

# Global Advertising Supply, Demand and Key Producers, 2023-2029

<https://marketpublishers.com/r/G6F7D1561CD1EN.html>

Date: June 2023

Pages: 126

Price: US\$ 4,480.00 (Single User License)

ID: G6F7D1561CD1EN

## Abstracts

The global Advertising market size is expected to reach \$ 319540 million by 2029, rising at a market growth of 5.6% CAGR during the forecast period (2023-2029).

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%.

This report studies the global Advertising demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Advertising, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2022 as the base year. This report explores demand trends and competition, as well as details the characteristics of Advertising that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Advertising total market, 2018-2029, (USD Million)

Global Advertising total market by region & country, CAGR, 2018-2029, (USD Million)

U.S. VS China: Advertising total market, key domestic companies and share, (USD Million)

Global Advertising revenue by player and market share 2018-2023, (USD Million)

Global Advertising total market by Type, CAGR, 2018-2029, (USD Million)

Global Advertising total market by Application, CAGR, 2018-2029, (USD Million)

This reports profiles major players in the global Advertising market based on the following parameters – company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include WPP, Interpublic Group, Omnicom, ??????, PublicisGroupe, ?????, Dentsu Inc, Hakuhodo and ??????????????, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals, COVID-19 and Russia-Ukraine War Influence.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Advertising market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2018-2029 by year with 2022 as the base year, 2023 as the estimate year, and 2024-2029 as the forecast year.

Global Advertising Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

## Global Advertising Market, Segmentation by Type

TV Advertising

Newspaper Advertising

Outdoor Advertising

Radio Advertising

Internet Advertising

Other

## Global Advertising Market, Segmentation by Application

Food and Beverage

Auto Industry

Healthcare

Consumer Good

Travel

Education

Others

## Companies Profiled:

WPP

Interpublic Group

Omnicom

??????

PublicisGroupe

????

Dentsu Inc

Hakuhodo

????????????????

Havas Group (Vivendi)

????

????

ADK Holdings Inc. (Bain Capital)

????

????????????????

????

????????

????

????????

??????

????

????

????

## Key Questions Answered

1. How big is the global Advertising market?
2. What is the demand of the global Advertising market?
3. What is the year over year growth of the global Advertising market?
4. What is the total value of the global Advertising market?
5. Who are the major players in the global Advertising market?
6. What are the growth factors driving the market demand?

## Contents

### 1 SUPPLY SUMMARY

- 1.1 Advertising Introduction
- 1.2 World Advertising Market Size & Forecast (2018 & 2022 & 2029)
- 1.3 World Advertising Total Market by Region (by Headquarter Location)
  - 1.3.1 World Advertising Market Size by Region (2018-2029), (by Headquarter Location)
  - 1.3.2 United States Advertising Market Size (2018-2029)
  - 1.3.3 China Advertising Market Size (2018-2029)
  - 1.3.4 Europe Advertising Market Size (2018-2029)
  - 1.3.5 Japan Advertising Market Size (2018-2029)
  - 1.3.6 South Korea Advertising Market Size (2018-2029)
  - 1.3.7 ASEAN Advertising Market Size (2018-2029)
  - 1.3.8 India Advertising Market Size (2018-2029)
- 1.4 Market Drivers, Restraints and Trends
  - 1.4.1 Advertising Market Drivers
  - 1.4.2 Factors Affecting Demand
  - 1.4.3 Advertising Major Market Trends
- 1.5 Influence of COVID-19 and Russia-Ukraine War
  - 1.5.1 Influence of COVID-19
  - 1.5.2 Influence of Russia-Ukraine War

### 2 DEMAND SUMMARY

- 2.1 World Advertising Consumption Value (2018-2029)
- 2.2 World Advertising Consumption Value by Region
  - 2.2.1 World Advertising Consumption Value by Region (2018-2023)
  - 2.2.2 World Advertising Consumption Value Forecast by Region (2024-2029)
- 2.3 United States Advertising Consumption Value (2018-2029)
- 2.4 China Advertising Consumption Value (2018-2029)
- 2.5 Europe Advertising Consumption Value (2018-2029)
- 2.6 Japan Advertising Consumption Value (2018-2029)
- 2.7 South Korea Advertising Consumption Value (2018-2029)
- 2.8 ASEAN Advertising Consumption Value (2018-2029)
- 2.9 India Advertising Consumption Value (2018-2029)

