

Advertising BRIC (Brazil, Russia, India, China) Industry Guide 2019-2028

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Abstracts

Advertising BRIC (Brazil, Russia, India, China) Industry Guide 2019-2028

Summary

The BRIC Advertising industry profile provides top-line qualitative and quantitative summary information including: industry size (value 2019-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the industry.

Key Highlights

Brazil, Russian Federation, India and China (BRIC) are the emerging and fast growing countries within the advertising industry and had a total market value of \$140,159.2 million in 2023. Brazil was the fastest growing country with a CAGR of 9.2% over the 2019-23 period.

Within the advertising industry, China is the leading country among the BRIC nations with market revenues of \$105,357.6 million in 2023. This was followed by Brazil, India and Russia with a value of \$14,925.2, \$11,683.5, and \$8,192.9 million, respectively.

China is expected to lead the advertising industry in the BRIC nations with a value of \$132,051.5 million in 2028, followed by Brazil, India, Russia with expected values of \$20,417.8, \$17,374.8 and \$9,320.7 million, respectively.

Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the BRIC advertising industry

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the BRIC advertising industry

Leading company profiles reveal details of key advertising industry players' BRIC operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the BRIC advertising industry with five year forecasts

Compares data from Brazil, Russia, India, and China, alongside individual chapters on each country

Reasons to Buy

What was the size of the BRIC advertising industry by value in 2023?

What will be the size of the BRIC advertising industry in 2028?

What factors are affecting the strength of competition in the BRIC advertising industry?

How has the industry performed over the last five years?

What are the main segments that make up the BRIC advertising industry?

Contents

1 INTRODUCTION

- 1.1. What is this report about?
- 1.2. Who is the target reader?
- 1.3. How to use this report
- 1.4. Definitions

2 BRIC ADVERTISING

- 2.1. Industry Outlook

3 ADVERTISING IN BRAZIL

- 3.1. Market Overview
- 3.2. Market Data
- 3.3. Market Segmentation
- 3.4. Market outlook
- 3.5. Five forces analysis

4 MACROECONOMIC INDICATORS

- 4.1. Country data

5 ADVERTISING IN CHINA

- 5.1. Market Overview
- 5.2. Market Data
- 5.3. Market Segmentation
- 5.4. Market outlook
- 5.5. Five forces analysis

6 MACROECONOMIC INDICATORS

- 6.1. Country data

7 ADVERTISING IN INDIA

- 7.1. Market Overview
- 7.2. Market Data
- 7.3. Market Segmentation
- 7.4. Market outlook
- 7.5. Five forces analysis

8 MACROECONOMIC INDICATORS

- 8.1. Country data

9 ADVERTISING IN RUSSIA

- 9.1. Market Overview
- 9.2. Market Data
- 9.3. Market Segmentation
- 9.4. Market outlook
- 9.5. Five forces analysis

10 MACROECONOMIC INDICATORS

- 10.1. Country data

11 COMPANY PROFILES

- 11.1. Publicis Groupe SA
- 11.2. Hakuholdo Incorporated
- 11.3. Dentsu Group Inc.
- 11.4. The Interpublic Group of Companies, Inc.
- 11.5. Cheil Worldwide Inc
- 11.6. WPP plc
- 11.7. Havas SA
- 11.8. Omnicom Group, Inc.
- 11.9. BBDO Worldwide Inc.
- 11.10. HS Ad Inc
- 11.11. Innocean Worldwide Inc.
- 11.12. Lotte Corp
- 11.13. ADK Holdings Inc
- 11.14. Hakuholdo DY Holdings Inc

