



WATCH



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OOH Advertising
2025 Full Year Review

Vodafone Impacts as the biggest brand on OOH in 2025

For the second year running Vodafone achieved impact as the biggest spending brand on OOH media, according to WATCH, PML Group's market intelligence resource. Activations included multi-format and environment campaigns for mobile and broadband, promotion of A Stranger's Tale audiobook and support of the Irish rugby team.

Diageo and Unilever also held position as the top two advertisers. Diageo utilised OOH across roadside, retail and leisure environments in support of its beers and spirits portfolio including Guinness, Rockshore and Smirnoff. In the top 10, the biggest increases in monetary terms came from Tesco +45%, PepsiCo +44% and Heineken Ireland +32%.

Retail remained the most visible category, contributing nearly 14% of total OOH display value across the year. Leading supermarket chains were responsible for over half of the sector's activity. Major growth categories include Confectionery & Snacking +24%, Beers & Ciders +15%, Telecoms +15% and Dining +22%.

60% of display activity occurred in the roadside environments, 20% in retail settings, and 19% in travel hubs. Digital screen advertising now represents 42% of all OOH activity increasingly working alongside classic formats in delivering impact across multiple audiences.



Top 10 OOH Advertisers 2025



SOV: 4.9% -6%



SOV: 3.3% -5%



SOV: 2.9% +11%



SOV: 2.9% +6%



SOV: 2.6% +45%



SOV: 2.3% +2%



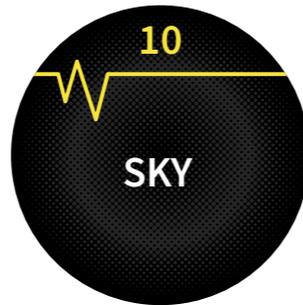
SOV: 2.0% +44%



SOV: 1.9% +13%



SOV: 1.8% +32%



SOV: 1.6% -23%

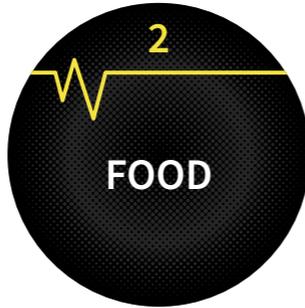


*(% up/down display value compared to 2024)

Top 10 OOH Categories 2025



SOV: 14% -



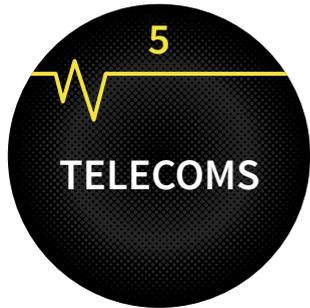
SOV: 7.6% -2%



SOV: 7.5% +24%



SOV: 6.9% +15%



SOV: 6.4% +15%



SOV: 5.5% +22%



SOV: 5.4% -3%



SOV: 5.0% -2%



SOV: 4.6% -2%



SOV: 4.6% +23%



*(% up/down display value compared to 2024)

