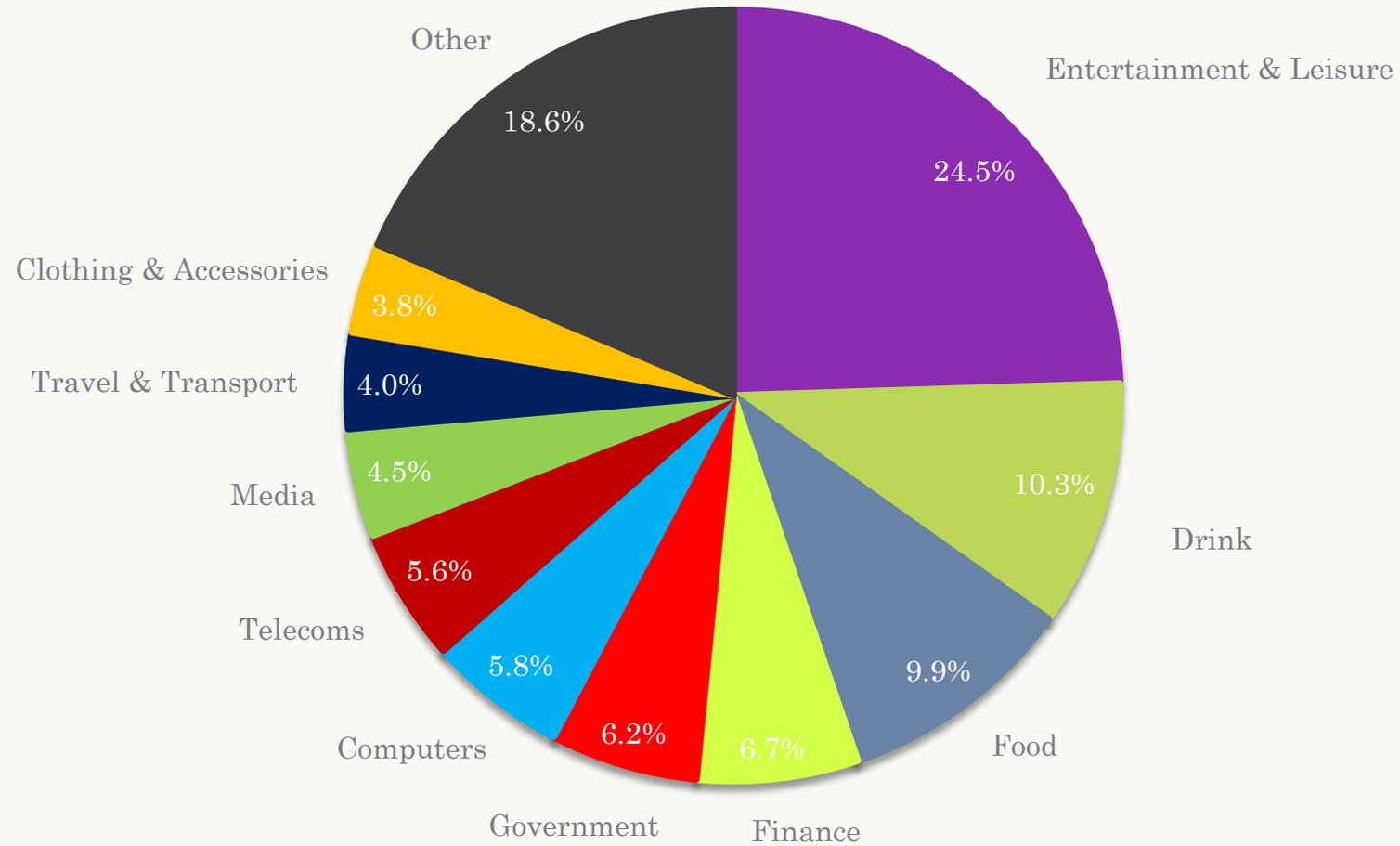
Source: Nielsen's AdIntel

Top Spending Categories 2021



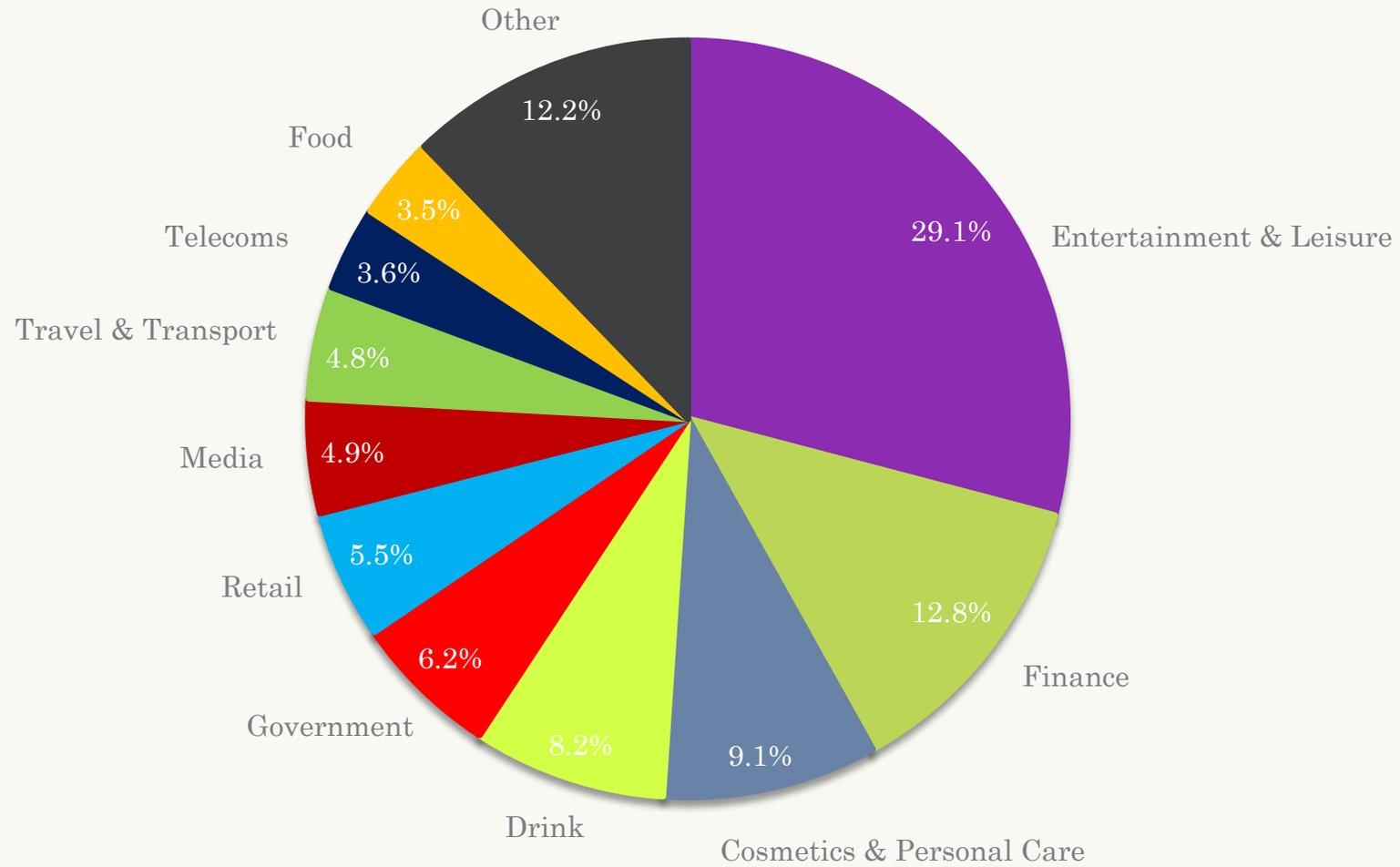
