

Advertising Global Group of Eight (G8) Industry Guide 2015-2024

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Abstracts

Advertising Global Group of Eight (G8) Industry Guide 2015-2024

SUMMARY

The G8 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 G8 advertising industry. Includes industry size and segmentation data, textual and graphical analysis of industry growth trends and leading companies.

KEY HIGHLIGHTS

The G8 countries contributed \$372,537.6 million in 2019 to the global advertising industry, with a compound annual growth rate (CAGR) of 3.8% between 2015 and 2019. The G8 countries are expected to reach a value of \$435,880.1 million in 2024, with a CAGR of 3.2% over the 2019-24 period.

Among the G8 nations, the US is the leading country in the advertising industry, with market revenues of \$225,457.8 million in 2019. This was followed by Japan and the UK, with a value of \$60,625.4 and \$29,644.7 million, respectively.

The US is expected to lead the advertising industry in the G8 nations with a value of \$266,157.8 million in 2016, followed by Japan and the UK with

expected values of \$65,031.6 and \$39,182.0 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 2019?

What will be the size of the G8 advertising industry in 2024?

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?

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COMPANIES MENTIONED

Asatsu-DK Inc.

Dentsu, Inc.

Hakuhodo DY Holdings Inc.

Havas SA

Omnicom Group, Inc.

Publicis Groupe SA

The Interpublic Group of Companies, Inc.

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