

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

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## Abstracts

### Market Overview 2023-2028:

The global radio advertising market size reached US\$ 37.2 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 48.8 Billion by 2028, exhibiting a growth rate (CAGR) of 4.48% during 2023-2028.

Radio advertising represents one of the oldest forms of advertising across the globe. It broadcasts audio content to a vast audience and is relatively cheaper as compared to television advertising as no expenses are incurred in making complex and eye-catching visuals. Despite the advent of newer advertising platforms like the internet, radio still holds a considerable share in the market on account of reasons such as its portability. Moreover, as it acts as an influential route of publicity, it is widely preferred by both big and small companies worldwide.

### Radio Advertising Market Trends:

Radio is an efficient and portable advertising medium that appeals to a broader audience. As a result, leading brands and advertisers rely on radio commercials to communicate with their target audience. It is also utilized by governing authorities of numerous countries and international organizations for mass outreach programs. Apart from this, due to the availability of radio stations in most parts of the world, radio acts as a sole source of information and entertainment for people residing in remote and rural regions. Moreover, individuals worldwide prefer listening to the radio while driving, exercising, playing video games, and performing daily chores. This, in confluence with the development of in-car media apps that support radio, is creating lucrative growth opportunities for advertisers. Furthermore, radio channels are employing innovative

solutions, such as radio automation software, which is integrated with pre-recorded audio content, such as songs, commercials, and interviews. This software also assists in operating multiple stations or channels, which is anticipated to create a favorable market outlook.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global radio advertising market report, along with forecasts at the global and regional levels from 2023-2028. Our report has categorized the market based on type.

Traditional Radio Advertising  
Terrestrial Radio Broadcast Advertising  
Terrestrial Radio Online Advertising  
Satellite Radio Advertising

#### Breakup by Key Regions:

North America  
Europe, Middle East & Africa  
Asia Pacific  
Latin America

At present, North America enjoys the leading position in the market on account of the presence of the key broadcasting companies in the United States.

#### Competitive Landscape:

The competitive landscape of the market has been analyzed in the report, along with the detailed profiles of the major players operating in the industry. Some of these players are WPP plc, Omnicom Group Inc., Publicis Groupe S.A., The Interpublic Group of Companies, Inc., and Dentsu International Group.

#### Key Questions Answered in This Report

1. What was the global radio advertising market size in 2022?
2. What will be the global radio advertising market outlook during the forecast period 2023-2028?
3. What is the impact of COVID-19 on the global radio advertising market?
4. What are the major global radio advertising market drivers?
5. What are the major global radio advertising market trends?

6. What is the global radio advertising market breakup by type?
7. What are the major regional markets in the global radio advertising industry?
8. Who are the leading players in the global radio advertising industry?

## 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 INTRODUCTION**

3.1 Overview

3.2 Executive Summary

3.3 Key Industry Trends

### **4 GLOBAL ADVERTISING MARKET**

4.1 Current and Historical Market Trends

4.2 Performance of Various Segments

4.3 Performance of Various Regions

4.4 Key Players and their Market Shares

4.5 Market Forecast

### **5 GLOBAL RADIO ADVERTISING MARKET**

5.1 Market Overview

5.2 Current and Historical Market Trends

5.3 Impact of COVID-19

5.4 Market Breakup by Type

5.4.1 Traditional Radio Advertising

5.4.2 Terrestrial Radio Broadcast Advertising

5.4.3 Terrestrial Radio Online Advertising

- 5.4.4 Satellite Radio Advertising
- 5.5 Market Breakup by Region
  - 5.5.1 North America
  - 5.5.2 Europe, Middle East & Africa
  - 5.5.3 Asia Pacific
  - 5.5.4 Latin America
- 5.6 Market Breakup by Industry
- 5.7 Market Forecast
- 5.8 Radio Advertising Pricing Models
- 5.9 SWOT Analysis
  - 5.9.1 Overview
  - 5.9.2 Strengths
  - 5.9.3 Weaknesses
  - 5.9.4 Opportunities
  - 5.9.5 Threats
- 5.10 Value Chain Analysis
  - 5.10.1 Research
  - 5.10.2 Content Development
  - 5.10.3 Advertising Agencies
  - 5.10.4 Radio Channels
  - 5.10.5 Audience
- 5.11 Porters Five Forces Analysis
  - 5.11.1 Bargaining Power of Suppliers
  - 5.11.2 Bargaining Power of Buyers
  - 5.11.3 Threat of Substitutes
  - 5.11.4 Competitive Rivalry
  - 5.11.5 Threat of New Entrants
- 5.12 Key Challenges

