

Advertising in South Korea

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Abstracts

Advertising in South Korea

Summary

Advertising in South Korea industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2018-23, and forecast to 2028). 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 South Korean advertising industry recorded revenues of \$10,655.1 million in 2023, representing a compound annual growth rate (CAGR) of 3% between 2018 and 2023.

The food, beverage & personal/healthcare segment accounted for the industry's largest proportion in 2023, with total revenues of \$3,758.8 million, equivalent to 35.3% of the industry's overall value.

South Korea's advertising industry is transforming due to the rapid evolution of digital platforms and changing consumer behaviour. Platforms like KakaoTalk, Naver, and Instagram are crucial for reaching South Korean audiences, while local platforms like Coupang and TMON expand advertising opportunities, especially in the e-commerce sector.

Scope

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

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

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 South Korea advertising market with five year forecasts by both value and volume

Reasons to Buy

What was the size of the South Korea advertising market by value in 2023?

What will be the size of the South Korea advertising market in 2028?

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

How has the market performed over the last five years?

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

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