### 3 WORLD ADVERTISING COMPANIES COMPETITIVE ANALYSIS

- 3.1 World Advertising Revenue by Player (2018-2023)
- 3.2 Industry Rank and Concentration Rate (CR)
  - 3.2.1 Global Advertising Industry Rank of Major Players
  - 3.2.2 Global Concentration Ratios (CR4) for Advertising in 2022
  - 3.2.3 Global Concentration Ratios (CR8) for Advertising in 2022
- 3.3 Advertising Company Evaluation Quadrant
- 3.4 Advertising Market: Overall Company Footprint Analysis
  - 3.4.1 Advertising Market: Region Footprint
  - 3.4.2 Advertising Market: Company Product Type Footprint
  - 3.4.3 Advertising Market: Company Product Application Footprint
- 3.5 Competitive Environment
  - 3.5.1 Historical Structure of the Industry
  - 3.5.2 Barriers of Market Entry
  - 3.5.3 Factors of Competition
- 3.6 Mergers, Acquisitions Activity

## **4 UNITED STATES VS CHINA VS REST OF THE WORLD (BY HEADQUARTER LOCATION)**

- 4.1 United States VS China: Advertising Revenue Comparison (by Headquarter Location)
  - 4.1.1 United States VS China: Advertising Market Size Comparison (2018 & 2022 & 2029) (by Headquarter Location)
  - 4.1.2 United States VS China: Advertising Revenue Market Share Comparison (2018 & 2022 & 2029)
- 4.2 United States Based Companies VS China Based Companies: Advertising Consumption Value Comparison
  - 4.2.1 United States VS China: Advertising Consumption Value Comparison (2018 & 2022 & 2029)
  - 4.2.2 United States VS China: Advertising Consumption Value Market Share Comparison (2018 & 2022 & 2029)
- 4.3 United States Based Advertising Companies and Market Share, 2018-2023
  - 4.3.1 United States Based Advertising Companies, Headquarters (States, Country)
  - 4.3.2 United States Based Companies Advertising Revenue, (2018-2023)
- 4.4 China Based Companies Advertising Revenue and Market Share, 2018-2023
  - 4.4.1 China Based Advertising Companies, Company Headquarters (Province, Country)
  - 4.4.2 China Based Companies Advertising Revenue, (2018-2023)

