

# Global Advertising Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

<https://marketpublishers.com/r/G437E5A594C3EN.html>

Date: March 2023

Pages: 111

Price: US\$ 2,499.00 (Single User License)

ID: G437E5A594C3EN

## Abstracts

The global advertising market size reached US\$ 615.2 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 834.9 Billion by 2028, exhibiting a growth rate (CAGR) of 5.35% during 2023-2028.

Advertising refers to a means of communication through which various brands inform about their product or service as well as influence the consumer buying behavior. It further aids consumers in learning about upcoming events and discovering new products or services. With time, the advertisers have realized the potential of mobile devices as a medium of reaching an individual or mass audience virtually from anywhere and at any time. As a result, the advertising industry has evolved from traditional media platforms to online and digital advertising.

There is a continual increase in the expenditure on media and entertainment across the globe. This essentially indicates to the steadily rising consumer expenditure capacity for acquiring internet access, subscribing to newspapers and magazines, and television and radio, along with video gaming and regular visits to movie theaters. Advertising brands and companies, on the other hand, have never failed to attract consumers' attention and have continuously increased their investments on advertising as it is essential for a company's survival. Apart from this, mobile advertising has witnessed exponential growth over the past few years as it has emerged as a cost-effective, convenient, and highly targeted way of communication for specific groups of mobile users. Moreover, several leading advertising agencies are nowadays significantly investing in digital advertising, which is creating a positive outlook for the market.

Breakup by Type:

## Television

Print (Newspaper and Magazine)

Radio

Outdoor

Internet (Search, Display, Classified, Video)

Mobile

Cinema

Television advertising currently dominates the market, holding the majority of the overall market share. This can be attributed to the prevalence of televisions, which has made them one of the preferred modes of advertisement.

## Breakup by Region:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

At present, North America holds the largest market share.

#### Competitive Landscape:

The competitive landscape of the market has also been characterized by the presence of numerous small and large manufacturers who compete in terms of prices and quality. Some of the leading players operating in the market are:

WPP Group PLC

Omnicom Group Inc.

Publicis Groupe

The Interpublic Group of Companies, Inc.

Dentsu Inc.

#### Key Questions Answered in This Report

1. What was the size of the global advertising market in 2022?
2. What is the expected growth rate of the global advertising market during 2023-2028?
3. What has been the impact of COVID-19 on the global advertising market?
4. What are the key factors driving the global advertising market?
5. What is the breakup of the global advertising market based on the type?
6. What are the key regions in the global advertising market?
7. Who are the key players/companies in the global advertising market?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION TO THE GLOBAL ADVERTISING MARKET**

- 4.1 Current and Historical Market Trends
- 4.2 Impact of COVID-19
- 4.3 Performance of Various Segments
- 4.4 Performance of Various Regions
- 4.5 Key Players and their Market Shares
- 4.6 Market Forecast

### **5 GLOBAL ADVERTISING MARKET: INDUSTRY PERFORMANCE**

- 5.1 Global Television Advertising Market
  - 5.1.1 Current and Historical Market Trends
  - 5.1.2 Performance of Various Segments
  - 5.1.3 Performance of Various Regions
  - 5.1.4 Contribution of Major Industries
  - 5.1.5 Market Forecast
- 5.2 Global Print Advertising Market
  - 5.2.1 Current and Historical Market Trends
  - 5.2.2 Newspaper Advertising Market
    - 5.2.2.1 Current and Historical Market Trends