12 APPENDIX

12.1. Methodology

12.2. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: BRIC advertising industry, revenue(\$m), 2019-28
- Table 2: BRIC advertising industry, revenue(\$m), 2019-23
- Table 3: BRIC advertising industry, revenue(\$m), 2023-28
- Table 4: Brazil advertising industry value: \$ million, 2018-23
- Table 5: Brazil advertising industry category segmentation: % share, by value, 2018–2023
- Table 6: Brazil advertising industry category segmentation: \$ million, 2018-2023
- Table 7: Brazil advertising industry geography segmentation: \$ million, 2023
- Table 8: Brazil advertising industry value forecast: \$ million, 2023–28
- Table 9: Brazil size of population (million), 2019–23
- Table 10: Brazil gdp (constant 2005 prices, \$ billion), 2019–23
- Table 11: Brazil gdp (current prices, \$ billion), 2019–23
- Table 12: Brazil inflation, 2019–23
- Table 13: Brazil consumer price index (absolute), 2019–23
- Table 14: Brazil exchange rate, 2019–23
- Table 15: China advertising industry value: \$ million, 2018-23
- Table 16: China advertising industry category segmentation: % share, by value, 2018–2023
- Table 17: China advertising industry category segmentation: \$ million, 2018-2023
- Table 18: China advertising industry geography segmentation: \$ million, 2023
- Table 19: China advertising industry value forecast: \$ million, 2023–28
- Table 20: China size of population (million), 2019–23
- Table 21: China gdp (constant 2005 prices, \$ billion), 2019–23
- Table 22: China gdp (current prices, \$ billion), 2019–23
- Table 23: China inflation, 2019–23
- Table 24: China consumer price index (absolute), 2019–23
- Table 25: China exchange rate, 2019–23
- Table 26: India advertising industry value: \$ million, 2018-23
- Table 27: India advertising industry category segmentation: % share, by value, 2018–2023
- Table 28: India advertising industry category segmentation: \$ million, 2018-2023
- Table 29: India advertising industry geography segmentation: \$ million, 2023
- Table 30: India advertising industry value forecast: \$ million, 2023–28
- Table 31: India size of population (million), 2019–23
- Table 32: India gdp (constant 2005 prices, \$ billion), 2019–23

- Table 33: India gdp (current prices, \$ billion), 2019–23
- Table 34: India inflation, 2019–23
- Table 35: India consumer price index (absolute), 2019–23
- Table 36: India exchange rate, 2019–23
- Table 37: Russia advertising industry value: \$ million, 2018-23
- Table 38: Russia advertising industry category segmentation: % share, by value, 2018–2023
- Table 39: Russia advertising industry category segmentation: \$ million, 2018-2023
- Table 40: Russia advertising industry geography segmentation: \$ million, 2023
- Table 41: Russia advertising industry value forecast: \$ million, 2023–28
- Table 42: Russia size of population (million), 2019–23
- Table 43: Russia gdp (constant 2005 prices, \$ billion), 2019–23
- Table 44: Russia gdp (current prices, \$ billion), 2019–23
- Table 45: Russia inflation, 2019–23
- Table 46: Russia consumer price index (absolute), 2019–23
- Table 47: Russia exchange rate, 2019–23
- Table 48: Publicis Groupe SA: key facts
- Table 49: Publicis Groupe SA: Annual Financial Ratios
- Table 50: Publicis Groupe SA: Key Employees
- Table 51: Publicis Groupe SA: Key Employees Continued
- Table 52: Publicis Groupe SA: Key Employees Continued
- Table 53: Publicis Groupe SA: Key Employees Continued
- Table 54: Hakuhodo Incorporated: key facts
- Table 55: Hakuhodo Incorporated: Key Employees
- Table 56: Hakuhodo Incorporated: Key Employees Continued
- Table 57: Dentsu Group Inc.: key facts
- Table 58: The Interpublic Group of Companies, Inc.: key facts
- Table 59: The Interpublic Group of Companies, Inc.: Annual Financial Ratios
- Table 60: The Interpublic Group of Companies, Inc.: Key Employees
- Table 61: The Interpublic Group of Companies, Inc.: Key Employees Continued
- Table 62: Cheil Worldwide Inc: key facts
- Table 63: Cheil Worldwide Inc: Annual Financial Ratios
- Table 64: Cheil Worldwide Inc: Key Employees
- Table 65: Cheil Worldwide Inc: Key Employees Continued
- Table 66: WPP plc: key facts
- Table 67: WPP plc: Annual Financial Ratios
- Table 68: WPP plc: Key Employees
- Table 69: WPP plc: Key Employees Continued
- Table 70: Havas SA: key facts

