

# North America Advertising Market Report by Segment (Television Advertising, Print Advertising, Radio Advertising, Outdoor Advertising, Internet Advertising, Mobile Advertising, Cinema Advertising), and Country 2024-2032

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## Abstracts

The North America advertising market size reached US\$ 314.0 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 560.9 Billion by 2032, exhibiting a growth rate (CAGR) of 6.5% during 2024-2032.

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 2024-2032. 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

1. How big is the North America advertising market?
2. What is the expected growth rate of the North America advertising market during 2024-2032?
3. What are the key factors driving the North America advertising market?
4. What has been the impact of COVID-19 on the North America advertising market?
5. What is the breakup of the North America advertising market based on the segment?
6. What are the key regions in the North America 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**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 GLOBAL ADVERTISING MARKET**

- 5.1 Market Performance
- 5.2 Market Breakup by Segment
- 5.3 Market Breakup by Region
- 5.4 Market Forecast

### **6 NORTH AMERICA ADVERTISING MARKET**

- 6.1 Market Performance
- 6.2 Impact of COVID-19
- 6.3 Market Forecast

### **7 NORTH AMERICA ADVERTISING MARKET: BREAKUP BY SEGMENT**

- 7.1 Television Advertising

- 7.2 Print Advertising
- 7.3 Radio Advertising
- 7.4 Outdoor Advertising
- 7.5 Internet Advertising
- 7.6 Mobile Advertising
- 7.7 Cinema Advertising

## **8 NORTH AMERICA ADVERTISING MARKET: BREAKUP BY COUNTRY**

- 8.1 United States
  - 8.1.1 Historical Market Trends
  - 8.1.2 Market Breakup by Segment
  - 8.1.3 Market Forecast
- 8.2 Canada
  - 8.2.1 Historical Market Trends
  - 8.2.2 Market Breakup by Segment
  - 8.2.3 Market Forecast

## **9 SWOT ANALYSIS**

- 9.1 Overview
- 9.2 Strengths
- 9.3 Weaknesses
- 9.4 Opportunities
- 9.5 Threats

## **10 VALUE CHAIN ANALYSIS**

- 10.1 Overview
- 10.2 Research
- 10.3 Content Development
- 10.4 Advertising Agency
- 10.5 Advertising Media
- 10.6 Audience

## **11 PORTER'S FIVE FORCES ANALYSIS**

- 11.1 Overview
- 11.2 Bargaining Power of Buyers

11.3 Bargaining Power of Suppliers

11.4 Degree of Rivalry

11.5 Threat of New Entrants

11.6 Threat of Substitutes

## **12 COMPETITIVE LANDSCAPE**

12.1 Market Structure

12.2 Key Players

12.3 Profiles of Key Players

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