

# Advertising in Australia

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## Abstracts

Advertising in Australia

### SUMMARY

Advertising in Australia industry profile provides top%li%line qualitative and quantitative summary information including: market size (value 2015%li%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 market.

### KEY HIGHLIGHTS

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

The Australian advertising industry had total revenues of \$11,436.7m in 2019, representing a compound annual growth rate (CAGR) of 2.2% between 2015 and 2019.

The food, beverage & personal/healthcare segment was the industry's most lucrative in 2019, with total revenues of \$3,750.2m, equivalent to 32.8% of the industry's overall value.

In Australia, the increase in smartphone penetration has caused a shift in the advertising industry to a more digital field.

### SCOPE

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

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the advertising market in Australia

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

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

## **REASONS TO BUY**

What was the size of the Australia advertising market by value in 2019?

What will be the size of the Australia advertising market in 2024?

What factors are affecting the strength of competition in the Australia advertising market?

How has the market performed over the last five years?

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### COMPANIES MENTIONED

Dentsu, Inc.

The Interpublic Group of Companies, Inc.

Publicis Groupe SA

WPP plc

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