- 5.2.2.2 Major Newspapers: Performance by Readership
- 5.2.2.3 Market Forecast
- 5.2.3 Magazine Advertising
  - 5.2.3.1 Current and Historical Market Trends
  - 5.2.3.2 Major Magazines: Performance by Readership
  - 5.2.3.3 Market Forecast
- 5.2.4 Contribution of Major Industries
- 5.2.5 Market Forecast
- 5.3 Global Radio Advertising Market
  - 5.3.1 Current and Historical Trends
  - 5.3.2 Global Radio Advertising Market: Performance by Region
  - 5.3.3 Contribution of Major Industries
  - 5.3.4 Market Forecast
- 5.4 Global Outdoor Advertising Market
  - 5.4.1 Current and Historical Trends
  - 5.4.2 Performance by Region
  - 5.4.3 Performance of Various Segments
  - 5.4.4 Contribution of Major Industries
  - 5.4.5 Market Forecast
- 5.5 Global Internet Advertising Market
  - 5.5.1 Current and Historical Trends
  - 5.5.2 Performance of Various Regions
  - 5.5.3 Search Advertising Market
    - 5.5.3.1 Current and Historical Trends
    - 5.5.3.2 Market Forecast
  - 5.5.4 Display Advertising Market
    - 5.5.4.1 Current and Historical Trends
    - 5.5.4.2 Market Forecast
  - 5.5.5 Classified Advertising Market
    - 5.5.5.1 Current and Historical Trends
    - 5.5.5.2 Market Forecast
  - 5.5.6 Video Advertising Market
    - 5.5.6.1 Current and Historical Trends
    - 5.5.6.2 Market Forecast
  - 5.5.7 Contribution of Major Industries
  - 5.5.8 Most Visited Websites
  - 5.5.9 Market Forecast
- 5.6 Global Mobile Advertising Market
  - 5.6.1 Current and Historical Trends

- 5.6.2 Performance of Various Regions
- 5.6.3 Contribution of Major Industries
- 5.6.4 Market Forecast
- 5.7 Global Cinema Advertising Market
  - 5.7.1 Current and Historical Trends
  - 5.7.2 Performance of Various Regions
  - 5.7.3 Contribution of Major Industries
  - 5.7.4 Market Forecast

## **6 GLOBAL ADVERTISING MARKET: SWOT INDUSTRY ANALYSIS**

- 6.1 Overview
- 6.2 Strengths
- 6.3 Weaknesses
- 6.4 Opportunities
- 6.5 Threats

## **7 GLOBAL ADVERTISING MARKET: VALUE CHAIN ANALYSIS**

- 7.1 Research
- 7.2 Content Development
- 7.3 Advertising Agency
- 7.4 Advertising Media
- 7.5 Audience

## **8 GLOBAL ADVERTISING MARKET: PORTER'S FIVE FORCES ANALYSIS**

- 8.1 Overview
- 8.2 Bargaining Power of Buyers
- 8.3 Bargaining Power of Suppliers
- 8.4 Degree of Competition
- 8.5 Threat of New Entrants
- 8.6 Threat of Substitutes

## **9 GLOBAL ADVERTISING MARKET: TOP PLAYERS**

- 9.1 WPP Group PLC
- 9.2 Omnicom Group Inc.
- 9.3 Publicis Groupe

9.4 The Interpublic Group of Companies, Inc.

9.5 Dentsu Inc.

## List Of Tables

### LIST OF TABLES

Table 1: Global: Advertising Market: Performance of Various Segments, (in Billion US\$), 2017-2022

Table 2: Global: Advertising Market Forecast: Performance of Various Segments, (in Billion US\$), 2023-2028

Table 3: Global: Newspaper Advertising Market: Top Newspapers by Circulation (in 000)

Table 4: Global: Magazine Advertising Market: Top Magazines by Readership (in Million)

Table 5: Global: Internet Advertising Market: Most Visited Websites



## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Advertising Market: Major Drivers and Challenges

Figure 2: Global: Advertising Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Advertising Market: Breakup by Segment (in %), 2022

Figure 4: Global: Advertising Market: Regional Breakup by Value (in Billion US\$), 2017 & 2022

Figure 5: Global: Advertising Market: Regional Breakup (in %), 2022

Figure 6: Global: Advertising Market: Share of Key Players (in %), 2022

Figure 7: Global: Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 8: Global: Advertising Market Forecast: Breakup by Segment (in %), 2028

Figure 9: Global: Advertising Market Forecast: Regional Breakup (in %), 2028

Figure 10: Global: Television Advertising Market: Sales Value (in Billion US\$), 2017-2022

Figure 11: Global: Television Advertising Market: Breakup by Segment (in %), 2022

Figure 12: Global: Television Advertising Market: Regional Breakup by Value (in Billion US\$), 2022

Figure 13: Global: Television Advertising Market: Regional Breakup (in %), 2022

Figure 14: Global: Television Advertising Market: Breakup by Industries (in %), 2022

Figure 15: Global: Television Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 16: Global: Television Advertising Market Forecast: Sales Value by Segment (in Billion US\$), 2023-2028

