

# Advertising Market Summary, Competitive Analysis and Forecast to 2027

<https://marketpublishers.com/r/ABAD814AA745EN.html>

Date: June 2023

Pages: 306

Price: US\$ 1,495.00 (Single User License)

ID: ABAD814AA745EN

## Abstracts

Advertising Market @Summary, Competitive Analysis and Forecast to 2027

### SUMMARY

Global Advertising industry profile provides top-line qualitative and quantitative summary information including: industry size (value 2018-22, and forecast to 2027). 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 2022 annual average exchange rates.

The global advertising industry had total revenues of \$711,126.2 million in 2022, representing a compound annual growth rate (CAGR) of 2.6% between 2017 and 2022.

The food, beverage & personal/healthcare segment accounted for the industry's largest proportion in 2022, with total revenues of \$167,836.6 million, equivalent to 23.6% of the industry's overall value.

According to the University of Michigan, the consumer confidence index in the US stood at 67 in February 2023, up from 64.9 in the previous month.

## **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 2022?

What will be the size of the global advertising industry in 2027?

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?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Competitive landscape

### **2 INTRODUCTION**

- 2.1. What is this report about?
- 2.2. Who is the target reader?
- 2.3. How to use this report
- 2.4. Definitions

### **3 GLOBAL ADVERTISING**

- 3.1. Market Overview
- 3.2. Market Data
- 3.3. Market Segmentation
- 3.4. Market outlook
- 3.5. Five forces analysis

### **4 MACROECONOMIC INDICATORS**

- 4.1. Country data

### **5 ADVERTISING IN ASIA-PACIFIC**

- 5.1. Market Overview
- 5.2. Market Data
- 5.3. Market Segmentation
- 5.4. Market outlook
- 5.5. Five forces analysis

### **6 ADVERTISING IN EUROPE**

- 6.1. Market Overview
- 6.2. Market Data
- 6.3. Market Segmentation
- 6.4. Market outlook
- 6.5. Five forces analysis

## **7 MACROECONOMIC INDICATORS**

- 7.1. Country data

## **8 ADVERTISING IN FRANCE**

- 8.1. Market Overview
- 8.2. Market Data
- 8.3. Market Segmentation
- 8.4. Market outlook
- 8.5. Five forces analysis

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 ADVERTISING IN GERMANY**

- 10.1. Market Overview
- 10.2. Market Data
- 10.3. Market Segmentation
- 10.4. Market outlook
- 10.5. Five forces analysis

## **11 MACROECONOMIC INDICATORS**

- 11.1. Country data

## **12 ADVERTISING IN ITALY**

- 12.1. Market Overview
- 12.2. Market Data
- 12.3. Market Segmentation

12.4. Market outlook

12.5. Five forces analysis

## **13 MACROECONOMIC INDICATORS**

13.1. Country data

## **14 ADVERTISING IN JAPAN**

14.1. Market Overview

14.2. Market Data

14.3. Market Segmentation

14.4. Market outlook

14.5. Five forces analysis

## **15 MACROECONOMIC INDICATORS**

15.1. Country data

## **16 ADVERTISING IN AUSTRALIA**

16.1. Market Overview

16.2. Market Data

16.3. Market Segmentation

16.4. Market outlook

16.5. Five forces analysis

## **17 MACROECONOMIC INDICATORS**

17.1. Country data

## **18 ADVERTISING IN CANADA**

18.1. Market Overview

18.2. Market Data

18.3. Market Segmentation

18.4. Market outlook

18.5. Five forces analysis

## **19 MACROECONOMIC INDICATORS**

19.1. Country data

## **20 ADVERTISING IN CHINA**

20.1. Market Overview

20.2. Market Data

20.3. Market Segmentation

20.4. Market outlook

20.5. Five forces analysis

## **21 MACROECONOMIC INDICATORS**

21.1. Country data

## **22 ADVERTISING IN THE NETHERLANDS**

22.1. Market Overview

22.2. Market Data

22.3. Market Segmentation

22.4. Market outlook

22.5. Five forces analysis

## **23 MACROECONOMIC INDICATORS**

23.1. Country data

## **24 ADVERTISING IN SPAIN**

24.1. Market Overview

24.2. Market Data

24.3. Market Segmentation

24.4. Market outlook

24.5. Five forces analysis

## **25 MACROECONOMIC INDICATORS**

25.1. Country data

## **26 ADVERTISING IN THE UNITED KINGDOM**

- 26.1. Market Overview
- 26.2. Market Data
- 26.3. Market Segmentation
- 26.4. Market outlook
- 26.5. Five forces analysis

