

Global Advertising Services Market Size study & Forecast, by Channel of Service (Social Media Publishing, Radio Commercials, TV Ads), Platform (Online, Offline), End-user Industry (Ecommerce, Travel & Tourism, Media & Entertainment) and Regional Analysis, 2022-2029

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Abstracts

Global Advertising Services Market is valued at approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2022-2029. Advertising Services are used to deliver the message through various modes including newspaper, radio, press, internet, magazines mailers, contests, sponsorships, posters, clothes, events, colors, sounds, visuals, and even people (endorsements). The Advertising Services market is expanding because of factors such as the rising demand for social media management and the preference of digital channels over traditional channels

According to Our World in Data in 2019, the number of social media users across the globe is rising rapidly including Facebook, Instagram, YouTube, and WhatsApp and, Facebook is the largest social media platform with around 2.4 billion users. Whereas around one billion population is using other apps mentioned above. Whereas rising internet users and technological advancement & investment towards advertisement create lucrative opportunities for the market. However, operational Compatibility Due to Growing Brand Value hampers the market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Advertising Services Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North

America dominated the market in terms of revenue, owing to the increasing spending on an advertisement, growing penetration of internet users, adoption of smartphones, etc. Whereas North America is expected to grow significantly during the forecast period, owing to factors such as increasing digitalization, public inclination toward social media , mobile and advanced technologies

Major market players included in this report are:

WPP Plc (Ogilvy, Y&R, Grey)

The Interpublic Group of Companies Inc. (McCann Worldgroup, MullenLowe U.S.)

Omnicom Group Inc (BBDO, DDB Worldwide)

Dentsu Aegis Network Ltd. (Dentsu Inc.)

MDC Partners Inc.

Lamar Advertising Company (Lamar Media Corp.)

Publicis Groupe SA

Wieden + Kennedy Inc

Havas SA

Droga5 LLC

Recent Developments in the Market:

In February 2022, WPP has entered into an agreement with Instacart to provide clients with early access to the online grocery platform's newest ad formats. WPP and Instacart collaborated to create an Instacart Ads agency certification program to ensure that the agency workforce is familiar with the platform's app and products.

In September 2021, The OneView advertising platform has been added to Roku, Inc.'s Canadian TV advertising offering. Using TV identification data from the Roku streaming platform, OneView provides advertisers with a self-service platform for managing advertising across TV streaming, desktop, and mobile campaigns. Matter kind, a subsidiary of IPG, has been named Roku's first Canadian OneView campaign partner.

In July 2021, Publicis Groupe announced the acquisition of Citrus Ad, a software-as-a-service (SaaS) platform that optimizes brand marketing performance directly within retailer websites.

Global Advertising Services Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

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

Segments Covered Channel of Services, Platform, End-user, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World
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 Channel Of Service:

Social Media Publishing,
Radio Commercials,
TV Ads

By Platform:

Online
Offline

By End-user Industry:

Ecommerce,
Travel & Tourism,
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
Rest of the World

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