Top 10 OOH Brands 2025



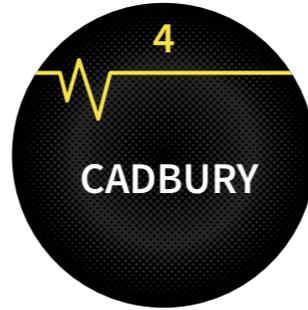
SOV: 2.8%



SOV: 2.6%



SOV: 2.3%



SOV: 2.2%



SOV: 1.6%



SOV: 1.5%



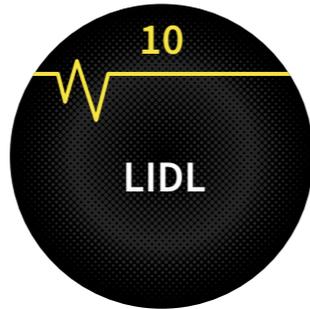
SOV: 1.4%



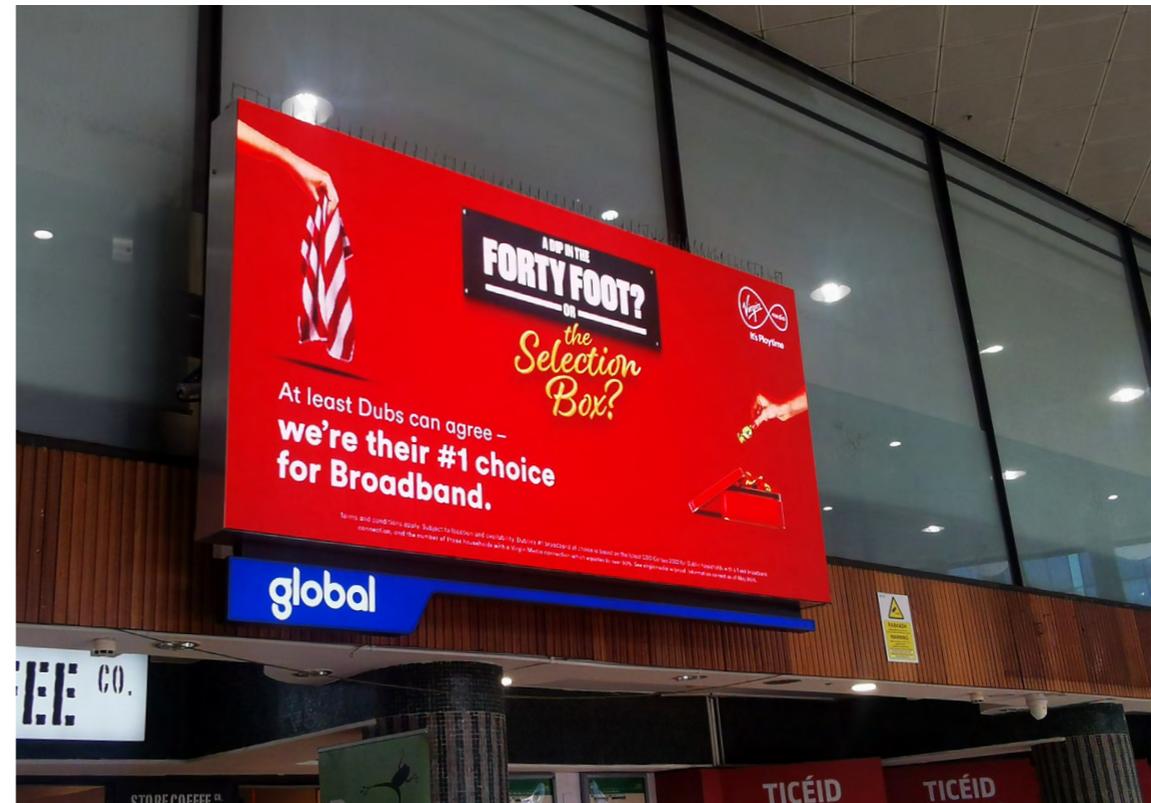
SOV: 1.2%



SOV: 1.2%

