

Advertising Global Industry Almanac 2019-2028

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Abstracts

Advertising Global Industry Almanac 2019-2028

Summary

Global 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

The advertising industry consists of revenues gained by any advertising activities or agencies providing advertising services, including display advertising services.

The market scope covers both online and traditional advertising. Online advertising involves promoting products, services, or brands using the internet and digital platforms. Meanwhile, traditional advertising encompasses promotional activities through TV, radio, newspapers, magazines, outdoor displays, and cinema.

By end-use, the market is segmented into automotive, financial services, food, beverage & personal/healthcare, media & telecommunication, retailer, and others. The scope of others includes travel & tourism, education, manufacturing, sports, and public sectors.

All market data and forecasts are adjusted for inflation and all currency conversions used in the creation of this report have been calculated using yearly

annual average exchange rates.

The global advertising industry had total revenues of \$733,856.1 million in 2023, representing a compound annual growth rate (CAGR) of 2.7% between 2018 and 2023.

The food, beverage & personal/healthcare segment accounted for the industry's largest proportion in 2023, with total revenues of \$197,648.2 million, equivalent to 26.9% of the industry's overall value.

The US accounts for the largest share of 40.7% of the global advertising industry.

Scope

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

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

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

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

Reasons to Buy

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

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

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

How has the industry performed over the last five years?

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

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