

# Advertising in China - Market Summary, Competitive Analysis and Forecast to 2025

<https://marketpublishers.com/r/A8BCCA6ACA06EN.html>

Date: February 2021

Pages: 50

Price: US\$ 350.00 (Single User License)

ID: A8BCCA6ACA06EN

## Abstracts

Advertising in China - Market @Summary, Competitive Analysis and Forecast to 2025

### SUMMARY

Advertising in China industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 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 market.

### KEY HIGHLIGHTS

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

The Chinese advertising industry had total revenues of \$77.8bn in 2020, representing a compound annual growth rate (CAGR) 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, and leading players in the advertising market in China

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

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 China advertising market with five year forecasts by both value and volume

## REASONS TO BUY

What was the size of the China advertising market by value in 2020?

What will be the size of the China advertising market in 2025?

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

How has the market performed over the last five years?

How large is China's advertising market in relation to its regional counterparts?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

### **7 COMPETITIVE LANDSCAPE**

- 7.1. Who are the leading players?
- 7.2. What are the strengths of leading players?
- 7.3. What trends are impacting the market?
- 7.4. Have there been any new product launches in recent years?
- 7.5. How will Covid-19 impact market players?
- 7.6. What has been the recent MA activity?

## **8 COMPANY PROFILES**

- 8.1. Dentsu, Inc.
- 8.2. The Interpublic Group of Companies, Inc.
- 8.3. Publicis Groupe SA
- 8.4. WPP plc

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: China advertising industry value: \$ million, 2016-20
- Table 2: China advertising industry category segmentation: \$ million, 2020
- Table 3: China advertising industry geography segmentation: \$ million, 2020
- Table 4: China advertising industry value forecast: \$ million, 2020-25
- Table 5: Dentsu, Inc.: key facts
- Table 6: Dentsu, Inc.: Annual Financial Ratios
- Table 7: Dentsu, Inc.: Key Employees
- Table 8: Dentsu, Inc.: Key Employees Continued
- Table 9: Dentsu, Inc.: Key Employees Continued
- Table 10: The Interpublic Group of Companies, Inc.: key facts
- Table 11: The Interpublic Group of Companies, Inc.: Annual Financial Ratios
- Table 12: The Interpublic Group of Companies, Inc.: Key Employees
- Table 13: The Interpublic Group of Companies, Inc.: Key Employees Continued
- Table 31: Publicis Groupe SA: key facts
- Table 32: Publicis Groupe SA: Annual Financial Ratios
- Table 33: Publicis Groupe SA: Key Employees
- Table 34: Publicis Groupe SA: Key Employees Continued
- Table 35: WPP plc: key facts
- Table 36: WPP plc: Annual Financial Ratios
- Table 37: WPP plc: Key Employees
- Table 38: WPP plc: Key Employees Continued
- Table 39: China size of population (million), 2016-20
- Table 40: China gdp (constant 2005 prices, \$ billion), 2016-20
- Table 41: China gdp (current prices, \$ billion), 2016-20
- Table 42: China inflation, 2016-20
- Table 43: China consumer price index (absolute), 2016-20
- Table 44: China exchange rate, 2016-20

## List Of Figures

### LIST OF FIGURES

Figure 1: China advertising industry value: \$ million, 2016-20

Figure 2: China advertising industry category segmentation: % share, by value, 2020

Figure 3: China advertising industry geography segmentation: % share, by value, 2020

Figure 4: China advertising industry value forecast: \$ million, 2020-25

Figure 5: Forces driving competition in the advertising industry in China, 2020

Figure 6: Drivers of buyer power in the advertising industry in China, 2020

Figure 7: Drivers of supplier power in the advertising industry in China, 2020

Figure 8: Factors influencing the likelihood of new entrants in the advertising industry in China, 2020

Figure 9: Factors influencing the threat of substitutes in the advertising industry in China, 2020

Figure 10: Drivers of degree of rivalry in the advertising industry in China, 2020

## I would like to order

Product name: Advertising in China - Market Summary, Competitive Analysis and Forecast to 2025

Product link: <https://marketpublishers.com/r/A8BCCA6ACA06EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A8BCCA6ACA06EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970