- Table 71: Havas SA: Key Employees
- Table 72: Omnicom Group, Inc.: key facts
- Table 73: Omnicom Group, Inc.: Annual Financial Ratios
- Table 74: Omnicom Group, Inc.: Key Employees
- Table 75: Omnicom Group, Inc.: Key Employees Continued
- Table 76: BBDO Worldwide Inc.: key facts
- Table 77: BBDO Worldwide Inc.: Key Employees
- Table 78: HS Ad Inc: key facts
- Table 79: HS Ad Inc: Annual Financial Ratios
- Table 80: HS Ad Inc: Key Employees
- Table 81: Innocean Worldwide Inc.: key facts
- Table 82: Innocean Worldwide Inc.: Annual Financial Ratios
- Table 83: Innocean Worldwide Inc.: Key Employees
- Table 84: Lotte Corp: key facts
- Table 85: Lotte Corp: Annual Financial Ratios
- Table 86: Lotte Corp: Key Employees
- Table 87: ADK Holdings Inc: key facts
- Table 88: ADK Holdings Inc: Key Employees
- Table 89: Hakuhodo DY Holdings Inc: key facts
- Table 90: Hakuhodo DY Holdings Inc: Annual Financial Ratios
- Table 91: Hakuhodo DY Holdings Inc: Key Employees

List Of Figures

LIST OF FIGURES

- Figure 1: BRIC advertising industry, revenue(\$m), 2019-28
- Figure 2: BRIC advertising industry, revenue(\$m), 2019-23
- Figure 3: BRIC advertising industry, revenue(\$m), 2023-28
- Figure 4: Brazil advertising industry value: \$ million, 2018-23
- Figure 5: Brazil advertising industry category segmentation: \$ million, 2018-2023
- Figure 6: Brazil advertising industry geography segmentation: % share, by value, 2023
- Figure 7: Brazil advertising industry value forecast: \$ million, 2023–28
- Figure 8: Forces driving competition in the advertising industry in Brazil, 2023
- Figure 9: Drivers of buyer power in the advertising industry in Brazil, 2023
- Figure 10: Drivers of supplier power in the advertising industry in Brazil, 2023
- Figure 11: Factors influencing the likelihood of new entrants in the advertising industry in Brazil, 2023
- Figure 12: Factors influencing the threat of substitutes in the advertising industry in Brazil, 2023
- Figure 13: Drivers of degree of rivalry in the advertising industry in Brazil, 2023
- Figure 14: China advertising industry value: \$ million, 2018-23
- Figure 15: China advertising industry category segmentation: \$ million, 2018-2023
- Figure 16: China advertising industry geography segmentation: % share, by value, 2023
- Figure 17: China advertising industry value forecast: \$ million, 2023–28
- Figure 18: Forces driving competition in the advertising industry in China, 2023
- Figure 19: Drivers of buyer power in the advertising industry in China, 2023
- Figure 20: Drivers of supplier power in the advertising industry in China, 2023
- Figure 21: Factors influencing the likelihood of new entrants in the advertising industry in China, 2023
- Figure 22: Factors influencing the threat of substitutes in the advertising industry in China, 2023
- Figure 23: Drivers of degree of rivalry in the advertising industry in China, 2023
- Figure 24: India advertising industry value: \$ million, 2018-23
- Figure 25: India advertising industry category segmentation: \$ million, 2018-2023
- Figure 26: India advertising industry geography segmentation: % share, by value, 2023
- Figure 27: India advertising industry value forecast: \$ million, 2023–28
- Figure 28: Forces driving competition in the advertising industry in India, 2023
- Figure 29: Drivers of buyer power in the advertising industry in India, 2023
- Figure 30: Drivers of supplier power in the advertising industry in India, 2023
- Figure 31: Factors influencing the likelihood of new entrants in the advertising industry

in India, 2023

Figure 32: Factors influencing the threat of substitutes in the advertising industry in India, 2023

Figure 33: Drivers of degree of rivalry in the advertising industry in India, 2023

Figure 34: Russia advertising industry value: \$ million, 2018-23

Figure 35: Russia advertising industry category segmentation: \$ million, 2018-2023

Figure 36: Russia advertising industry geography segmentation: % share, by value, 2023

Figure 37: Russia advertising industry value forecast: \$ million, 2023–28

Figure 38: Forces driving competition in the advertising industry in Russia, 2023

Figure 39: Drivers of buyer power in the advertising industry in Russia, 2023

Figure 40: Drivers of supplier power in the advertising industry in Russia, 2023

Figure 41: Factors influencing the likelihood of new entrants in the advertising industry in Russia, 2023

Figure 42: Factors influencing the threat of substitutes in the advertising industry in Russia, 2023

Figure 43: Drivers of degree of rivalry in the advertising industry in Russia, 2023

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