

Advertising Global Group of Eight (G8) Industry Guide - Market Summary, Competitive Analysis and Forecast to 2025

<https://marketpublishers.com/r/AD518FDFEB52EN.html>

Date: April 2021

Pages: 182

Price: US\$ 1,495.00 (Single User License)

ID: AD518FDFEB52EN

Abstracts

Advertising Global Group of Eight (G8) Industry Guide - Market @Summary, Competitive Analysis and Forecast to 2025

SUMMARY

The G8 Advertising industry profile provides top-line qualitative and quantitative summary information including: industry size (value 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the industry.

KEY HIGHLIGHTS

The G8 countries contributed \$3,25,702.2 million in 2020 to the global advertising industry, with a compound annual growth rate (CAGR) of -0.8% between 2016 and 2020. The G8 countries are expected to reach a value of \$4,01,167.7 million in 2025, with a CAGR of 4.3% over the 2020-25 period.

Among the G8 nations, the US is the leading country in the advertising industry, with market revenues of \$1,96,373.8 million in 2020. This was followed by Japan and the UK, with a value of \$53,252.9 and \$26,238.1 million, respectively.

The US is expected to lead the advertising industry in the G8 nations with a value of \$2,41,180.5 million in 2016, followed by Japan and the UK with expected values of \$64,588.4 and \$34,075.6 million, respectively.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the G8 advertising industry

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the G8 advertising industry

Leading company profiles reveal details of key advertising industry players' G8 operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the G8 advertising industry with five year forecasts

Compares data from the US, Canada, Germany, France, UK, Italy, Russia and Japan, alongside individual chapters on each country

REASONS TO BUY

What was the size of the G8 advertising industry by value in 2020?

What will be the size of the G8 advertising industry in 2025?

What factors are affecting the strength of competition in the G8 advertising industry?

How has the industry performed over the last five years?

What are the main segments that make up the G8 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 GROUP OF EIGHT (G8) ADVERTISING

- 2.1. Industry Outlook

3 ADVERTISING IN CANADA

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

4 ADVERTISING IN FRANCE

- 4.1. Market Overview
- 4.2. Market Data
- 4.3. Market Segmentation
- 4.4. Market outlook
- 4.5. Five forces analysis
- 4.6. Macroeconomic Indicators

5 ADVERTISING IN GERMANY

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

6 ADVERTISING IN ITALY

- 6.1. Market Overview
- 6.2. Market Data
- 6.3. Market Segmentation
- 6.4. Market outlook
- 6.5. Five forces analysis
- 6.6. Macroeconomic Indicators

7 ADVERTISING IN JAPAN

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

8 ADVERTISING IN RUSSIA

- 8.1. Market Overview
- 8.2. Market Data
- 8.3. Market Segmentation
- 8.4. Market outlook
- 8.5. Five forces analysis
- 8.6. Macroeconomic Indicators

9 ADVERTISING IN THE UNITED KINGDOM

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

10 ADVERTISING IN THE UNITED STATES

- 10.1. Market Overview
- 10.2. Market Data
- 10.3. Market Segmentation
- 10.4. Market outlook
- 10.5. Five forces analysis
- 10.6. Macroeconomic Indicators

11 COMPANY PROFILES

- 11.1. Dentsu, Inc.
- 11.2. The Interpublic Group of Companies, Inc.
- 11.3. Publicis Groupe SA
- 11.4. WPP plc
- 11.5. Havas SA
- 11.6. Omnicom Group, Inc.
- 11.7. Hakuhodo DY Holdings Inc
- 11.8. Asatsu-DK Inc.

