

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

<https://marketpublishers.com/r/A677786AF4F0EN.html>

Date: February 2021

Pages: 45

Price: US\$ 350.00 (Single User License)

ID: A677786AF4F0EN

Abstracts

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

SUMMARY

Advertising in Japan 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 Japanese advertising industry had total revenues of \$53.3bn in 2020, representing a compound annual rate of change (CARC) of -2.5% 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 Japan

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

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 Japan advertising market with five year forecasts

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

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 trends are impacting the market?
- 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. Hakuhodo DY Holdings Inc
- 8.3. Asatsu-DK Inc.
- 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: Japan advertising industry value: \$ million, 2016-20
Table 2: Japan advertising industry category segmentation: \$ million, 2020
Table 3: Japan advertising industry geography segmentation: \$ million, 2020
Table 4: Japan 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: Hakuhodo DY Holdings Inc: key facts
Table 11: Hakuhodo DY Holdings Inc: Annual Financial Ratios
Table 12: Hakuhodo DY Holdings Inc: Key Employees
Table 24: Asatsu-DK Inc.: key facts
Table 25: Asatsu-DK Inc.: Key Employees
Table 26: WPP plc: key facts
Table 27: WPP plc: Annual Financial Ratios
Table 28: WPP plc: Key Employees
Table 29: WPP plc: Key Employees Continued
Table 30: Japan size of population (million), 2016-20
Table 31: Japan gdp (constant 2005 prices, \$ billion), 2016-20
Table 32: Japan gdp (current prices, \$ billion), 2016-20
Table 33: Japan inflation, 2016-20
Table 34: Japan consumer price index (absolute), 2016-20
Table 35: Japan exchange rate, 2016-20

List Of Figures

LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

I would like to order

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

Product link: <https://marketpublishers.com/r/A677786AF4F0EN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A677786AF4F0EN.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