#### 4.5 Rest of World Based Advertising Companies and Market Share, 2018-2023

4.5.1 Rest of World Based Advertising Companies, Headquarters (States, Country)

4.5.2 Rest of World Based Companies Advertising Revenue, (2018-2023)

### **5 MARKET ANALYSIS BY TYPE**

#### 5.1 World Advertising Market Size Overview by Type: 2018 VS 2022 VS 2029

#### 5.2 Segment Introduction by Type

5.2.1 TV Advertising

5.2.2 Newspaper Advertising

5.2.3 Outdoor Advertising

5.2.4 Radio Advertising

5.2.5 Internet Advertising

5.2.6 Other

#### 5.3 Market Segment by Type

5.3.1 World Advertising Market Size by Type (2018-2023)

5.3.2 World Advertising Market Size by Type (2024-2029)

5.3.3 World Advertising Market Size Market Share by Type (2018-2029)

### **6 MARKET ANALYSIS BY APPLICATION**

#### 6.1 World Advertising Market Size Overview by Application: 2018 VS 2022 VS 2029

#### 6.2 Segment Introduction by Application

6.2.1 Food and Beverage

6.2.2 Auto Industry

6.2.3 Healthcare

6.2.4 Consumer Good

6.2.5 Consumer Good

6.2.6 Education

6.2.7 Others

#### 6.3 Market Segment by Application

6.3.1 World Advertising Market Size by Application (2018-2023)

6.3.2 World Advertising Market Size by Application (2024-2029)

6.3.3 World Advertising Market Size by Application (2018-2029)

### **7 COMPANY PROFILES**

#### 7.1 WPP

7.1.1 WPP Details



- 7.1.2 WPP Major Business
- 7.1.3 WPP Advertising Product and Services
- 7.1.4 WPP Advertising Revenue, Gross Margin and Market Share (2018-2023)
- 7.1.5 WPP Recent Developments/Updates
- 7.1.6 WPP Competitive Strengths & Weaknesses
- 7.2 Interpublic Group
  - 7.2.1 Interpublic Group Details
  - 7.2.2 Interpublic Group Major Business
  - 7.2.3 Interpublic Group Advertising Product and Services
  - 7.2.4 Interpublic Group Advertising Revenue, Gross Margin and Market Share (2018-2023)
  - 7.2.5 Interpublic Group Recent Developments/Updates
  - 7.2.6 Interpublic Group Competitive Strengths & Weaknesses
- 7.3 Omnicom
  - 7.3.1 Omnicom Details
  - 7.3.2 Omnicom Major Business
  - 7.3.3 Omnicom Advertising Product and Services
  - 7.3.4 Omnicom Advertising Revenue, Gross Margin and Market Share (2018-2023)
  - 7.3.5 Omnicom Recent Developments/Updates
  - 7.3.6 Omnicom Competitive Strengths & Weaknesses
- 7.4 ??????
  - 7.4.1 ?????? Details
  - 7.4.2 ?????? Major Business
  - 7.4.3 ?????? Advertising Product and Services
  - 7.4.4 ?????? Advertising Revenue, Gross Margin and Market Share (2018-2023)
  - 7.4.5 ?????? Recent Developments/Updates
  - 7.4.6 ?????? Competitive Strengths & Weaknesses
- 7.5 PublicisGroupe
  - 7.5.1 PublicisGroupe Details
  - 7.5.2 PublicisGroupe Major Business
  - 7.5.3 PublicisGroupe Advertising Product and Services
  - 7.5.4 PublicisGroupe Advertising Revenue, Gross Margin and Market Share (2018-2023)
  - 7.5.5 PublicisGroupe Recent Developments/Updates
  - 7.5.6 PublicisGroupe Competitive Strengths & Weaknesses
- 7.6 ?????
  - 7.6.1 ????? Details
  - 7.6.2 ????? Major Business
  - 7.6.3 ????? Advertising Product and Services

- 7.6.4 Advertising Revenue, Gross Margin and Market Share (2018-2023)
- 7.6.5 Recent Developments/Updates
- 7.6.6 Competitive Strengths & Weaknesses
- 7.7 Dentsu Inc
  - 7.7.1 Dentsu Inc Details
  - 7.7.2 Dentsu Inc Major Business
  - 7.7.3 Dentsu Inc Advertising Product and Services
  - 7.7.4 Dentsu Inc Advertising Revenue, Gross Margin and Market Share (2018-2023)
  - 7.7.5 Dentsu Inc Recent Developments/Updates
  - 7.7.6 Dentsu Inc Competitive Strengths & Weaknesses
- 7.8 Hakuhodo
  - 7.8.1 Hakuhodo Details
  - 7.8.2 Hakuhodo Major Business
  - 7.8.3 Hakuhodo Advertising Product and Services
  - 7.8.4 Hakuhodo Advertising Revenue, Gross Margin and Market Share (2018-2023)
  - 7.8.5 Hakuhodo Recent Developments/Updates
  - 7.8.6 Hakuhodo Competitive Strengths & Weaknesses
- 7.9
  - 7.9.1 Details
  - 7.9.2 Major Business
  - 7.9.3 Advertising Product and Services
  - 7.9.4 Advertising Revenue, Gross Margin and Market Share (2018-2023)
  - 7.9.5 Recent Developments/Updates
  - 7.9.6 Competitive Strengths & Weaknesses
- 7.10 Havas Group (Vivendi)
  - 7.10.1 Havas Group (Vivendi) Details
  - 7.10.2 Havas Group (Vivendi) Major Business
  - 7.10.3 Havas Group (Vivendi) Advertising Product and Services
  - 7.10.4 Havas Group (Vivendi) Advertising Revenue, Gross Margin and Market Share (2018-2023)
  - 7.10.5 Havas Group (Vivendi) Recent Developments/Updates
  - 7.10.6 Havas Group (Vivendi) Competitive Strengths & Weaknesses
- 7.11
  - 7.11.1 Details
  - 7.11.2 Major Business
  - 7.11.3 Advertising Product and Services
  - 7.11.4 Advertising Revenue, Gross Margin and Market Share (2018-2023)
  - 7.11.5 Recent Developments/Updates

