

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

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Abstracts

Market Overview:

The North America advertising market size reached US\$ 292.3 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 448.7 Billion by 2028, exhibiting a growth rate (CAGR) of 7.2% during 2023-2028.

Advertising is a means of communication involved in promoting services, products or ideas to potential buyers. It is generally aired or printed on mediums such as television, radio, print, digital and cinema. Advertising helps in launching new products, expanding the market, increasing sales and notifying consumers. As a result, it is widely used by brands from different industries to build an image and attain a higher market share.

At present, North America represents one of the largest markets for advertising owing to the investments in online advertising. This, in turn, is influencing the demand for online advertising services, such as Google Ads, which aid in hosting advertisements on websites and YouTube videos. Apart from this, brands nowadays are also investing in advertisements on social media platforms like Instagram and Facebook owing to the presence of a huge population.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the North America advertising market report, along with forecasts at the regional and country level from 2023-2028. Our report has categorized the market based on segment.

Key Regions Analysed

United States

Canada

Analysis for Each Country

Market by Segment

Television Advertising

Print Advertising

Radio Advertising

Outdoor Advertising

Internet Advertising

Mobile Advertising

Cinema Advertising

Value Chain Analysis

Key Drivers and Challenges

Porters Five Forces Analysis

Competitive Landscape

Competitive Structure

Key Player Profiles

Key Questions Answered in This Report:

How has the North America advertising market performed so far and how will it perform in the coming years?

What are the key regions in the North America advertising market?

What has been the impact of COVID-19 on the North America advertising market?

What is the breakup of the North America advertising market on the basis of segment?

What are the various stages in the value chain of the North America advertising industry?

What are the key driving factors and challenges in the North America advertising industry?

What is the structure of the North America advertising industry and who are the key players?

What is the degree of competition in the North America advertising industry?

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