

Advertising Global Industry Almanac - Market Summary, Competitive Analysis and Forecast to 2025

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Abstracts

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SUMMARY

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

All market data and forecasts are represented in nominal terms (i.e. without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2020 annual average exchange rates.

COVID-19: The assumption has been made that after the pandemic is over the global economy will gradually go back to the levels recorded before. It is also assumed that there is no widespread economic crisis as seen in 2008 due to announced financial support packages from governments around the world. In January 2021, at the time of the preparation of this report, the economic

implications of national and local lockdowns of many economies are difficult to predict as there is no indication how long the pandemic will last, nor how many industries will be forced to stay closed and the scale of the governmental aid involved.

The global advertising industry had total revenues of \$525.7bn in 2020, representing a compound annual rate of change (CARC) of -0.1% between 2016 and 2020.

The advertising industry is highly correlated with consumer spending and financial power.

Consumer confidence is low globally as incomes remain squeezed due to the COVID-19 outbreak.

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 2020?

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

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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