- 7.11.6 Competitive Strengths & Weaknesses
- 7.12
  - 7.12.1 Details
  - 7.12.2 Major Business
  - 7.12.3 Advertising Product and Services
  - 7.12.4 Advertising Revenue, Gross Margin and Market Share (2018-2023)
  - 7.12.5 Recent Developments/Updates
  - 7.12.6 Competitive Strengths & Weaknesses
- 7.13 ADK Holdings Inc. (Bain Capital)
  - 7.13.1 ADK Holdings Inc. (Bain Capital) Details
  - 7.13.2 ADK Holdings Inc. (Bain Capital) Major Business
  - 7.13.3 ADK Holdings Inc. (Bain Capital) Advertising Product and Services
  - 7.13.4 ADK Holdings Inc. (Bain Capital) Advertising Revenue, Gross Margin and Market Share (2018-2023)
  - 7.13.5 ADK Holdings Inc. (Bain Capital) Recent Developments/Updates
  - 7.13.6 ADK Holdings Inc. (Bain Capital) Competitive Strengths & Weaknesses
- 7.14
  - 7.14.1 Details
  - 7.14.2 Major Business
  - 7.14.3 Advertising Product and Services
  - 7.14.4 Advertising Revenue, Gross Margin and Market Share (2018-2023)
  - 7.14.5 Recent Developments/Updates
  - 7.14.6 Competitive Strengths & Weaknesses
- 7.15
  - 7.15.1 Details
  - 7.15.2 Major Business
  - 7.15.3 Advertising Product and Services
  - 7.15.4 Advertising Revenue, Gross Margin and Market Share (2018-2023)
  - 7.15.5 Recent Developments/Updates
  - 7.15.6 Competitive Strengths & Weaknesses
- 7.16
  - 7.16.1 Details
  - 7.16.2 Major Business
  - 7.16.3 Advertising Product and Services
  - 7.16.4 Advertising Revenue, Gross Margin and Market Share (2018-2023)
  - 7.16.5 Recent Developments/Updates
  - 7.16.6 Competitive Strengths & Weaknesses
- 7.17

- 7.17.1 ??????? Details
- 7.17.2 ??????? Major Business
- 7.17.3 ??????? Advertising Product and Services
- 7.17.4 ??????? Advertising Revenue, Gross Margin and Market Share (2018-2023)
- 7.17.5 ??????? Recent Developments/Updates
- 7.17.6 ??????? Competitive Strengths & Weaknesses
- 7.18 ?????
- 7.18.1 ????? Details
- 7.18.2 ????? Major Business
- 7.18.3 ????? Advertising Product and Services
- 7.18.4 ????? Advertising Revenue, Gross Margin and Market Share (2018-2023)
- 7.18.5 ????? Recent Developments/Updates
- 7.18.6 ????? Competitive Strengths & Weaknesses
- 7.19 ????????
- 7.19.1 ??????? Details
- 7.19.2 ??????? Major Business
- 7.19.3 ??????? Advertising Product and Services
- 7.19.4 ??????? Advertising Revenue, Gross Margin and Market Share (2018-2023)
- 7.19.5 ??????? Recent Developments/Updates
- 7.19.6 ??????? Competitive Strengths & Weaknesses
- 7.20 ??????
- 7.20.1 ?????? Details
- 7.20.2 ?????? Major Business
- 7.20.3 ?????? Advertising Product and Services
- 7.20.4 ?????? Advertising Revenue, Gross Margin and Market Share (2018-2023)
- 7.20.5 ?????? Recent Developments/Updates
- 7.20.6 ?????? Competitive Strengths & Weaknesses
- 7.21 ?????
- 7.21.1 ????? Details
- 7.21.2 ????? Major Business
- 7.21.3 ????? Advertising Product and Services
- 7.21.4 ????? Advertising Revenue, Gross Margin and Market Share (2018-2023)
- 7.21.5 ????? Recent Developments/Updates
- 7.21.6 ????? Competitive Strengths & Weaknesses
- 7.22 ?????
- 7.22.1 ????? Details
- 7.22.2 ????? Major Business
- 7.22.3 ????? Advertising Product and Services
- 7.22.4 ????? Advertising Revenue, Gross Margin and Market Share (2018-2023)

