

# Advertising in South Korea

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## 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.

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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.

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## Contents

### Industry Overview

Chart 1 Turnover

Chart 2 Turnover by Category, LCU million

Chart 3 Turnover by Category, LCU million

Chart 4 Profit and Profit Margin

### Cost Structure

Chart 5 Cost Structure, LCU million

### Market Structure

Chart 6 Market Structure by Buyer, LCU million

Chart 7 Market Structure, LCU million

### Trade

Chart 8 Exports

Chart 9 Imports

### Firmographics

Chart 10 Top Companies' Shares, % of Turnover

### Attractiveness Index

Chart 11 Attractiveness Index in Selected Industries

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