

Advertising in Brazil

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Abstracts

Advertising in Brazil

Summary

Advertising in Brazil industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

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

The Brazilian advertising industry had total revenues of \$14,925.2 million in 2023, representing a compound annual growth rate (CAGR) of 8.9% between 2018 and 2023.

The food, beverage & personal/healthcare segment accounted for the industry's largest proportion in 2023, with total revenues of \$3,157.5 million, equivalent to 21.2% of the industry's overall value.

The growth in the Brazilian advertising industry is influenced by several macroeconomic factors, such as rising GDP, growing consumer confidence, and an increase in advertising spending. For instance, the Getulio Vargas Foundation's (FGV), seasonally adjusted consumer confidence index of Brazil in 2023 showed a decline to 93.2 in October 2023.

Scope

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

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

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 Brazil advertising market with five year forecasts

Reasons to Buy

What was the size of the Brazil advertising market by value in 2023?

What will be the size of the Brazil advertising market in 2028?

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

How has the market performed over the last five years?

What are the main segments that make up Brazil's advertising market?

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