7.22.5 Recent Developments/Updates

7.22.6 Competitive Strengths & Weaknesses

7.23

7.23.1 Details

7.23.2 Major Business

7.23.3 Advertising Product and Services

7.23.4 Advertising Revenue, Gross Margin and Market Share (2018-2023)

7.23.5 Recent Developments/Updates

7.23.6 Competitive Strengths & Weaknesses

## **8 INDUSTRY CHAIN ANALYSIS**

8.1 Advertising Industry Chain

8.2 Advertising Upstream Analysis

8.3 Advertising Midstream Analysis

8.4 Advertising Downstream Analysis

## **9 RESEARCH FINDINGS AND CONCLUSION**

## **10 APPENDIX**

10.1 Methodology

10.2 Research Process and Data Source

10.3 Disclaimer

## List Of Tables

### LIST OF TABLES

- Table 1. World Advertising Revenue by Region (2018, 2022 and 2029) & (USD Million), (by Headquarter Location)
- Table 2. World Advertising Revenue by Region (2018-2023) & (USD Million), (by Headquarter Location)
- Table 3. World Advertising Revenue by Region (2024-2029) & (USD Million), (by Headquarter Location)
- Table 4. World Advertising Revenue Market Share by Region (2018-2023), (by Headquarter Location)
- Table 5. World Advertising Revenue Market Share by Region (2024-2029), (by Headquarter Location)
- Table 6. Major Market Trends
- Table 7. World Advertising Consumption Value Growth Rate Forecast by Region (2018 & 2022 & 2029) & (USD Million)
- Table 8. World Advertising Consumption Value by Region (2018-2023) & (USD Million)
- Table 9. World Advertising Consumption Value Forecast by Region (2024-2029) & (USD Million)
- Table 10. World Advertising Revenue by Player (2018-2023) & (USD Million)
- Table 11. Revenue Market Share of Key Advertising Players in 2022
- Table 12. World Advertising Industry Rank of Major Player, Based on Revenue in 2022
- Table 13. Global Advertising Company Evaluation Quadrant
- Table 14. Head Office of Key Advertising Player
- Table 15. Advertising Market: Company Product Type Footprint
- Table 16. Advertising Market: Company Product Application Footprint
- Table 17. Advertising Mergers & Acquisitions Activity
- Table 18. United States VS China Advertising Market Size Comparison, (2018 & 2022 & 2029) & (USD Million)
- Table 19. United States VS China Advertising Consumption Value Comparison, (2018 & 2022 & 2029) & (USD Million)
- Table 20. United States Based Advertising Companies, Headquarters (States, Country)
- Table 21. United States Based Companies Advertising Revenue, (2018-2023) & (USD Million)
- Table 22. United States Based Companies Advertising Revenue Market Share (2018-2023)
- Table 23. China Based Advertising Companies, Headquarters (Province, Country)
- Table 24. China Based Companies Advertising Revenue, (2018-2023) & (USD Million)

