

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

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## Abstracts

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### SUMMARY

Advertising in Italy 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 Italian advertising industry had total revenues of \$5.1bn in 2020, representing a compound annual rate of change (CARC) of -4.3% 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, major segments, and leading players in the advertising market in Italy

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

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 Italy advertising market with five year forecasts

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

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