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**NI OOH Advertising
Review - H1 2026**

A Market in Motion

Advertisers across Northern Ireland turned to Out of Home in greater numbers during H1 2026, driving growth across several of the market’s most active sectors. The latest WATCH data from PML Group NI highlights increased activity across leading categories.

Retail remained the market’s largest category during the first half of the year, growing display activity by 15% year-on-year and accounting for a 12% share of voice. Major retailers, including Henderson Group and Tesco, maintained an equal share of voice within the category, each accounting for 3% of overall display activity.

Advertiser activity within the Finance category climbed significantly during H1, with the sector growing by 37% year-on-year and representing 6% of overall display. Bank of Ireland was among the most active advertisers during this period, substantially increasing its use of OOH media.

Beyond the commercial sector, the Department for Infrastructure and Translink held a strong OOH presence throughout H1, ranking among the market’s Top 10 advertisers and demonstrating the medium’s effectiveness for public engagement campaigns.

OOH’s enduring strength lies in its presence within the real world, with 84% of all display activity occurring in roadside environments, complemented by a further 10% in travel and 6% in retail settings.

At the same time, the medium continues to evolve at pace. Digital formats now account for half of all OOH activity, representing a 9% increase in display and fuelled by the continued growth of Dynamic and Programmatic activations. This accelerating digital transformation is expanding the creative, contextual and data-enabled capabilities of the channel, allowing advertisers to connect with audiences in more relevant, responsive and measurable ways than ever before.



Top 10 OOH Advertisers H1 2026

1: McDONALD'S  SOV: 4.3% +7.3%	2: COCA COLA  SOV: 3.6% +24.8%	3: MONDELÉZ  SOV: 2.8% +16.4%	4: TESCO  SOV: 2.6% +30.4%	5: HENDERSON GROUP  SOV: 2.6% +14.5%
6: KFC  SOV: 2.5% +66.1%	7: TRANSLINK  SOV: 2.1% +33.4%	8: BANK OF IRELAND   SOV: 1.8% +1156.4%	9: DIAGEO  SOV: 1.7% -61.2%	10: DEPARTMENT FOR INFRASTRUCTURE  SOV: 1.6% +224.8%

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



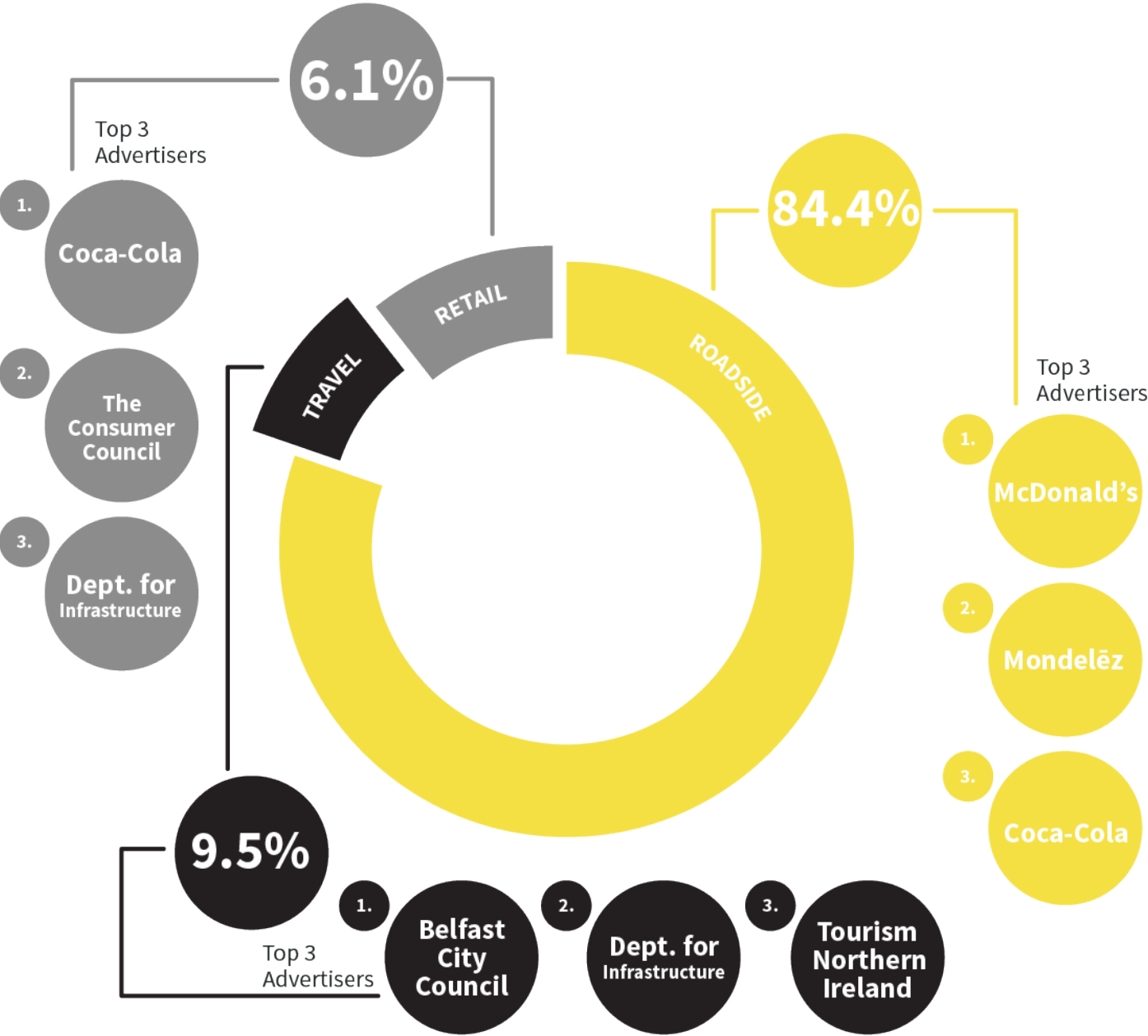
Top 10 OOH Markets H1 2026

1: RETAIL  SOV: 12.1% +14.5%	2: QSR  SOV: 9.7% +25.4%	3: POLITICAL & ADVISORY  SOV: 8.8% +39.2%	4: TOURISM & TRAVEL  SOV: 7.9% +2.0%	5: SOFT DRINKS  SOV: 7.1% +38.1%
6: FINANCE  SOV: 6.3% +37.0%	7: ENTERTAINMENT  SOV: 5.8% +24.2%	8: CONFECTIONERY & SNACKING  SOV: 5.1% +125.0%	9: EDUCATION  SOV: 3.4% +31.5%	10: PERSONAL CARE & WELLNESS  SOV: 3.4% +234.1%

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



OOH Market SOV by Environment H1 2026



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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.

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