Figure 17: Global: Print Advertising Market: Sales Value (in Billion US\$), 2017-2022

Figure 18: Global: Print Advertising Market: Breakup by Segment (in %), 2017-2022

Figure 19: Global: Newspaper Advertising Market: Sales Value (in Billion US\$), 2017-2022

Figure 20: Global: Circulation Revenue of Newspapers (in Billion US\$), 2012 & 2019

Figure 21: Global: Newspaper Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 22: Global: Magazine Advertising Market: Sales Value (in Billion US\$), 2017-2022

Figure 23: Global: Circulation Revenue of Magazines (in Billion US\$), 2012 & 2019

Figure 24: Global: Magazine Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 25: Global: Print Advertising Market: Breakup by Industries (in %)

Figure 26: Global: Print Advertising Market Forecast: Sales Value (in Billion US\$),

2023-2028

Figure 27: Global: Print Advertising Market Forecast: Breakup by Segment (in %), 2023-2028

Figure 28: Global: Radio Advertising Market: Sales Value (in Billion US\$), 2017-2022

Figure 29: Global: Radio Advertising Market: Regional Breakup by Value (in Billion US\$), 2022 & 2028

Figure 30: Global: Radio Advertising Market: Regional Breakup (in %), 2022

Figure 31: Global: Radio Advertising Market: Breakup by Industries (in %), 2022

Figure 32: Global: Radio Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 33: Global: Outdoor Advertising Market: Sales Value (in Billion US\$), 2017-2022

Figure 34: Global: Outdoor Advertising Market: Regional Breakup by Value (in Billion US\$), 2022 & 2028

Figure 35: Global: Outdoor Advertising Market: Breakup by Region (in %), 2022

Figure 36: Global: Outdoor Advertising Market: Breakup by Segment (in %), 2022

Figure 37: Global: Outdoor Advertising Market: Breakup by Industries (in %), 2022

Figure 38: Global: Outdoor Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 39: Global: Internet Advertising Market: Sales Value (in Billion US\$), 2017-2022

Figure 40: Global: Internet Advertising Market: Breakup by Segment (in %), 2022

Figure 41: Global: Internet Advertising Market: Regional Breakup by Value (in Billion US\$), 2022 & 2028

Figure 42: Global: Internet Advertising Market: Regional Breakup (in %), 2022

Figure 43: Global: Search Advertising Market: Sales Value (in Billion US\$), 2017-2022

Figure 44: Global: Search Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 45: Global: Display Advertising Market: Sales Value (in Billion US\$), 2017-2022

Figure 46: Global: Display Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 47: Global: Classified Advertising Market: Sales Value (in Billion US\$), 2017-2022

Figure 48: Global: Classified Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 49: Global: Video Advertising Market: Sales Value (in Billion US\$), 2017-2022

Figure 50: Global: Video Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 51: Global: Internet Advertising Market: Breakup by Industries (in %), 2022

Figure 52: Global: Internet Advertising Market: Most Visited Websites

Figure 53: Global: Internet Advertising Market Forecast: Sales Value (in Billion US\$),

2023-2028

Figure 54: Global: Mobile Advertising Market: Sales Value (in Billion US\$), 2017-2022

Figure 55: Global: Mobile Advertising Market: Breakup by Segment (in %), 2022

Figure 56: Global: Mobile Advertising Market: Regional Breakup by Value (in Billion US\$), 2022 & 2028

Figure 57: Global: Mobile Advertising Market: Regional Breakup (in %), 2022

Figure 58: Global: Mobile Advertising Market: Breakup by Industries (in %), 2022

Figure 59: Global: Mobile Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 60: Global: Cinema Advertising Market: Sales Value (in Billion US\$), 2017-2022

Figure 61: Global: Cinema Advertising Market: Regional Breakup by Value (in Billion US\$), 2022 & 2028

Figure 62: Global: Cinema Advertising Market: Regional Breakup (in %), 2022

Figure 63: Global: Cinema Advertising Market: Breakup by Industries (in %)

## I would like to order

Product name: Global Advertising Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Product link: <https://marketpublishers.com/r/G437E5A594C3EN.html>

Price: US\$ 2,499.00 (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/G437E5A594C3EN.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