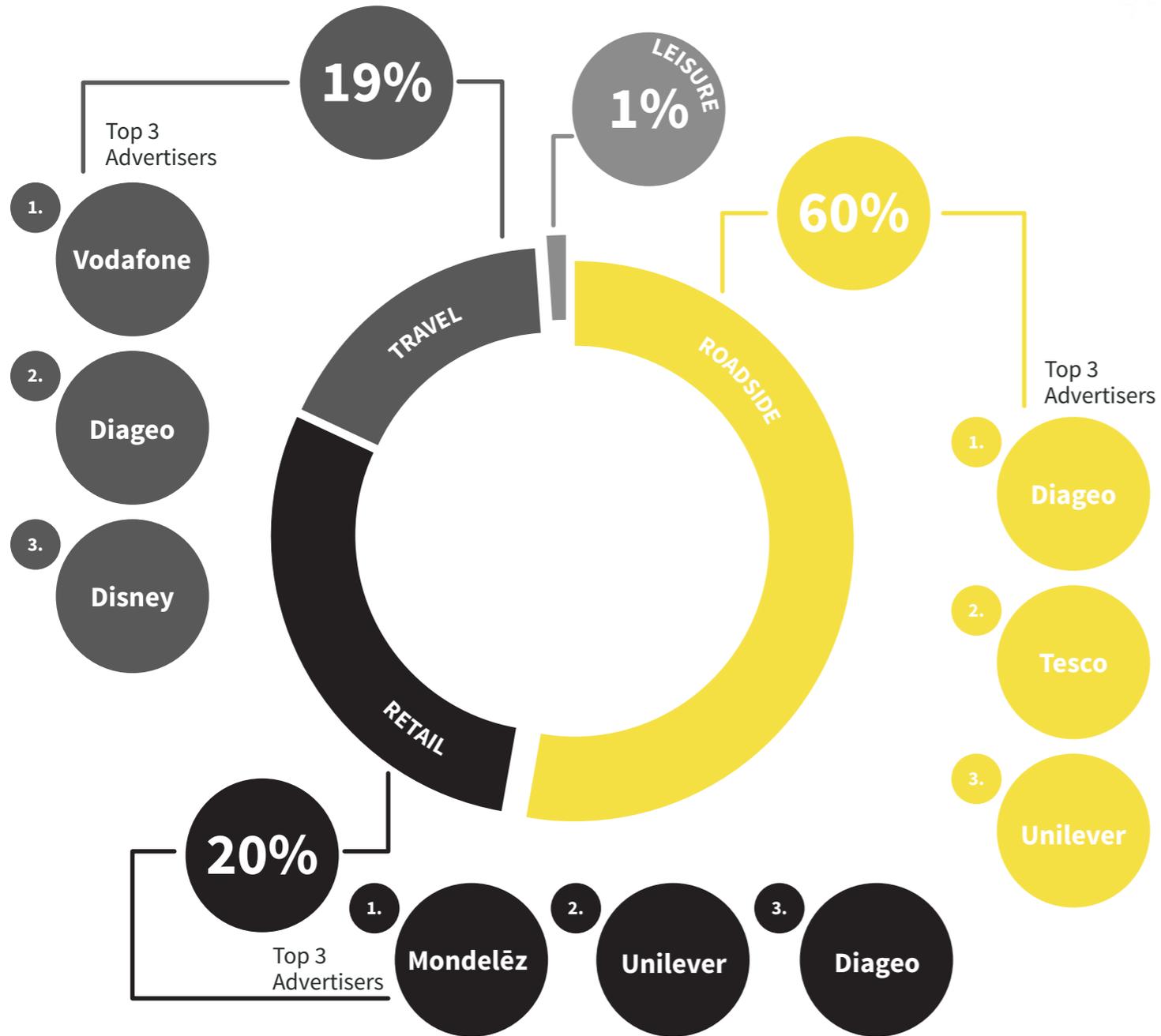


SOV: 1.2%

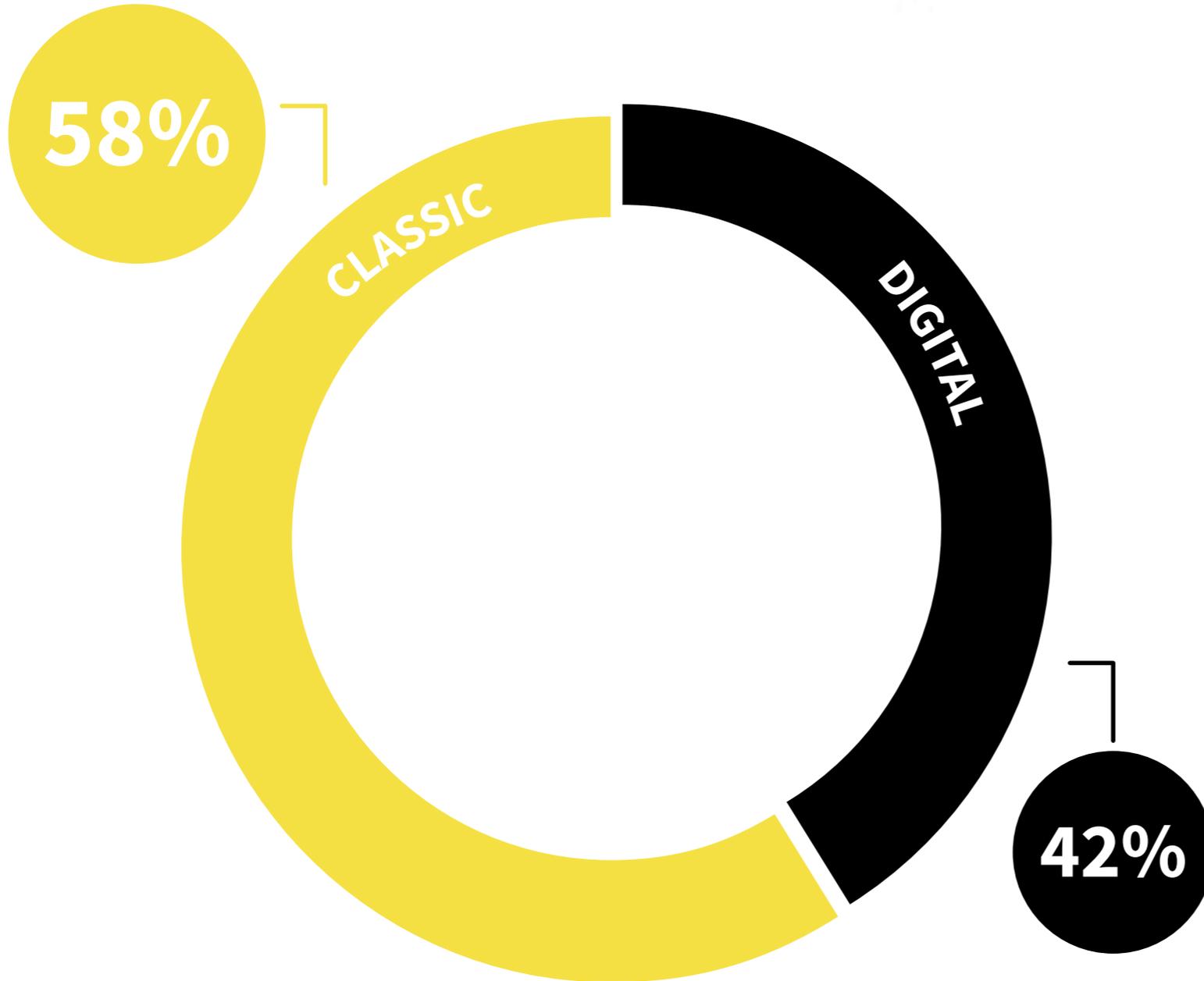


*(% up/down display value compared to 2024)