## **6 GLOBAL RADIO ADVERTISING MARKET: COMPETITIVE LANDSCAPE**

- 6.1 Market Structure
- 6.2 Profiles of Leading Players
  - 6.2.1 WPP plc
  - 6.2.2 Omnicom Group Inc.
  - 6.2.3 Publicis Groupe S.A.
  - 6.2.4 The Interpublic Group of Companies, Inc.
  - 6.2.5 Dentsu International Group

## List Of Tables

### LIST OF TABLES

Table 4 1: Global: Advertising Market: Performance of Various Segments, (in Billion US\$), 2017-2022

Table 4 2: Global: Advertising Market Forecast: Performance of Various Segments, (in Billion US\$), 2023-2028

Table 5 1: Global: Radio Advertising Market Forecast: Breakup by Type (in Billion US\$), 2023-2028

Table 5 2: Global: Radio Advertising Market Forecast: Breakup by Industry (in Billion US\$), 2023-2028

Table 5 3: Global: Radio Advertising Market Forecast: Breakup by Region (in Billion US\$), 2023-2028

## List Of Figures

### LIST OF FIGURES

Figure 4 1: Global: Advertising Market: Sales Value (in Billion US\$), 2017-2022

Figure 4 2: Global: Advertising Market: Breakup by Segment (in %), 2022

Figure 4 3: Global: Advertising Market: Regional Breakup by Value (in Billion US\$), 2017 and 2022

Figure 4 4: Global: Advertising Market: Regional Breakup (in %), 2022

Figure 4 5: Global: Advertising Market: Share of Key Players (in %), 2022

Figure 4 6: Global: Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 4 7: Global: Advertising Market Forecast: Breakup by Segment (in %), 2028

Figure 4 8: Global: Advertising Market Forecast: Regional Breakup (in %), 2028

Figure 5 1: Global: Radio Advertising Market: Sales Value (in Billion US\$), 2017-2022

Figure 5 2: Global: Radio Advertising Market: Value Breakup by Type (in %), 2022

Figure 5 3: Global: Traditional Radio Advertising Market: Sales Value (in Billion US\$), 2017-2022

Figure 5 4: Global: Traditional Radio Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 5 5: Global: Terrestrial Radio Broadcast Advertising Market: Sales Value (in Billion US\$), 2017-2022

Figure 5 6: Global: Terrestrial Radio Broadcast Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 5 7: Global: Terrestrial Radio Online Advertising Market: Sales Value (in Billion US\$), 2017-2022

Figure 5 8: Global: Terrestrial Radio Online Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 5 9: Global: Satellite Radio Advertising Market: Sales Value (in Billion US\$), 2017-2022

Figure 5 10: Global: Satellite Radio Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 5 11: Global: Radio Advertising Market: Regional Breakup by Value (in Billion US\$), 2022 and 2028

Figure 5 12: Global: Radio Advertising Market: Regional Breakup (in %), 2022

Figure 5 13: North America: Radio Advertising Market: Sales Value (in Billion US\$), 2022 and 2028

Figure 5 14: Europe, Middle East & Africa: Radio Advertising Market: Sales Value (in Billion US\$), 2022 and 2028

Figure 5 15: Asia Pacific: Radio Advertising Market: Sales Value (in Billion US\$), 2022 and 2028

Figure 5 16: Latin America: Radio Advertising Market: Sales Value (in Billion US\$), 2022 and 2028

Figure 5 17: Global: Radio Advertising Market: Breakup by Industry (in %), 2022

Figure 5 18: Global: Radio Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 5 19: Global: Radio Advertising Industry: SWOT Analysis

Figure 5 20: Global: Radio Advertising Industry: Value Chain Analysis

Figure 5 21: Global: Radio Advertising Industry: Porter's Five Forces Analysis



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