

Advertising in China

<https://marketpublishers.com/r/A5B95BAC420EN.html>

Date: November 2018

Pages: 5

Price: US\$ 660.00 (Single User License)

ID: A5B95BAC420EN

Abstracts

Euromonitor International's Industrial reports provide a 360 degree view of an industry. The Industrial market report offers a comprehensive guide to the size and shape of the Advertising market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Internet and Other Advertising Means, Outdoor, Press, Radio, Television.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Advertising market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in

London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Industry Overview

Chart 1 Turnover 2002-2022

Chart 2 Turnover by Category 2012-2017, LCU million

Chart 3 Turnover by Category 2017-2022, LCU million

Chart 4 Profit and Profit Margin 2012-2017

Cost Structure

Chart 5 Cost Structure 2012-2017, LCU million

Market Structure

Chart 6 Market Structure 2012-2017, LCU million

Chart 7 Market Structure by Buyer 2012-2017, LCU million

Trade

Chart 8 Exports 2012-2017

Chart 9 Imports 2012-2017

Firmographics

Chart 10 Top Companies' Shares 2017, % of Turnover

I would like to order

Product name: Advertising in China

Product link: <https://marketpublishers.com/r/A5B95BAC420EN.html>

Price: US\$ 660.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A5B95BAC420EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970