## **27 MACROECONOMIC INDICATORS**

- 27.1. Country data

## **28 ADVERTISING IN THE UNITED STATES**

- 28.1. Market Overview
- 28.2. Market Data
- 28.3. Market Segmentation
- 28.4. Market outlook
- 28.5. Five forces analysis

## **29 MACROECONOMIC INDICATORS**

- 29.1. Country data

## **30 COMPANY PROFILES**

- 30.1. Dentsu Group Inc.
- 30.2. The Interpublic Group of Companies, Inc.
- 30.3. Publicis Groupe SA
- 30.4. WPP plc
- 30.5. Hakuhodo Incorporated
- 30.6. Cheil Worldwide Inc
- 30.7. Havas SA
- 30.8. Omnicom Group, Inc.
- 30.9. Hakuhodo DY Holdings Inc
- 30.10. Asatsu-DK Inc.

## **31 APPENDIX**

31.1. Methodology

31.2. About MarketLine



## List Of Tables

### LIST OF TABLES

Table 1: Global advertising industry value: \$ million, 2017-22

Table 2: Global advertising industry category segmentation: % share, by value, 2017-2022

Table 3: Global advertising industry category segmentation: \$ million, 2017-2022

Table 4: Global advertising industry geography segmentation: \$ million, 2022

Table 5: Global advertising industry value forecast: \$ million, 2022-27

Table 6: Global size of population (million), 2018-22

Table 7: Global gdp (constant 2005 prices, \$ billion), 2018-22

Table 8: Global gdp (current prices, \$ billion), 2018-22

Table 9: Global inflation, 2018-22

Table 10: Global consumer price index (absolute), 2018-22

Table 11: Global exchange rate, 2018-22

Table 12: Asia-Pacific advertising industry value: \$ million, 2017-22

Table 13: Asia-Pacific advertising industry category segmentation: % share, by value, 2017-2022

Table 14: Asia-Pacific advertising industry category segmentation: \$ million, 2017-2022

Table 15: Asia-Pacific advertising industry geography segmentation: \$ million, 2022

Table 16: Asia-Pacific advertising industry value forecast: \$ million, 2022-27

Table 17: Europe advertising industry value: \$ million, 2017-22

Table 18: Europe advertising industry category segmentation: % share, by value, 2017-2022

Table 19: Europe advertising industry category segmentation: \$ million, 2017-2022

Table 20: Europe advertising industry geography segmentation: \$ million, 2022

Table 21: Europe advertising industry value forecast: \$ million, 2022-27

Table 22: Europe size of population (million), 2018-22

Table 23: Europe gdp (constant 2005 prices, \$ billion), 2018-22

Table 24: Europe gdp (current prices, \$ billion), 2018-22

Table 25: Europe inflation, 2018-22

Table 26: Europe consumer price index (absolute), 2018-22

Table 27: Europe exchange rate, 2018-22

Table 28: France advertising industry value: \$ million, 2017-22

Table 29: France advertising industry category segmentation: % share, by value, 2017-2022

Table 30: France advertising industry category segmentation: \$ million, 2017-2022

