

Global Advertising Agencies Market Size study & Forecast, by Mode (Online Advertising, Offline Advertising), by Type (TV, Digital, Radio, Print, Out-of-home (OOH), Other), by End User (Banking, Financial Services, and Insurance Sector (BFSI), Consumer Goods and Retail, Government and Public Sector, IT & Telecom, Healthcare, Media & Entertainment) and Regional Analysis, 2023-2030

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Abstracts

Global Advertising Agencies Market is valued approximately at USD 372.55 billion in 2022 and is anticipated to grow with a CAGR of more than 5.10% over the forecast period 2023-2030. Advertising agencies collaborate with their clients to develop creative and impactful advertising campaigns that aim to build brand awareness, generate leads, increase sales, or achieve other specific marketing objectives. These agencies work closely with businesses, organizations, or individuals to develop effective advertising strategies and deliver compelling messages to target audiences. Moreover, increasing use social media and growing internet penetration anticipated as the market growth drivers. Furthermore, growing digital marketing market and rising industrialization drive the market growth during the forecast period of 2023-2030.

The growth of social media usage and increase in the time spent by users on internet usage presents significant opportunities for the advertising agency market. According to Statista, in 2022, the average daily time spent by social media users on internet content rose from 145 minutes in 2021 to 147 minutes in 2022. On average, Americans check their mobile devices approximately 159 times per day, highlighting the widespread reliance and usage of smartphones in daily life. Furthermore, it is estimated that users

will collectively spend around 4 trillion hours on social media platforms throughout the current year. This significant amount of time spent on social media platforms indicates the growing influence and popularity of these platforms in people's lives. This upward trend indicates a growing audience engagement and potential for advertising agencies to reach and connect with target audiences through social media platforms. Thus, as the global social networking penetration rate stands at 54 percent, there is a considerable market size for advertising agencies to tap into and deliver targeted advertising campaigns to this expansive user base. According to the International Telecommunication Union (ITU) in 2022, it was expected that around 5.3 billion individuals, accounting for approximately 66% of the global population, would be using internet services. This widespread internet adoption presents a significant opportunity for advertising agencies to reach a vast audience and deliver targeted advertising campaigns to a substantial portion of the world's population. By leveraging the extensive online presence of these internet users, advertising agencies can effectively promote their clients' products, services and brand messages to a global scale. However, Ad blocking & Ad avoidance and data privacy & security concerns may hamper the market growth.

The key regions considered for the Global Advertising Agencies Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. Asia-Pacific is the dominating the market with largest market share due to several key factors. With its large and diverse population, rising consumer spending power and rapid digital transformation, the region offers immense opportunities for agencies to tap into a vast audience base. The booming e-commerce sector, and increasing investments in marketing and advertising further contribute to the region's dominance. Asia-Pacific region is expected to be the fastest growing market for advertising agencies due to its large population, increasing consumer spending power, digital transformation, rise of e-commerce, and the emergence of local agencies with cultural expertise. These factors have created a strong demand for advertising services and fueled the region's rapid growth in the industry.

Major market player included in this report are:

Caveni Digital Solutions
Socialiency Advertising
Brandburp Digital Private Limited
Plan Z Digital Private Limited
Titan SEO Group
Dentsu Inc.
WPP PLC

Omnicom Group Inc.
Publicis Groupe SA
Blue Label Labs

Recent Developments in the Market:

In April 2023, Rediffusion Brand Solutions, an advertising agency, has introduced Ladyfinger, an agency dedicated to promoting gender balance in advertising. The agency aims to bring attention to and address the importance of gender equality in the advertising industry.

In May 2023, Team Pumpkin, a comprehensive digital marketing agency, has recently unveiled a dedicated division called HypeSquad, focused on content and communications. HypeSquad specializes in innovative and forward-thinking content creation, communications strategies, and influencer marketing services. With a strong emphasis on real-world insights, HypeSquad aims to provide effective solutions across various sectors, including media relations, content distribution, influencer outreach, and crisis management.

Global Advertising Agencies Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Mode, Type, End User, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Mode:

Online Advertising

Offline Advertising

By Type:

TV

Digital

Radio

Print

Out-of-home (OOH)

Other

By End User:

Banking, Financial Services, and Insurance Sector (BFSI)

Consumer Goods and Retail

Government and Public Sector

IT & Telecom

Healthcare

Media & Entertainment

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea
RoAPAC

Latin America
Brazil
Mexico

Middle East & Africa
Saudi Arabia
South Africa
Rest of Middle East & Africa

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