

2021 U.S. Advertising Agencies Industry-Industry & Market Report

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Abstracts

The 2021 U.S. Advertising Agencies Industry-Industry & Market report, published annually by Barnes Reports, contains timely and accurate industry statistics, forecasts and demographics.

The report features 2021 current and 2022 forecast estimates on the size of the industry (sales, establishments, employment) nationally and for all 50 U.S. States and over 900 metro areas. Other data include financial ratios, number of firms, payroll, industry definition, 5-year historical trends on industry sales, establishments and employment, a breakdown of establishments, sales and employment by employee size of establishment (9 categories), and estimates on up to 10 sub-industries, advertising services and advertising consultants.

This industry comprises establishments primarily engaged in creating advertising campaigns and placing such advertising in periodicals, newspapers, radio and television, or other media. These establishments are organized to provide a full range of services (i.e., through in-house capabilities or subcontracting), including advice, creative services, account management, production of advertising material, media planning, and buying (i.e., placing advertising).

Barnes Reports' Industry & Market reports are an essential part of any GAP analysis, benchmarking project, SWOT analysis, business plan, risk analysis, or growth-share matrix. This report will account for Covid-19 as a key market factor in 2020-2022 industry changes.

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Definitions and Terms

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