

Global Media Buying Services Market Growth (Status and Outlook) 2022-2028

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Abstracts

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The global market for Media Buying Services is estimated to increase from US\$ million in 2021 to reach US\$ million by 2028, exhibiting a CAGR of % during 2022-2028. Keeping in mind the uncertainties of COVID-19 and Russia-Ukraine War, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use sectors. These insights are included in the report as a major market contributor.

The APAC Media Buying Services market is expected at value of US\$ million in 2022 and grow at approximately % CAGR during 2022 and 2028.

The United States Media Buying Services market is expected at value of US\$ million in 2022 and grow at approximately % CAGR during 2022 and 2028.

The Europe Media Buying Services market is expected at value of US\$ million in 2022 and grow at approximately % CAGR during 2022 and 2028.

The China Media Buying Services market is expected at value of US\$ million in 2022 and grow at approximately % CAGR during 2022 and 2028.

Global key Media Buying Services players cover Anderson Collaborative, ARSENL, ATTN Agency, Booyah Advertising and Colormatics, etc. In terms of revenue, the global largest two companies occupy a share nearly % in 2021.

Report Coverage

This latest report provides a deep insight into the global Media Buying Services market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, value chain analysis, etc.

This report aims to provide a comprehensive picture of the global Media Buying Services market, with both quantitative and qualitative data, to help readers understand how the Media Buying Services market scenario changed across the globe during the pandemic and Russia-Ukraine War.

The base year considered for analyses is 2021, while the market estimates and forecasts are given from 2022 to 2028. The market estimates are provided in terms of revenue in USD millions.

Market Segmentation:

The study segments the Media Buying Services market and forecasts the market size by Type (Direct Buys and Programmatic Buys,), by Application (BFSI, Retail and Consumer Goods, Energy and Utility and Healthcare), and region (APAC, Americas, Europe, and Middle East & Africa).

Segmentation by type

Direct Buys

Programmatic Buys

Segmentation by application

BFSI

Retail and Consumer Goods

Energy and Utility

Healthcare

Manufacturing

Transportation and Mobility

Others

Segmentation 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

Major companies covered

Anderson Collaborative

ARSENL

ATTN Agency

Booyah Advertising

Colormatics

Dentsu

EXL Media

GKV

Hotspex Media

Interpublic Group

Katz Media Group

Mancuso Media

Metric Theory

Moburst

MuteSix

Omnicom Group Inc.

Publicis Armenia

WPP

The buying Hub

The Remnant Agency

Wingman Media

Chapter Introduction

Chapter 1: Scope of Media Buying Services, Research Methodology, etc.

Chapter 2: Executive Summary, global Media Buying Services market size and CAGR, Media Buying Services market size by region, by type, by application, historical data from 2017 to 2022, and forecast to 2028.

Chapter 3: Media Buying Services revenue, global market share, and industry ranking by company, 2017-2022

Chapter 4: Global Media Buying Services revenue by region and by country. Country specific data and market value analysis for the U.S., Canada, Europe, China, Japan, South Korea, Southeast Asia, India, Latin America and Middle East & Africa.

Chapter 5, 6, 7, 8: Americas, APAC, Europe, Middle East & Africa, revenue segment by country, by type, and application.

Chapter 9: Analysis of the current market trends, market forecast, opportunities and economic trends that are affecting the future marketplace

Chapter 10: Manufacturing cost structure analysis

Chapter 11: Sales channel, distributors, and customers

Chapter 12: Global Media Buying Services market size forecast by region, by country, by type, and application

Chapter 13: Comprehensive company profiles of the leading players, including Anderson Collaborative, ARSENL, ATTN Agency, Booyah Advertising, Colormatics, Dentsu, EXL Media, GKV and Hotsplex Media, etc.

Chapter 14: Research Findings and Conclusion

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