- Table 25. China Based Companies Advertising Revenue Market Share (2018-2023)
- Table 26. Rest of World Based Advertising Companies, Headquarters (States, Country)
- Table 27. Rest of World Based Companies Advertising Revenue, (2018-2023) & (USD Million)
- Table 28. Rest of World Based Companies Advertising Revenue Market Share (2018-2023)
- Table 29. World Advertising Market Size by Type, (USD Million), 2018 & 2022 & 2029
- Table 30. World Advertising Market Size by Type (2018-2023) & (USD Million)
- Table 31. World Advertising Market Size by Type (2024-2029) & (USD Million)
- Table 32. World Advertising Market Size by Application, (USD Million), 2018 & 2022 & 2029
- Table 33. World Advertising Market Size by Application (2018-2023) & (USD Million)
- Table 34. World Advertising Market Size by Application (2024-2029) & (USD Million)
- Table 35. WPP Basic Information, Area Served and Competitors
- Table 36. WPP Major Business
- Table 37. WPP Advertising Product and Services
- Table 38. WPP Advertising Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)
- Table 39. WPP Recent Developments/Updates
- Table 40. WPP Competitive Strengths & Weaknesses
- Table 41. Interpublic Group Basic Information, Area Served and Competitors
- Table 42. Interpublic Group Major Business
- Table 43. Interpublic Group Advertising Product and Services
- Table 44. Interpublic Group Advertising Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)
- Table 45. Interpublic Group Recent Developments/Updates
- Table 46. Interpublic Group Competitive Strengths & Weaknesses
- Table 47. Omnicom Basic Information, Area Served and Competitors
- Table 48. Omnicom Major Business
- Table 49. Omnicom Advertising Product and Services
- Table 50. Omnicom Advertising Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)
- Table 51. Omnicom Recent Developments/Updates
- Table 52. Omnicom Competitive Strengths & Weaknesses
- Table 53. ?????? Basic Information, Area Served and Competitors
- Table 54. ?????? Major Business
- Table 55. ?????? Advertising Product and Services
- Table 56. ?????? Advertising Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)

- Table 57. ?????? Recent Developments/Updates
- Table 58. ?????? Competitive Strengths & Weaknesses
- Table 59. PublicisGroupe Basic Information, Area Served and Competitors
- Table 60. PublicisGroupe Major Business
- Table 61. PublicisGroupe Advertising Product and Services
- Table 62. PublicisGroupe Advertising Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)
- Table 63. PublicisGroupe Recent Developments/Updates
- Table 64. PublicisGroupe Competitive Strengths & Weaknesses
- Table 65. ???? Basic Information, Area Served and Competitors
- Table 66. ???? Major Business
- Table 67. ???? Advertising Product and Services
- Table 68. ???? Advertising Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)
- Table 69. ???? Recent Developments/Updates
- Table 70. ???? Competitive Strengths & Weaknesses
- Table 71. Dentsu Inc Basic Information, Area Served and Competitors
- Table 72. Dentsu Inc Major Business
- Table 73. Dentsu Inc Advertising Product and Services
- Table 74. Dentsu Inc Advertising Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)
- Table 75. Dentsu Inc Recent Developments/Updates
- Table 76. Dentsu Inc Competitive Strengths & Weaknesses
- Table 77. Hakuhodo Basic Information, Area Served and Competitors
- Table 78. Hakuhodo Major Business
- Table 79. Hakuhodo Advertising Product and Services
- Table 80. Hakuhodo Advertising Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)
- Table 81. Hakuhodo Recent Developments/Updates
- Table 82. Hakuhodo Competitive Strengths & Weaknesses
- Table 83. ?????????????? Basic Information, Area Served and Competitors
- Table 84. ?????????????? Major Business
- Table 85. ?????????????? Advertising Product and Services
- Table 86. ?????????????? Advertising Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)
- Table 87. ?????????????? Recent Developments/Updates
- Table 88. ?????????????? Competitive Strengths & Weaknesses
- Table 89. Havas Group (Vivendi) Basic Information, Area Served and Competitors
- Table 90. Havas Group (Vivendi) Major Business



