

Global Integrated Marketing Communications Market Growth (Status and Outlook) 2023-2029

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Abstracts

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

This Insight Report provides a comprehensive analysis of the global Integrated Marketing Communications 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 Integrated Marketing Communications portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Integrated Marketing Communications market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Integrated Marketing Communications 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 Integrated Marketing Communications.

The global Integrated Marketing Communications 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 Integrated Marketing Communications 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 Integrated Marketing Communications 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 Integrated Marketing Communications is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key Integrated Marketing Communications players cover Xiamen Pop Culture Co., Ltd., Shanghai Sophon Information Technology Co., Ltd., Quanzhou Shengda Ruixing Cultural Communication Co., Ltd., Xiamen Miaojun Culture Media Co., Ltd., Guangdong Yinsai Brand Marketing Group Co., Ltd., Xuanya International Brand Management (Beijing) Co., Ltd., Sime Media Co., Ltd., Guangdong Advertising Group Co., Ltd. and Beijing Huayi Schwab Integrated Marketing Consulting Co., Ltd., 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 Integrated Marketing Communications market by product type, application, key players and key regions and countries.

Market Segmentation:

Segmentation by type

Advertising

Sales Promotion

Other

Segmentation by application

Car

IT

FMCG

Entertainment/culture

Other

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.

Xiamen Pop Culture Co., Ltd.

Shanghai Sophon Information Technology Co., Ltd.

Quanzhou Shengda Ruixing Cultural Communication Co., Ltd.

Xiamen Miaojun Culture Media Co., Ltd.

Guangdong Yinsai Brand Marketing Group Co., Ltd.

Xuanya International Brand Management (Beijing) Co., Ltd.

Sime Media Co., Ltd.

Guangdong Advertising Group Co., Ltd.

Beijing Huayi Schwab Integrated Marketing Consulting Co., Ltd.

BlueFocus Intelligent Communications Group

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Forecast by Type (2024-2029)

Figure 83. Global Integrated Marketing Communications Market Size Market Share
Forecast by Application (2024-2029)

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