



WATCH



PML
GROUP
BE MORE NOW

***NI OOH Advertising
Review Q1-3 2026***

WATCH Q1-3 2026

Out of Home continues to demonstrate its value as a trusted and effective advertising medium across Northern Ireland. Q1-Q3 figures from WATCH, PML Group NI's market intelligence resource, show strong investment from brands seeking to reach audiences through high impact environments.

Among the market's most active advertisers, Henderson Group, Translink and the Department for Infrastructure maintained a significant OOH presence, ranking within the Top 10 advertisers during this period. Their continued investment reflects wider market momentum, with sectors including Retail (+11%) and Finance (+27%) recording strong year-on-year growth. Their activity demonstrates the versatility of the medium in supporting everything from retail promotion to public information and transport messaging.

Advertisers are steadily incorporating multi-format strategies that combine the broad reach of classic formats with the flexibility and precision of digital formats. By integrating digital innovation such as Dynamic OOH or Programmatic OOH, campaigns can build long term brand awareness while delivering timely, contextual messaging that responds to audience behaviour and real world conditions.

Roadside environments accounted for 84% of all display activity during Q1-Q3, reflecting the value advertisers place on engaging consumers throughout their daily journeys. Travel environments represented a further 10% of activity, with retail locations accounting for 6%, providing valuable opportunities to reach audiences closer to the point of purchase. Organisations including The Consumer Council and Tourism Northern Ireland made significant use of these environments to maximise engagement and public awareness.

A recent report by Kantar, The IRL Effect, found that real-life experiences are what consumers trust and value most. As digital lives become more synthetic and automated, people are seeking authentic, shared experiences in the real world. The physical layer, of which OOH is a key component, is the part of a brand's media architecture that consumers can see, experience and trust, making it a powerful channel for building meaningful connections with audiences in the real world.



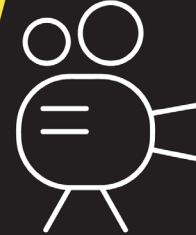
Top 10 OOH Advertisers Q1-3 2026

1: McDONALD'S  SOV: 4.4% +8.1%	2: COCA COLA  SOV: 3.7% +29.4%	3: HENDERSON GROUP  SOV: 2.5% +2.3%	4: MONDELÉZ  SOV: 2.5% -3.3%	5: TESCO  SOV: 2.4% +18.3%
6: KFC  SOV: 2.2% +58.7%	7: TRANSLINK  SOV: 1.8% -9.9%	8: PEPSICO INTERNATIONAL  SOV: 1.8% -5.4%	9: SPECSAVERS  SOV: 1.8% +141.3%	10: DEPARTMENT FOR INFRASTRUCTURE  SOV: 1.7% +182.8%

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



Top 10 OOH Markets Q1-3 2026

1: RETAIL  SOV: 13.3% +11.1%	2: QSR  SOV: 9.7% +24.8%	3: POLITICAL & ADVISORY  SOV: 9.2% +51.3%	4: TOURISM & TRAVEL  SOV: 7.9% -2.4%	5: SOFT DRINKS  SOV: 7.3% +42.2%
6: ENTERTAINMENT  SOV: 6.4% +22.0%	7: FINANCE  SOV: 5.9% +26.5%	8: CONFECTIONERY & SNACKING  SOV: 5.0% +89.8%	9: EDUCATION  SOV: 3.3% +34.4%	10: PERSONAL CARE & WELLNESS  SOV: 3.3% +140.2%

