



WATCH



PML
GROUP
BE MORE NOW

**OOH Advertising
Review Q1-3 2026**

Big Brands Trust in Out of Home

Out of Home continues to attract increased investment from major brands seeking to build awareness, trust and credibility at scale, according to Q1-Q3 figures from WATCH, PML Group's market intelligence resource.

Mondeléz, McDonald's and Coca-Cola, the medium's three largest advertisers, have boosted their combined spend by 29% year-on-year. Musgrave Group and Gowan Auto also recorded strong increases in OOH investment.

Leading advertisers are increasingly adopting multi-format strategies that blend the enduring reach and scale of Classic OOH with the precision, agility and contextual intelligence of Digital, creating campaigns that work seamlessly across both brand-building and tactical objectives.

Recent research conducted by PML Group and Ipsos B&A for brands such as Sky and BelVita underlines the enhanced effectiveness that can be achieved by adding a layer of digital innovation such as Dynamic or ProOH, or through more classic innovation techniques such as large format special builds.

Between January and September, McDonald's was the leading brand on Out of Home followed by Tesco and Cadbury. Also in the top ten, The National Lottery ran campaigns for the revamped Lotto, a new Monday draw and regular jackpot updates.

The main growth sectors in monetary terms are Quick Service Restaurants (+36%), Banking (+69%) driven by both promotions and new entrants, along with Supermarkets (+25%). At a market level Soft Drinks were up 25% while Film releases saw a jump of 25%.

A recent report by Kantar entitled 'The IRL Effect' found that real-life experiences are what consumers trust and what they value most. As their digital lives become more synthetic, automated, and siloed, people are increasingly seeking real-life, filter-free experiences that feel authentic, human, and shared.

The physical layer, of which OOH is a key component, is the part of a brand's media architecture that people can see, experience, and verify in the real world.

59% of all display activity occurring in roadside environments, complemented by a further 20% in retail and 20% in travel settings. Digital formats now account for over half of all OOH activity, fuelled by both the development in screen signage, especially in roadside, and developments in innovation in terms of triggered contextual messaging.



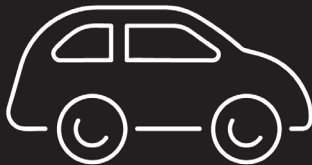
Top 10 OOH Advertisers Q1-3 2026

1: MONDELĒZ  SOV: 3.2% +29%	2: McDONALD'S  SOV: 2.6% +23%	3: COCA COLA  SOV: 2.4% +36%	4: VODAFONE  SOV: 2.3% -23%	5: DIAGEO  SOV: 2.3% -53%
6: TESCO  SOV: 2.2% +1%	7: MUSGRAVE GROUP  SOV: 1.8% +51%	8: PEPSICO  SOV: 1.8% +7%	9: GOWAN AUTO  SOV: 1.7% +17%	10: UNILEVER  SOV: 1.7% -58%

*(% up/down display value compared to 2025)



Top 10 OOH Markets Q1-3 2026

1: RETAIL  SOV: 13.0% +13%	2: CONFECTIONERY & SNACKING  SOV: 7.7% +8%	3: FOOD  SOV: 7.3% -3%	4: DINING  SOV: 6.7% +39%	5: SOFT DRINKS  SOV: 6.5% +44%
6: FINANCE  SOV: 6.0% +32%	7: TELECOMS  SOV: 5.3% -15%	8: PERSONAL CARE & WELLNESS  SOV: 5.2% +2%	9: ENTERTAINMENT  SOV: 4.9% +44%	10: MOTORS  SOV: 4.6% +7%

*(% up/down display value compared to 2025)



