

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

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## Abstracts

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### SUMMARY

Advertising in Europe industry profile provides top-line qualitative and quantitative summary information including: market 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 market.

### KEY HIGHLIGHTS

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

The European advertising industry had total revenues of \$102.2bn in 2020, representing a compound annual growth rate (CAGR) of -0.3% 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 Europe

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

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 Europe advertising market with five year forecasts

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

How large is Europe'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. What strategies do leading players follow?
- 7.5. What has been the recent MA activity?
- 7.6. How will Covid-19 impact market players?

## **8 COMPANY PROFILES**

- 8.1. Dentsu, Inc.
- 8.2. Havas SA
- 8.3. Omnicom Group, Inc.
- 8.4. Publicis Groupe SA
- 8.5. The Interpublic Group of Companies, Inc.
- 8.6. 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: Europe advertising industry value: \$ billion, 2016-20
Table 2: Europe advertising industry category segmentation: \$ billion, 2020
Table 3: Europe advertising industry geography segmentation: \$ billion, 2020
Table 4: Europe advertising industry value forecast: \$ billion, 2020-25
Table 29: Dentsu, Inc.: key facts
Table 30: Dentsu, Inc.: Annual Financial Ratios
Table 31: Dentsu, Inc.: Key Employees
Table 32: Dentsu, Inc.: Key Employees Continued
Table 33: Dentsu, Inc.: Key Employees Continued
Table 34: Havas SA: key facts
Table 35: Havas SA: Key Employees
Table 36: Havas SA: Key Employees Continued
Table 37: Omnicom Group, Inc.: key facts
Table 38: Omnicom Group, Inc.: Annual Financial Ratios
Table 39: Omnicom Group, Inc.: Key Employees
Table 40: Omnicom Group, Inc.: Key Employees Continued
Table 41: Publicis Groupe SA: key facts
Table 42: Publicis Groupe SA: Annual Financial Ratios
Table 43: Publicis Groupe SA: Key Employees
Table 44: Publicis Groupe SA: Key Employees Continued
Table 45: The Interpublic Group of Companies, Inc.: key facts
Table 46: The Interpublic Group of Companies, Inc.: Annual Financial Ratios
Table 47: The Interpublic Group of Companies, Inc.: Key Employees
Table 48: The Interpublic Group of Companies, Inc.: Key Employees Continued
Table 49: WPP plc: key facts
Table 50: WPP plc: Annual Financial Ratios
Table 51: WPP plc: Key Employees
Table 52: WPP plc: Key Employees Continued
Table 53: Europe size of population (million), 2016-20
Table 54: Europe gdp (constant 2005 prices, \$ billion), 2016-20
Table 55: Europe gdp (current prices, \$ billion), 2016-20
Table 56: Europe inflation, 2016-20
Table 57: Europe consumer price index (absolute), 2016-20
Table 58: Europe exchange rate, 2016-20

## List Of Figures

### LIST OF FIGURES

Figure 1: Europe advertising industry value: \$ billion, 2016-20

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

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

Figure 4: Europe advertising industry value forecast: \$ billion, 2020-25

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

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

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

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

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

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

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