- Table 91. Havas Group (Vivendi) Advertising Product and Services
- Table 92. Havas Group (Vivendi) Advertising Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)
- Table 93. Havas Group (Vivendi) Recent Developments/Updates
- Table 94. Havas Group (Vivendi) Competitive Strengths & Weaknesses
- Table 95. ????? Basic Information, Area Served and Competitors
- Table 96. ????? Major Business
- Table 97. ????? Advertising Product and Services
- Table 98. ????? Advertising Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)
- Table 99. ????? Recent Developments/Updates
- Table 100. ????? Competitive Strengths & Weaknesses
- Table 101. ????? Basic Information, Area Served and Competitors
- Table 102. ????? Major Business
- Table 103. ????? Advertising Product and Services
- Table 104. ????? Advertising Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)
- Table 105. ????? Recent Developments/Updates
- Table 106. ????? Competitive Strengths & Weaknesses
- Table 107. ADK Holdings Inc. (Bain Capital) Basic Information, Area Served and Competitors
- Table 108. ADK Holdings Inc. (Bain Capital) Major Business
- Table 109. ADK Holdings Inc. (Bain Capital) Advertising Product and Services
- Table 110. ADK Holdings Inc. (Bain Capital) Advertising Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)
- Table 111. ADK Holdings Inc. (Bain Capital) Recent Developments/Updates
- Table 112. ADK Holdings Inc. (Bain Capital) Competitive Strengths & Weaknesses
- Table 113. ????? Basic Information, Area Served and Competitors
- Table 114. ????? Major Business
- Table 115. ????? Advertising Product and Services
- Table 116. ????? Advertising Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)
- Table 117. ????? Recent Developments/Updates
- Table 118. ????? Competitive Strengths & Weaknesses
- Table 119. ????????????????? Basic Information, Area Served and Competitors
- Table 120. ????????????????? Major Business
- Table 121. ????????????????? Advertising Product and Services
- Table 122. ????????????????? Advertising Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)

- Table 123. ?????????????? Recent Developments/Updates
- Table 124. ?????????????? Competitive Strengths & Weaknesses
- Table 125. ????? Basic Information, Area Served and Competitors
- Table 126. ????? Major Business
- Table 127. ????? Advertising Product and Services
- Table 128. ????? Advertising Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)
- Table 129. ????? Recent Developments/Updates
- Table 130. ????? Competitive Strengths & Weaknesses
- Table 131. ?????????? Basic Information, Area Served and Competitors
- Table 132. ?????????? Major Business
- Table 133. ?????????? Advertising Product and Services
- Table 134. ?????????? Advertising Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)
- Table 135. ?????????? Recent Developments/Updates
- Table 136. ?????????? Competitive Strengths & Weaknesses
- Table 137. ????? Basic Information, Area Served and Competitors
- Table 138. ????? Major Business
- Table 139. ????? Advertising Product and Services
- Table 140. ????? Advertising Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)
- Table 141. ????? Recent Developments/Updates
- Table 142. ????? Competitive Strengths & Weaknesses
- Table 143. ?????????? Basic Information, Area Served and Competitors
- Table 144. ?????????? Major Business
- Table 145. ?????????? Advertising Product and Services
- Table 146. ?????????? Advertising Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)
- Table 147. ?????????? Recent Developments/Updates
- Table 148. ?????????? Competitive Strengths & Weaknesses
- Table 149. ?????????? Basic Information, Area Served and Competitors
- Table 150. ?????????? Major Business
- Table 151. ?????????? Advertising Product and Services
- Table 152. ?????????? Advertising Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)
- Table 153. ?????????? Recent Developments/Updates
- Table 154. ?????????? Competitive Strengths & Weaknesses
- Table 155. ????? Basic Information, Area Served and Competitors
- Table 156. ????? Major Business

Table 157. ???? Advertising Product and Services

Table 158. ???? Advertising Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)

Table 159. ???? Recent Developments/Updates

Table 160. ???? Competitive Strengths & Weaknesses

Table 161. ???? Basic Information, Area Served and Competitors

Table 162. ???? Major Business

Table 163. ???? Advertising Product and Services

Table 164. ???? Advertising Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)