OOH Market SOV by Environment 2025



OOH Market SOV - Classic vs Digital



Based on display values at rate card



Top 3 Advertisers by Format Type - Digital



1. Diageo



2. Unilever



3. Premier Lotteries Ireland

Top 3 Advertisers by Format Type - Large



1. Diageo



2. Gowan Motors



3. Heineken Ireland

Top 3 Advertisers by Format Type - Transport



1. Vodafone



2. Disney



3. McDonald's

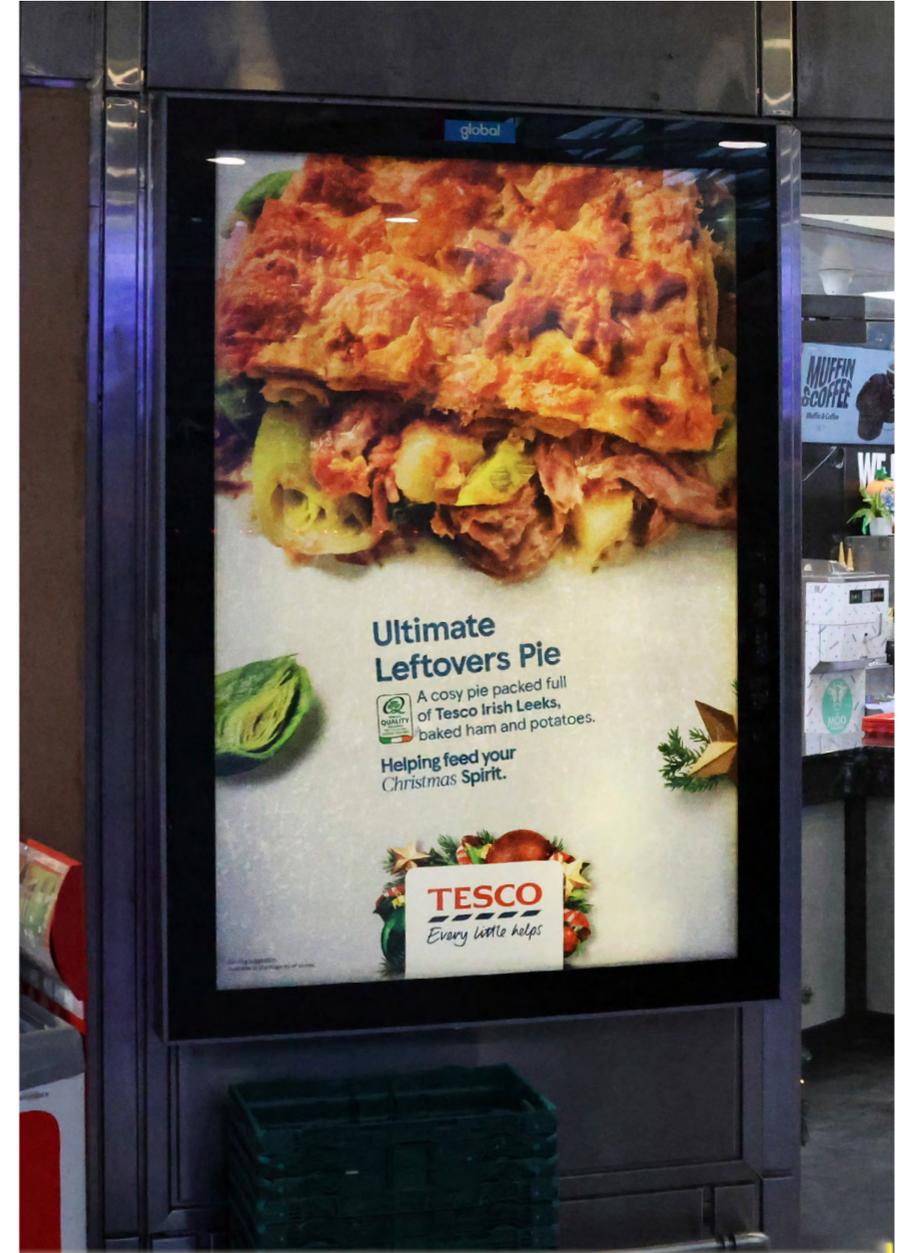
Top 3 Advertisers by Format Type - 6 Sheet



1. McDonald's



2. Mondelēz



3. Tesco

WATCH



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Watch is PML Group's market intelligence service, providing the most comprehensive information and design library in the Out of Home market in Northern Ireland and the Republic of Ireland. It measures the formats, weights, value and timing of every Out of Home campaign in every cycle.

Our Watch information stretches back more than 25 years and information on a cycle is available in the week following the end of the cycle. All Out of Home advertising is covered by Watch, from billboards and bus shelters, to buses, ambient media and Digital OOH formats.

Watch is the quickest as well as the most complete source of OOH advertising data in the country.



Colum Harmon
colum@pmlgroup.ie



James Byrne
james@pmlgroup.ie



Aaron Poole
aaron.poole@pmlgroup.ie



pmlgroup.ie



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