

Advertising in the United States of America (USA) - Market Summary, Competitive Analysis and Forecast to 2025

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Abstracts

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SUMMARY

Advertising in the United States 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 US advertising industry had total revenues of \$196.4bn in 2020, representing a compound annual rate of change (CARC) of -0.5% 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 the United States

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

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 United States advertising market with five year forecasts

REASONS TO BUY

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

What will be the size of the United States advertising market in 2025?

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

How has the market performed over the last five years?

What are the main segments that make up the United States'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 has been the recent MA activity?
- 7.5. How will Covid-19 impact market players?

8 COMPANY PROFILES

- 8.1. The Interpublic Group of Companies, Inc.
- 8.2. Publicis Groupe SA
- 8.3. Omnicom Group, 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: United States advertising industry value: \$ million, 2016-20
- Table 2: United States advertising industry category segmentation: \$ million, 2020
- Table 3: United States advertising industry geography segmentation: \$ million, 2020
- Table 4: United States advertising industry value forecast: \$ million, 2020-25
- Table 5: The Interpublic Group of Companies, Inc.: key facts
- Table 6: The Interpublic Group of Companies, Inc.: Annual Financial Ratios
- Table 7: The Interpublic Group of Companies, Inc.: Key Employees
- Table 8: The Interpublic Group of Companies, Inc.: Key Employees Continued
- Table 9: Publicis Groupe SA: key facts
- Table 10: Publicis Groupe SA: Annual Financial Ratios
- Table 11: Publicis Groupe SA: Key Employees
- Table 12: Publicis Groupe SA: Key Employees Continued
- Table 13: Omnicom Group, Inc.: key facts
- Table 14: Omnicom Group, Inc.: Annual Financial Ratios
- Table 15: Omnicom Group, Inc.: Key Employees
- Table 16: Omnicom Group, Inc.: Key Employees Continued
- Table 33: WPP plc: key facts
- Table 34: WPP plc: Annual Financial Ratios
- Table 35: WPP plc: Key Employees
- Table 36: WPP plc: Key Employees Continued
- Table 37: United States size of population (million), 2016-20
- Table 38: United States gdp (constant 2005 prices, \$ billion), 2016-20
- Table 39: United States gdp (current prices, \$ billion), 2016-20
- Table 40: United States inflation, 2016-20
- Table 41: United States consumer price index (absolute), 2016-20
- Table 42: United States exchange rate, 2016-20

List Of Figures

LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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