

Global Advertising Agency Service Market Growth (Status and Outlook) 2023-2029

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Abstracts

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An advertising agency, often referred to as a creative agency or an ad agency, is a business dedicated to creating, planning, and handling advertising and sometimes other forms of promotion and marketing for its clients. An ad agency is generally independent from the client; it may be an internal department or agency that provides an outside point of view to the effort of selling the client's products or services, or an outside firm. An agency can also handle overall marketing and branding strategies promotions for its clients, which may include sales as well.

Typical ad agency clients include businesses and corporations, non-profit organizations and private agencies. Agencies may be hired to produce television advertisements, radio advertisements, online advertising, out-of-home advertising, mobile marketing, and AR advertising, as part of an advertising campaign.

LPI (LP Information)' newest research report, the “Advertising Agency Service Industry Forecast” looks at past sales and reviews total world Advertising Agency Service sales in 2022, providing a comprehensive analysis by region and market sector of projected Advertising Agency Service sales for 2023 through 2029. With Advertising Agency Service sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Advertising Agency Service industry.

This Insight Report provides a comprehensive analysis of the global Advertising Agency Service landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on

Advertising Agency Service portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Advertising Agency Service market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Advertising Agency Service and breaks down the forecast by type, by application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Advertising Agency Service.

The global Advertising Agency Service market size is projected to grow from US\$ million in 2022 to US\$ million in 2029; it is expected to grow at a CAGR of % from 2023 to 2029.

United States market for Advertising Agency Service is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

China market for Advertising Agency Service is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Europe market for Advertising Agency Service is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key Advertising Agency Service players cover WPP Group, Omnicom Group, Publicis Groupe, Interpublic Group, Dentsu, Asatsu-DK, Cheil Worldwide, Digital Jungle and Hakuholdo DY Holdings, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2022.

This report presents a comprehensive overview, market shares, and growth opportunities of Advertising Agency Service market by product type, application, key players and key regions and countries.

Market Segmentation:

Segmentation by type

Television Advertisements

Radio Advertisements

Online Advertising

Mobile Marketing

Others

Segmentation by application

Large Enterprises (1000+Users)

Medium-Sized Enterprise (499-1000 Users)

Small Enterprises (1-499Users)

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

WPP Group

Omnicom Group

Publicis Groupe

Interpublic Group

Dentsu

Asatsu-DK

Cheil Worldwide

Digital Jungle

Hakuhodo DY Holdings

22squared

360i

aQuantive

Axis41

BBDO

BKV

Aegis Group

AKQA

Bartle Bogle Hegarty

Chime Communications plc

Fred & Farid Group

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