Source: Nielsen's AdIntel

Top Spending Categories in Roadside 2021



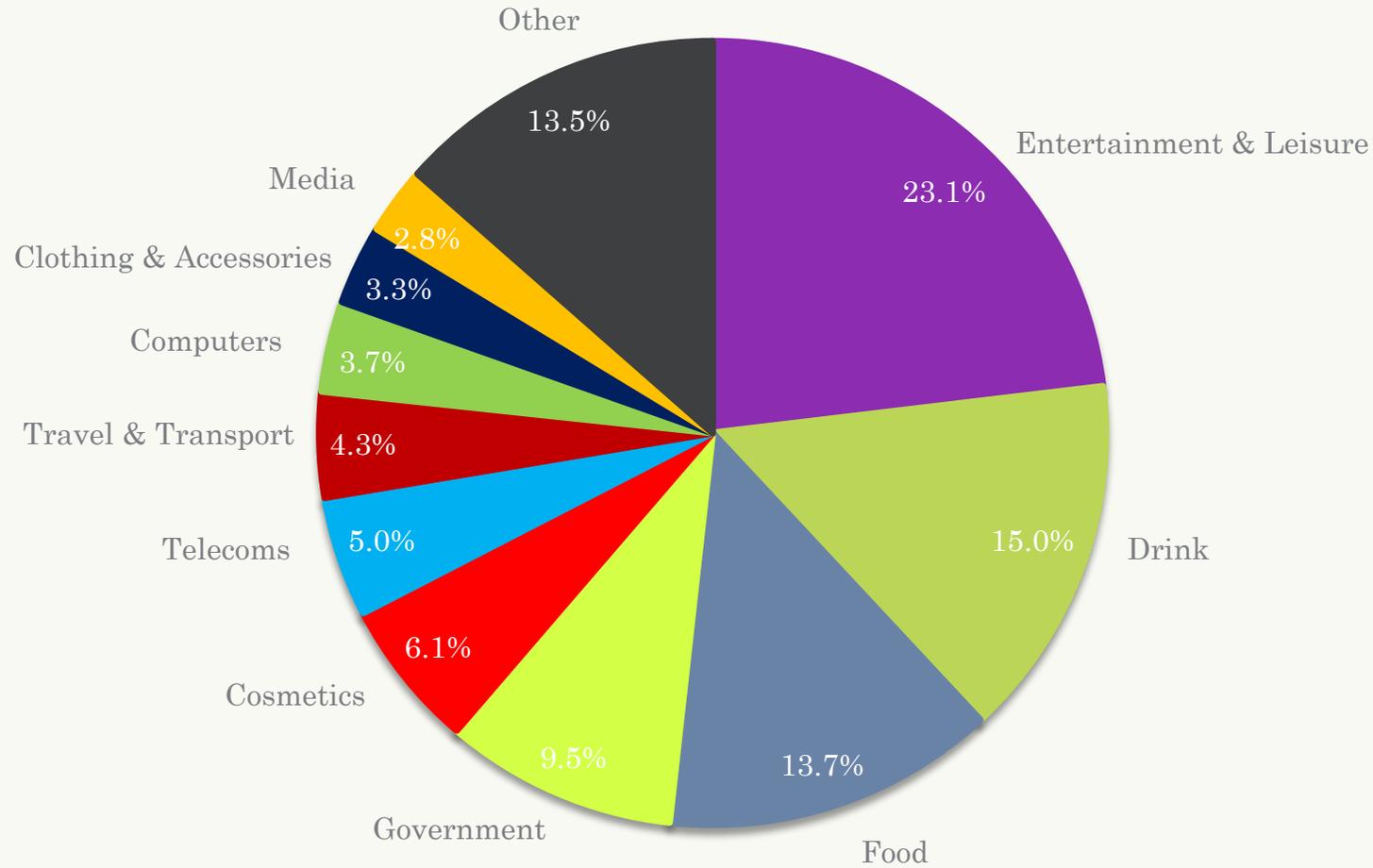
Source: Nielsen's AdIntel

Top Spending Categories in Transport 2021



Source: Nielsen's AdIntel

Top Spending Categories in Retail & Leisure 2021



Source: Nielsen's AdIntel