Table 31: France advertising industry geography segmentation: \$ million, 2022

- Table 32: France advertising industry value forecast: \$ million, 2022-27
- Table 33: France size of population (million), 2018-22
- Table 34: France gdp (constant 2005 prices, \$ billion), 2018-22
- Table 35: France gdp (current prices, \$ billion), 2018-22
- Table 36: France inflation, 2018-22
- Table 37: France consumer price index (absolute), 2018-22
- Table 38: France exchange rate, 2018-22
- Table 39: Germany advertising industry value: \$ million, 2017-22
- Table 40: Germany advertising industry category segmentation: % share, by value, 2017-2022
- Table 41: Germany advertising industry category segmentation: \$ million, 2017-2022
- Table 42: Germany advertising industry geography segmentation: \$ million, 2022
- Table 43: Germany advertising industry value forecast: \$ million, 2022-27
- Table 44: Germany size of population (million), 2018-22
- Table 45: Germany gdp (constant 2005 prices, \$ billion), 2018-22
- Table 46: Germany gdp (current prices, \$ billion), 2018-22
- Table 47: Germany inflation, 2018-22
- Table 48: Germany consumer price index (absolute), 2018-22
- Table 49: Germany exchange rate, 2018-22
- Table 50: Italy advertising industry value: \$ million, 2017-22
- Table 51: Italy advertising industry category segmentation: % share, by value, 2017-2022
- Table 52: Italy advertising industry category segmentation: \$ million, 2017-2022
- Table 53: Italy advertising industry geography segmentation: \$ million, 2022
- Table 54: Italy advertising industry value forecast: \$ million, 2022-27
- Table 55: Italy size of population (million), 2018-22
- Table 56: Italy gdp (constant 2005 prices, \$ billion), 2018-22
- Table 57: Italy gdp (current prices, \$ billion), 2018-22
- Table 58: Italy inflation, 2018-22
- Table 59: Italy consumer price index (absolute), 2018-22
- Table 60: Italy exchange rate, 2018-22
- Table 61: Japan advertising industry value: \$ million, 2017-22
- Table 62: Japan advertising industry category segmentation: % share, by value, 2017-2022
- Table 63: Japan advertising industry category segmentation: \$ million, 2017-2022
- Table 64: Japan advertising industry geography segmentation: \$ million, 2022
- Table 65: Japan advertising industry value forecast: \$ million, 2022-27
- Table 66: Japan size of population (million), 2018-22
- Table 67: Japan gdp (constant 2005 prices, \$ billion), 2018-22

Table 68: Japan gdp (current prices, \$ billion), 2018-22

Table 69: Japan inflation, 2018-22

Table 70: Japan consumer price index (absolute), 2018-22

Table 71: Japan exchange rate, 2018-22

Table 72: Australia advertising industry value: \$ million, 2017-22

Table 73: Australia advertising industry category segmentation: % share, by value, 2017-2022

Table 74: Australia advertising industry category segmentation: \$ million, 2017-2022

Table 75: Australia advertising industry geography segmentation: \$ million, 2022

Table 76: Australia advertising industry value forecast: \$ million, 2022-27

Table 77: Australia size of population (million), 2018-22

Table 78: Australia gdp (constant 2005 prices, \$ billion), 2018-22

Table 79: Australia gdp (current prices, \$ billion), 2018-22

Table 80: Australia inflation, 2018-22

Table 81: Australia consumer price index (absolute), 2018-22

Table 82: Australia exchange rate, 2018-22

Table 83: Canada advertising industry value: \$ million, 2017-22

Table 84: Canada advertising industry category segmentation: % share, by value, 2017-2022

Table 85: Canada advertising industry category segmentation: \$ million, 2017-2022

Table 86: Canada advertising industry geography segmentation: \$ million, 2022

Table 87: Canada advertising industry value forecast: \$ million, 2022-27

Table 88: Canada size of population (million), 2018-22

Table 89: Canada gdp (constant 2005 prices, \$ billion), 2018-22

Table 90: Canada gdp (current prices, \$ billion), 2018-22

## List Of Figures

### LIST OF FIGURES

Figure 1: Global advertising industry value: \$ million, 2017-22

Figure 2: Global advertising industry category segmentation: \$ million, 2017-2022

Figure 3: Global advertising industry geography segmentation: % share, by value, 2022

Figure 4: Global advertising industry value forecast: \$ million, 2022-27

Figure 5: Forces driving competition in the global advertising industry, 2022

Figure 6: Drivers of buyer power in the global advertising industry, 2022

Figure 7: Drivers of supplier power in the global advertising industry, 2022

Figure 8: Factors influencing the likelihood of new entrants in the global advertising industry, 2022

