

# Advertising BRIC (Brazil, Russia, India, China) Industry Guide 2015-2024

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## Abstracts

Advertising BRIC (Brazil, Russia, India, China) Industry Guide 2015-2024

### SUMMARY

The BRIC Advertising industry profile provides top-line qualitative and quantitative summary information including: industry size (value 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the industry.

Essential resource for top-line data and analysis covering the BRIC advertising industry. Includes industry size and segmentation data, textual and graphical analysis of industry growth trends and leading companies.

### 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 \$117,713.6 million in 2019. India was the fastest growing country with a CAGR of 15% over the 2015-19 period.

Within the advertising industry, China is the leading country among the BRIC nations with market revenues of \$84,414.6 million in 2019. This was followed by Brazil, India and Russia with a value of \$14,390.0, \$11,173.7, and \$7,735.3 million, respectively.

China is expected to lead the advertising industry in the BRIC nations with a

value of \$95,381.6 million in 2024, followed by India, Brazil, Russia with expected values of \$20,746.6, \$19,015.6 and \$11,953.6 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 2019?

What will be the size of the BRIC advertising industry in 2024?

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?

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## **COMPANIES MENTIONED**

Dentsu, Inc.

Omnicom Group, Inc.

Publicis Groupe SA

The Interpublic Group of Companies, Inc.

WPP plc



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