

2020-2025 Global Advertising Services 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 Services industry, and breaks down according to the type, application, and consumption area of Advertising Services. 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 Services 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 Services market covered in Chapter 13:

Yinlimedia

Dahe Group

Havas SA

Hunan TV and Broadcast Intermediary Co., Ltd.

Focus Media Group

Guangdong Guangzhou Daily Media Co., Ltd.

Dentsu Inc.

AVIC Culture Co.,Ltd.

SiMei Media

IPG

Guangdong Advertising Co., Ltd.

Beijing Bashi Media Co., Ltd.

WPP

Omnicom Group

PublicisGroupe

Bluefocus Communication Group Co., Ltd.

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

TV Advertising

Newspaper & Magazine Advertising

Outdoors Advertising

Radio Advertising

Internet Advertising

Other

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

Food & Beverage Industry

Vehicles Industry

Health and Medical Industry

Commercial and Personal Services

Consumer Goods

Other

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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