Top 10 OOH Brands Q1-3 2026

1: McDONALD'S



2: TESCO



3: CADBURY



4: VODAFONE



5: COCA COLA



6: NATIONAL LOTTERY



7: VIRGIN MEDIA



8: SKY



9: SPECSAVERS



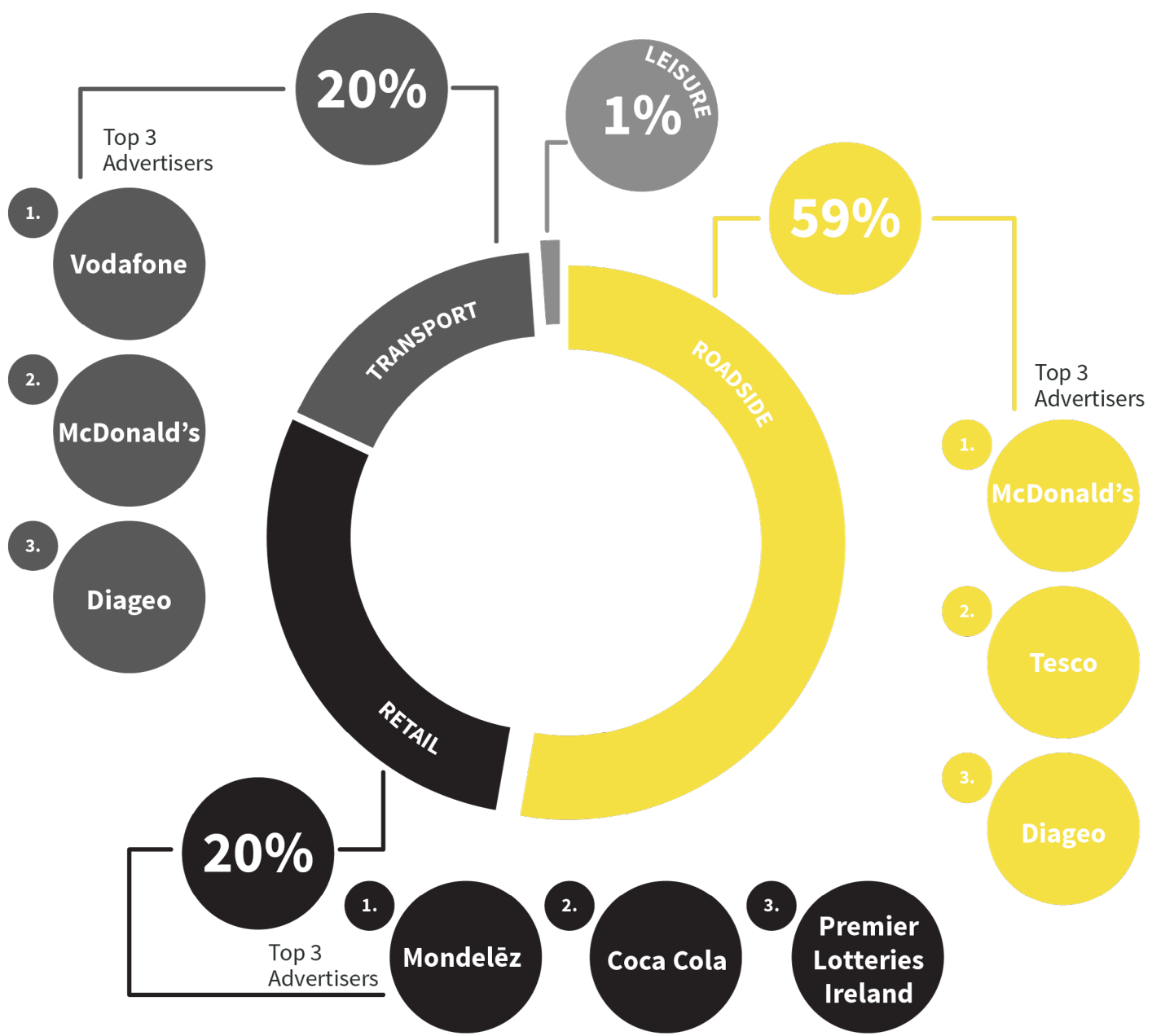
10: DUNNES STORES



*(% up/down display value compared to 2025)



OOH Market SOV by Environment Q1-3 2026





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 30 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



[/pml-group](https://www.linkedin.com/company/pml-group)



[@pmlgroup](https://www.instagram.com/pmlgroup)