Table 165. ???? Recent Developments/Updates

Table 166. ???? Basic Information, Area Served and Competitors

Table 167. ???? Major Business

Table 168. ???? Advertising Product and Services

Table 169. ???? Advertising Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)

Table 170. Global Key Players of Advertising Upstream (Raw Materials)

Table 171. Advertising Typical Customers

## List Of Figures

### LIST OF FIGURES

Figure 1. Advertising Picture

Figure 2. World Advertising Total Market Size: 2018 & 2022 & 2029, (USD Million)

Figure 3. World Advertising Total Market Size (2018-2029) & (USD Million)

Figure 4. World Advertising Revenue Market Share by Region (2018, 2022 and 2029) & (USD Million) , (by Headquarter Location)

Figure 5. World Advertising Revenue Market Share by Region (2018-2029), (by Headquarter Location)

Figure 6. United States Based Company Advertising Revenue (2018-2029) & (USD Million)

Figure 7. China Based Company Advertising Revenue (2018-2029) & (USD Million)

Figure 8. Europe Based Company Advertising Revenue (2018-2029) & (USD Million)

Figure 9. Japan Based Company Advertising Revenue (2018-2029) & (USD Million)

Figure 10. South Korea Based Company Advertising Revenue (2018-2029) & (USD Million)

Figure 11. ASEAN Based Company Advertising Revenue (2018-2029) & (USD Million)

Figure 12. India Based Company Advertising Revenue (2018-2029) & (USD Million)

Figure 13. Advertising Market Drivers

Figure 14. Factors Affecting Demand

Figure 15. World Advertising Consumption Value (2018-2029) & (USD Million)

Figure 16. World Advertising Consumption Value Market Share by Region (2018-2029)

Figure 17. United States Advertising Consumption Value (2018-2029) & (USD Million)

Figure 18. China Advertising Consumption Value (2018-2029) & (USD Million)

Figure 19. Europe Advertising Consumption Value (2018-2029) & (USD Million)

Figure 20. Japan Advertising Consumption Value (2018-2029) & (USD Million)

Figure 21. South Korea Advertising Consumption Value (2018-2029) & (USD Million)

Figure 22. ASEAN Advertising Consumption Value (2018-2029) & (USD Million)

Figure 23. India Advertising Consumption Value (2018-2029) & (USD Million)

Figure 24. Producer Shipments of Advertising by Player Revenue (\$MM) and Market Share (%): 2022

Figure 25. Global Four-firm Concentration Ratios (CR4) for Advertising Markets in 2022

Figure 26. Global Four-firm Concentration Ratios (CR8) for Advertising Markets in 2022

Figure 27. United States VS China: Advertising Revenue Market Share Comparison (2018 & 2022 & 2029)

Figure 28. United States VS China: Advertising Consumption Value Market Share Comparison (2018 & 2022 & 2029)

Figure 29. World Advertising Market Size by Type, (USD Million), 2018 & 2022 & 2029

Figure 30. World Advertising Market Size Market Share by Type in 2022

Figure 31. TV Advertising

Figure 32. Newspaper Advertising

Figure 33. Outdoor Advertising

Figure 34. Radio Advertising

Figure 35. Internet Advertising

Figure 36. Other

Figure 37. World Advertising Market Size Market Share by Type (2018-2029)

Figure 38. World Advertising Market Size by Application, (USD Million), 2018 & 2022 & 2029

Figure 39. World Advertising Market Size Market Share by Application in 2022

Figure 40. Food and Beverage

Figure 41. Auto Industry

Figure 42. Healthcare

Figure 43. Consumer Good

Figure 44. Travel

Figure 45. Education

Figure 46. Others

Figure 47. Advertising Industrial Chain

Figure 48. Methodology

Figure 49. Research Process and Data Source

## I would like to order

Product name: Global Advertising Supply, Demand and Key Producers, 2023-2029

Product link: <https://marketpublishers.com/r/G6F7D1561CD1EN.html>

Price: US\$ 4,480.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G6F7D1561CD1EN.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