

Global Advertising Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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Abstracts

Advertising is the process of making product and service known to the marketplace. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them. Advertising is communicated through various mass media, including old media such as newspapers, magazines, Television, Radio, outdoor advertising or direct mail; or new media such as search results, blogs, websites or text messages.

Based on the Advertising market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Advertising market covered in Chapter 5:

SiMei Media

Shanghai Xinhua Media Co., Ltd

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

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

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

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

Food & Beverage Industry
Vehicles Industry
Health and Medical Industry
Commercial and Personal Services
Consumer Goods
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 8-13:

North America (Covered in Chapter 9)

United States

Canada

Mexico

Europe (Covered in Chapter 10)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 11)

China

Japan

South Korea

Australia

India

South America (Covered in Chapter 12)

Brazil

Argentina

Columbia

Middle East and Africa (Covered in Chapter 13)

UAE

Egypt

South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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