

Advertising in North America

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Abstracts

Advertising in North America

SUMMARY

Advertising in North America industry profile provides top%li%line qualitative and quantitative summary information including: market size (value 2015%li%19, and forecast to 2024). 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 North American advertising industry had total revenues of \$240,493.2m in 2019, representing a compound annual growth rate (CAGR) of 4.4% between 2015 and 2019.

The retailer segment was the industry's most lucrative in 2019, with total revenues of \$54,221.3m, equivalent to 22.5% of the industry's overall value.

In North America, the increase in smartphone penetration has caused a shift in the advertising industry to a more digital field.

SCOPE

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

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

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 North America advertising market with five year forecasts

REASONS TO BUY

What was the size of the North America advertising market by value in 2019?

What will be the size of the North America advertising market in 2024?

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

How has the market performed over the last five years?

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

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COMPANIES MENTIONED

The Interpublic Group of Companies, Inc.

Omnicom Group, Inc.

Havas SA

Publicis Groupe SA

WPP plc

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