

2015-2027 Global Advertising Industry Market Research Report, Segment by Player, Type, Application, Marketing Channel, and Region

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Abstracts

The worldwide market for Advertising is estimated to grow at a CAGR of roughly X.X% in the next 8 years, and will reach X.X million US\$ in 2027, from X.X million US\$ in 2020.

The report covers market size status and forecast, value chain analysis, market segmentation of Top countries in Major Regions, such as North America, Europe, Asia-Pacific, Latin America and Middle East & Africa, by type, application and marketing channel. In addition, the report focuses on the driving factors, restraints, opportunities and PEST analysis of major regions.

Major Companies Covered

Yinlimedia

Guangdong Guangzhou Daily Media Co., Ltd.

Guangdong Advertising Co., Ltd.

Spearhead Integrated Marketing

Dahe Group

Havas SA

Focus Media Group

IPG

WPP

China Television Media

Omnicom Group

Communication Group

Bluefocus Communication Group Co., Ltd.

Chengdu B-ray Media Co., Ltd.

PublicisGroupe

SiMei Media

Shanghai Xinhua Media Co., Ltd.

Hunan TV and Broadcast Intermediary Co., Ltd.

Dentsu Inc.

AVIC Culture Co.,Ltd.

Beijing Bashi Media Co., Ltd.

Major Types Covered

TV Advertising

Newspaper & Magazine Advertising

Outdoors Advertising

Radio Advertising

Internet Advertising

Others

Major Applications Covered

Food & Beverage Industry

Vehicles Industry

Health and Medical Industry

Commercial and Personal Services

Consumer Goods

Others

Top Countries Data Covered in This Report

United States

Canada

Germany

UK

France

Italy

Spain

Russia

Netherlands

Turkey

Switzerland

Sweden

Poland

Belgium

China
Japan
South Korea
Australia
India
Taiwan
Indonesia
Thailand
Philippines
Malaysia
Brazil
Mexico
Argentina
Columbia
Chile
Saudi Arabia
UAE
Egypt
Nigeria
South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2027

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