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



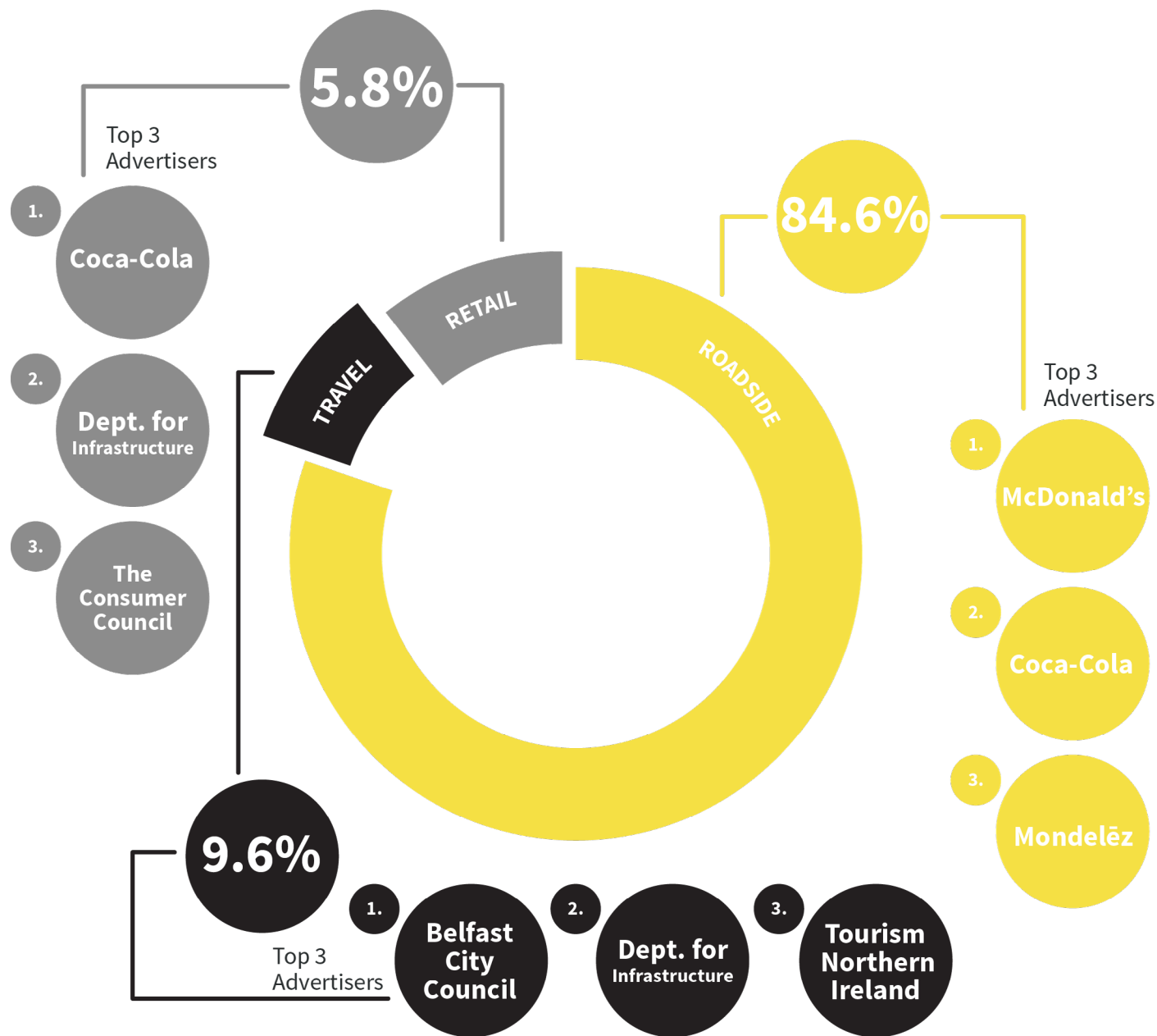
Top 10 OOH Products Q1-3 2026

1: TESCO	2: SPECSAVERS	3: LOTTO	4: THAT PRIZE GUY	5: LUNN'S JEWELLERS
				
6: BANK OF IRELAND - FRAUD/BUSINESS	7: QUEEN'S UNIVERSITY BELFAST	8: VOLKSWAGEN - T-ROC	9: PEPSI MAX	10: SUBWAY - SUBS
				

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



OOH Market SOV by Environment Q1-3 2026



WATCH



PML
GROUP
BE MORE NOW

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.

Contact Us

Leah Murchan
Marketing &
Research Executive

Mark Fleming
Operations
Manager



pmlgroup-ni.com



[/pmlgroupni](https://www.linkedin.com/company/pmlgroupni)