12 APPENDIX

- 12.1. Methodology
- 12.2. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: G8 Advertising industry, revenue(\$m), 2016-25
- Table 2: G8 Advertising industry, revenue by country (\$m), 2016-20
- Table 3: G8 Advertising industry forecast, revenue by country (\$m), 2020-25
- Table 4: Canada advertising industry value: \$ million, 2016-20
- Table 5: Canada advertising industry category segmentation: \$ million, 2020
- Table 6: Canada advertising industry geography segmentation: \$ million, 2020
- Table 7: Canada advertising industry value forecast: \$ million, 2020-25
- Table 8: Canada size of population (million), 2016-20
- Table 9: Canada gdp (constant 2005 prices, \$ billion), 2016-20
- Table 10: Canada gdp (current prices, \$ billion), 2016-20
- Table 11: Canada inflation, 2016-20
- Table 12: Canada consumer price index (absolute), 2016-20
- Table 13: Canada exchange rate, 2016-20
- Table 14: France advertising industry value: \$ million, 2016-20
- Table 15: France advertising industry category segmentation: \$ million, 2020
- Table 16: France advertising industry geography segmentation: \$ million, 2020
- Table 17: France advertising industry value forecast: \$ million, 2020-25
- Table 18: France size of population (million), 2016-20
- Table 19: France gdp (constant 2005 prices, \$ billion), 2016-20
- Table 20: France gdp (current prices, \$ billion), 2016-20
- Table 21: France inflation, 2016-20
- Table 22: France consumer price index (absolute), 2016-20
- Table 23: France exchange rate, 2016-20
- Table 24: Germany advertising industry value: \$ million, 2016-20
- Table 25: Germany advertising industry category segmentation: \$ million, 2020
- Table 26: Germany advertising industry geography segmentation: \$ million, 2020
- Table 27: Germany advertising industry value forecast: \$ million, 2020-25
- Table 28: Germany size of population (million), 2016-20
- Table 29: Germany gdp (constant 2005 prices, \$ billion), 2016-20
- Table 30: Germany gdp (current prices, \$ billion), 2016-20
- Table 31: Germany inflation, 2016-20
- Table 32: Germany consumer price index (absolute), 2016-20
- Table 33: Germany exchange rate, 2016-20
- Table 34: Italy advertising industry value: \$ million, 2016-20
- Table 35: Italy advertising industry category segmentation: \$ million, 2020

- Table 36: Italy advertising industry geography segmentation: \$ million, 2020
- Table 37: Italy advertising industry value forecast: \$ million, 2020-25
- Table 38: Italy size of population (million), 2016-20
- Table 39: Italy gdp (constant 2005 prices, \$ billion), 2016-20
- Table 40: Italy gdp (current prices, \$ billion), 2016-20
- Table 41: Italy inflation, 2016-20
- Table 42: Italy consumer price index (absolute), 2016-20
- Table 43: Italy exchange rate, 2016-20
- Table 44: Japan advertising industry value: \$ million, 2016-20
- Table 45: Japan advertising industry category segmentation: \$ million, 2020
- Table 46: Japan advertising industry geography segmentation: \$ million, 2020
- Table 47: Japan advertising industry value forecast: \$ million, 2020-25
- Table 48: Japan size of population (million), 2016-20
- Table 49: Japan gdp (constant 2005 prices, \$ billion), 2016-20
- Table 50: Japan gdp (current prices, \$ billion), 2016-20
- Table 51: Japan inflation, 2016-20
- Table 52: Japan consumer price index (absolute), 2016-20
- Table 53: Japan exchange rate, 2016-20
- Table 54: Russia advertising industry value: \$ million, 2016-20
- Table 55: Russia advertising industry category segmentation: \$ million, 2020
- Table 56: Russia advertising industry geography segmentation: \$ million, 2020
- Table 57: Russia advertising industry value forecast: \$ million, 2020-25
- Table 58: Russia size of population (million), 2016-20
- Table 59: Russia gdp (constant 2005 prices, \$ billion), 2016-20
- Table 60: Russia gdp (current prices, \$ billion), 2016-20
- Table 61: Russia inflation, 2016-20

List Of Figures

LIST OF FIGURES

Figure 1: G8 Advertising industry, revenue(\$m), 2016-25

Figure 2: G8 Advertising industry, revenue by country (%), 2020

Figure 3: G8 Advertising industry, revenue by country (\$m), 2016-20

Figure 4: G8 Advertising industry forecast, revenue by country (\$m), 2020-25

Figure 5: Canada advertising industry value: \$ million, 2016-20

Figure 6: Canada advertising industry category segmentation: % share, by value, 2020

Figure 7: Canada advertising industry geography segmentation: % share, by value, 2020

Figure 8: Canada advertising industry value forecast: \$ million, 2020-25

Figure 9: Forces driving competition in the advertising industry in Canada, 2020

Figure 10: Drivers of buyer power in the advertising industry in Canada, 2020

Figure 11: Drivers of supplier power in the advertising industry in Canada, 2020

Figure 12: Factors influencing the likelihood of new entrants in the advertising industry in Canada, 2020

