

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

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Abstracts

The Indian advertising market size reached INR 743.0 Billion in 2022. Looking forward, IMARC Group expects the market to reach INR 1,412.5 Billion by 2028, exhibiting a growth rate (CAGR) of 11.2% during 2023-2028. The growing adoption of advertising to enhance brand awareness, increasing number of media and entertainment models, and rising demand for digital advertising solutions represent some of the key factors driving the market.

Advertising refers to a marketing strategy that is designed to promote a product, service, or cause. It comprises various forms of advertising, such as television, print, radio, internet or online, mobile, and outdoor. It acts as an introduction to a product and can be considered an effective way to increase brand awareness among individuals. It is inexpensive, convenient, eliminates middlemen, and assists in easy tracking of consumer behavior. It benefits in attracting a wide consumer base, increasing sales volume and rate of investment (ROI) of a business, and expanding business reach. It assists in educating businesses to consumers, supporting salesmanship, and creating employment opportunities. It aids in increasing the engagement of customers towards the business by offering information about the product and improving their decision-making. Besides this, it encourages various businesses to stay in competition with other companies. As a result, advertising can be employed in roadside billboards, websites, street furniture, email and print newsletters, event bulletins, airport kiosks, and product packaging in India.

Indian Advertising Market Trends:

At present, the rising adoption of advertising by various companies to increase customer retention and attract new buyers represents one of the key factors supporting

the growth of the market in India. Besides this, the growing adoption of advertising to enhance brand awareness and loyalty of a business is offering a positive market outlook in the country. Additionally, there is a rise in the need for convenient and cost-effective advertising solutions among the masses. This, coupled with the increasing demand for digital advertising due to the rapid adoption of smartphones and smart devices with the ease of internet facilities, is propelling the growth of the market in the country. Apart from this, the rising trend of advertising through various sports events is offering lucrative growth opportunities to industry investors in India. Moreover, the increasing consumer preference towards online shopping, along with the burgeoning e-commerce industry, is positively influencing the market. In addition, various advertising agencies are rapidly investing in digital advertising in the country, which is contributing to the growth of the market. Furthermore, the rising number of media and entertainment models is strengthening the market growth in India.

Key Market Segmentation

IMARC Group provides an analysis of the key trends in each sub-segment of the Indian advertising market report, along with forecasts for the period 2023-2028. Our report has categorized the market based on segments.

Segment Insights:

Television Advertising

Print Advertising

Newspaper

Magazines

Radio Advertising

Internet/Online Advertising

Mobile Advertising

Outdoor Advertising

Bill Boards

Street Furniture

Transit Advertising

Other Mediums

The report has provided a detailed breakup and analysis of the Indian advertising market based on segment. This includes television advertising, print advertising (newspaper and magazines), radio advertising, internet/online advertising, mobile advertising, outdoor advertising (bill boards, street furniture, transit advertising, and other mediums). According to the report, television advertising represented the largest

segment.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the Indian advertising market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include JWT India, Ogilvy & Mather India, DDB Mudra Group, FCB-UiKa Advertising Ltd., Rediffusion DY&R, McCann Erickson India, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report

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

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