

2020-2025 Global Advertising Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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Abstracts

This report elaborates the market size, market characteristics, and market growth of the Advertising industry, and breaks down according to the type, application, and consumption area of Advertising. The report also conducted a PESTEL analysis of the industry to study the main influencing factors and entry barriers of the industry.

In Chapter 3.4 of the report, the impact of the COVID-19 outbreak on the industry was fully assessed. Fully risk assessment and industry recommendations were made for Advertising in a special period. This chapter also compares the markets of Pre COVID-19 and Post COVID-19.

In addition, chapters 8-12 consider the impact of COVID-19 on the regional economy.

Key players in the global Advertising market covered in Chapter 13:

Beijing Bashi Media Co., Ltd

AVIC Culture Co.,Ltd

Dentsu Inc

Chengdu B-ray Media Co., Ltd

Yinlimedia

PublicisGroupe

IPG

Spearhead Integrated Marketing Communication Group

Focus Media Group

Guangdong Guangzhou Daily Media Co., Ltd

Hunan TV and Broadcast Intermediary Co., Ltd

Bluefocus Communication Group Co., Ltd
Guangdong Advertising Co., Ltd
Havas SA
SiMei Media
Shanghai Xinhua Media Co., Ltd
WPP
Omnicom Group
China Television Media
Dahe Group

In Chapter 6, on the basis of types, the Advertising market from 2015 to 2025 is primarily split into:

Internet Advertising
Radio Advertising
Outdoors Advertising
Newspaper & Magazine Advertising
TV Advertising
Others

In Chapter 7, on the basis of applications, the Advertising market from 2015 to 2025 covers:

Consumer Goods
Commercial and Personal Services
Health and Medical Industry
Vehicles Industry
Food & Beverage Industry
Others

Geographically, the detailed analysis of production, trade of the following countries is covered in Chapter 4.2, 5:

United States
Europe
China
Japan
India

Geographically, the detailed analysis of consumption, revenue, market share and growth rate of the following regions are covered in Chapter 8, 9, 10, 11, 12:

North America (Covered in Chapter 8)

United States

Canada

Mexico

Europe (Covered in Chapter 9)

Germany

UK

France

Italy

Spain

Others

Asia-Pacific (Covered in Chapter 10)

China

Japan

India

South Korea

Southeast Asia

Others

Middle East and Africa (Covered in Chapter 11)

Saudi Arabia

UAE

South Africa

Others

South America (Covered in Chapter 12)

Brazil

Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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