Figure 13: Factors influencing the threat of substitutes in the advertising industry in Canada, 2020

Figure 14: Drivers of degree of rivalry in the advertising industry in Canada, 2020

Figure 15: France advertising industry value: \$ million, 2016-20

Figure 16: France advertising industry category segmentation: % share, by value, 2020

Figure 17: France advertising industry geography segmentation: % share, by value, 2020

Figure 18: France advertising industry value forecast: \$ million, 2020-25

Figure 19: Forces driving competition in the advertising industry in France, 2020

Figure 20: Drivers of buyer power in the advertising industry in France, 2020

Figure 21: Drivers of supplier power in the advertising industry in France, 2020

Figure 22: Factors influencing the likelihood of new entrants in the advertising industry in France, 2020

Figure 23: Factors influencing the threat of substitutes in the advertising industry in France, 2020

Figure 24: Drivers of degree of rivalry in the advertising industry in France, 2020

Figure 25: Germany advertising industry value: \$ million, 2016-20

Figure 26: Germany advertising industry category segmentation: % share, by value, 2020

Figure 27: Germany advertising industry geography segmentation: % share, by value, 2020

- Figure 28: Germany advertising industry value forecast: \$ million, 2020-25
- Figure 29: Forces driving competition in the advertising industry in Germany, 2020
- Figure 30: Drivers of buyer power in the advertising industry in Germany, 2020
- Figure 31: Drivers of supplier power in the advertising industry in Germany, 2020
- Figure 32: Factors influencing the likelihood of new entrants in the advertising industry in Germany, 2020
- Figure 33: Factors influencing the threat of substitutes in the advertising industry in Germany, 2020
- Figure 34: Drivers of degree of rivalry in the advertising industry in Germany, 2020
- Figure 35: Italy advertising industry value: \$ million, 2016-20
- Figure 36: Italy advertising industry category segmentation: % share, by value, 2020
- Figure 37: Italy advertising industry geography segmentation: % share, by value, 2020
- Figure 38: Italy advertising industry value forecast: \$ million, 2020-25
- Figure 39: Forces driving competition in the advertising industry in Italy, 2020
- Figure 40: Drivers of buyer power in the advertising industry in Italy, 2020
- Figure 41: Drivers of supplier power in the advertising industry in Italy, 2020
- Figure 42: Factors influencing the likelihood of new entrants in the advertising industry in Italy, 2020
- Figure 43: Factors influencing the threat of substitutes in the advertising industry in Italy, 2020
- Figure 44: Drivers of degree of rivalry in the advertising industry in Italy, 2020
- Figure 45: Japan advertising industry value: \$ million, 2016-20
- Figure 46: Japan advertising industry category segmentation: % share, by value, 2020
- Figure 47: Japan advertising industry geography segmentation: % share, by value, 2020
- Figure 48: Japan advertising industry value forecast: \$ million, 2020-25
- Figure 49: Forces driving competition in the advertising industry in Japan, 2020
- Figure 50: Drivers of buyer power in the advertising industry in Japan, 2020
- Figure 51: Drivers of supplier power in the advertising industry in Japan, 2020
- Figure 52: Factors influencing the likelihood of new entrants in the advertising industry in Japan, 2020
- Figure 53: Factors influencing the threat of substitutes in the advertising industry in Japan, 2020
- Figure 54: Drivers of degree of rivalry in the advertising industry in Japan, 2020
- Figure 55: Russia advertising industry value: \$ million, 2016-20
- Figure 56: Russia advertising industry category segmentation: % share, by value, 2020
- Figure 57: Russia advertising industry geography segmentation: % share, by value, 2020
- Figure 58: Russia advertising industry value forecast: \$ million, 2020-25
- Figure 59: Forces driving competition in the advertising industry in Russia, 2020

Figure 60: Drivers of buyer power in the advertising industry in Russia, 2020

I would like to order

Product name: Advertising Global Group of Eight (G8) Industry Guide - Market Summary, Competitive Analysis and Forecast to 2025

Product link: <https://marketpublishers.com/r/AD518FDFEB52EN.html>

Price: US\$ 1,495.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AD518FDFEB52EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

