

Global Advertising Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Advertising market size was valued at USD 217680 million in 2023 and is forecast to a readjusted size of USD 319540 million by 2030 with a CAGR of 5.6% during review period.

The major players in global of advertising market include Interpublic Group, WPP and Omnicom. The top three players occupy about 15% shares of the global market. Internet advertising is the main type, with a share about 52%. Food and beverage is the main application, which holds a share about 22%.

The Global Info Research report includes an overview of the development of the Advertising industry chain, the market status of Food and Beverage (TV Advertising, Newspaper Advertising), Auto Industry (TV Advertising, Newspaper Advertising), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Advertising.

Regionally, the report analyzes the Advertising markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Advertising market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Advertising market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and

opportunities within the Advertising industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., TV Advertising, Newspaper Advertising).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Advertising market.

Regional Analysis: The report involves examining the Advertising market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Advertising market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Advertising:

Company Analysis: Report covers individual Advertising players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Advertising This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Food and Beverage, Auto Industry).

Technology Analysis: Report covers specific technologies relevant to Advertising. It assesses the current state, advancements, and potential future developments in Advertising areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Advertising market.

This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Advertising market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

TV Advertising

Newspaper Advertising

Outdoor Advertising

Radio Advertising

Internet Advertising

Other

Market segment by Application

Food and Beverage

Auto Industry

Healthcare

Consumer Good

Travel

Education

Others

Market segment by players, this report covers

WPP

Interpublic Group

Omnicom

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PublicisGroupe

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Dentsu Inc

Hakuhodo

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Havas Group (Vivendi)

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ADK Holdings Inc. (Bain Capital)

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Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, UK, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Advertising product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Advertising, with revenue, gross margin and global market share of Advertising from 2019 to 2024.

Chapter 3, the Advertising competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and Advertising market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Advertising.

Chapter 13, to describe Advertising research findings and conclusion.

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