

Advertising - Market Summary, Competitive Analysis and Forecast, 2017-2026

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Abstracts

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SUMMARY

Global Advertising industry profile provides top-line qualitative and quantitative summary information including: industry size (value 2017-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the industry.

KEY HIGHLIGHTS

The advertising industry consists of revenues gained by any advertising activities or agencies providing advertising services, including display advertising services. All market data and forecasts are represented in nominal terms (i.e. without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2021 annual average exchange rates.

As the pandemic crisis keeps affecting every industry differently, data used in this report has been modelled based on up-to-date information about the impact of Covid-19 in the evolution of this specific market.

The global advertising industry had total revenues of \$695.7bn in 2021, representing a compound annual growth rate (CAGR) of 2.3% between 2017 and 2021.

The food, beverage and personal/healthcare segment was the industry's most lucrative in 2021, with total revenues of \$125.1bn, equivalent to 18% of the industry's overall value.

The advertising industry is highly correlated with consumer spending and financial power.

SCOPE

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

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global advertising industry

Leading company profiles reveal details of key advertising industry players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the global advertising industry with five year forecasts

REASONS TO BUY

What was the size of the global advertising industry by value in 2021?

What will be the size of the global advertising industry in 2026?

What factors are affecting the strength of competition in the global advertising industry?

How has the industry performed over the last five years?

What are the main segments that make up the global advertising industry?

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