

COVID-19 Outbreak-Global Advertising Industry Market Report-Development Trends, Threats, Opportunities and Competitive Landscape in 2020

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Abstracts

The Advertising market revenue was xx.xx Million USD in 2019, and will reach xx.xx Million USD in 2025, with a CAGR of x.x% during 2020-2025.

Under COVID-19 outbreak globally, this report provides 360 degrees of analysis from supply chain, import and export control to regional government policy and future influence on the industry. Detailed analysis about market status (2015-2020), enterprise competition pattern, advantages and disadvantages of enterprise products, industry development trends (2020-2025), regional industrial layout characteristics and macroeconomic policies, industrial policy has also been included. From raw materials to end users of this industry are analyzed scientifically, the trends of product circulation and sales channel will be presented as well. Considering COVID-19, this report provides comprehensive and in-depth analysis on how the epidemic push this industry transformation and reform.

In COVID-19 outbreak, Chapter 2.2 of this report provides an analysis of the impact of COVID-19 on the global economy and the Advertising industry.

Chapter 3.7 covers the analysis of the impact of COVID-19 from the perspective of the industry chain.

In addition, chapters 7-11 consider the impact of COVID-19 on the regional economy.

The Advertising market can be split based on product types, major applications, and important countries as follows:

Key players in the global Advertising market covered in Chapter 12:

Chengdu B-ray Media Co., Ltd.

Shanghai Xinhua Media Co., Ltd.
Guangdong Advertising Co., Ltd.
Yinlimedia
Havas SA
Dentsu Inc.
Guangdong Guangzhou Daily Media Co., Ltd.
Spearhead Integrated Marketing Communication Group
SiMei Media
China Television Media
Hunan TV and Broadcast Intermediary Co., Ltd.
Focus Media Group
PublicisGroupe
IPG
Dahe Group
Beijing Bashi Media Co., Ltd.
Bluefocus Communication Group Co., Ltd.
WPP
AVIC Culture Co.,Ltd.
Omnicom Group

In Chapter 4 and 14.1, 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 5 and 14.2, 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 consumption, revenue, market share and

growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 6, 7, 8, 9, 10, 11, 14:

North America (Covered in Chapter 7 and 14)

United States

Canada

Mexico

Europe (Covered in Chapter 8 and 14)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 9 and 14)

China

Japan

South Korea

Australia

India

Southeast Asia

Others

Middle East and Africa (Covered in Chapter 10 and 14)

Saudi Arabia

UAE

Egypt

Nigeria

South Africa

Others

South America (Covered in Chapter 11 and 14)

Brazil

Argentina

Columbia

Chile

Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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