Figure 9: Factors influencing the threat of substitutes in the global advertising industry, 2022

Figure 10: Drivers of degree of rivalry in the global advertising industry, 2022

Figure 11: Asia-Pacific advertising industry value: \$ million, 2017-22

Figure 12: Asia-Pacific advertising industry category segmentation: \$ million, 2017-2022

Figure 13: Asia-Pacific advertising industry geography segmentation: % share, by value, 2022

Figure 14: Asia-Pacific advertising industry value forecast: \$ million, 2022-27

Figure 15: Forces driving competition in the advertising industry in Asia-Pacific, 2022

Figure 16: Drivers of buyer power in the advertising industry in Asia-Pacific, 2022

Figure 17: Drivers of supplier power in the advertising industry in Asia-Pacific, 2022

Figure 18: Factors influencing the likelihood of new entrants in the advertising industry in Asia-Pacific, 2022

Figure 19: Factors influencing the threat of substitutes in the advertising industry in Asia-Pacific, 2022

Figure 20: Drivers of degree of rivalry in the advertising industry in Asia-Pacific, 2022

Figure 21: Europe advertising industry value: \$ million, 2017-22

Figure 22: Europe advertising industry category segmentation: \$ million, 2017-2022

Figure 23: Europe advertising industry geography segmentation: % share, by value, 2022

Figure 24: Europe advertising industry value forecast: \$ million, 2022-27

Figure 25: Forces driving competition in the advertising industry in Europe, 2022

Figure 26: Drivers of buyer power in the advertising industry in Europe, 2022

Figure 27: Drivers of supplier power in the advertising industry in Europe, 2022

Figure 28: Factors influencing the likelihood of new entrants in the advertising industry in Europe, 2022

Figure 29: Factors influencing the threat of substitutes in the advertising industry in Europe, 2022

Figure 30: Drivers of degree of rivalry in the advertising industry in Europe, 2022

Figure 31: France advertising industry value: \$ million, 2017-22

Figure 32: France advertising industry category segmentation: \$ million, 2017-2022

Figure 33: France advertising industry geography segmentation: % share, by value, 2022

Figure 34: France advertising industry value forecast: \$ million, 2022-27

Figure 35: Forces driving competition in the advertising industry in France, 2022

Figure 36: Drivers of buyer power in the advertising industry in France, 2022

Figure 37: Drivers of supplier power in the advertising industry in France, 2022

Figure 38: Factors influencing the likelihood of new entrants in the advertising industry in France, 2022

Figure 39: Factors influencing the threat of substitutes in the advertising industry in France, 2022

Figure 40: Drivers of degree of rivalry in the advertising industry in France, 2022

Figure 41: Germany advertising industry value: \$ million, 2017-22

Figure 42: Germany advertising industry category segmentation: \$ million, 2017-2022

Figure 43: Germany advertising industry geography segmentation: % share, by value, 2022

Figure 44: Germany advertising industry value forecast: \$ million, 2022-27

Figure 45: Forces driving competition in the advertising industry in Germany, 2022

Figure 46: Drivers of buyer power in the advertising industry in Germany, 2022

Figure 47: Drivers of supplier power in the advertising industry in Germany, 2022

Figure 48: Factors influencing the likelihood of new entrants in the advertising industry in Germany, 2022

Figure 49: Factors influencing the threat of substitutes in the advertising industry in Germany, 2022

Figure 50: Drivers of degree of rivalry in the advertising industry in Germany, 2022

Figure 51: Italy advertising industry value: \$ million, 2017-22

Figure 52: Italy advertising industry category segmentation: \$ million, 2017-2022

Figure 53: Italy advertising industry geography segmentation: % share, by value, 2022

Figure 54: Italy advertising industry value forecast: \$ million, 2022-27

Figure 55: Forces driving competition in the advertising industry in Italy, 2022

Figure 56: Drivers of buyer power in the advertising industry in Italy, 2022

Figure 57: Drivers of supplier power in the advertising industry in Italy, 2022

Figure 58: Factors influencing the likelihood of new entrants in the advertising industry in Italy, 2022

Figure 59: Factors influencing the threat of substitutes in the advertising industry in Italy,



2022

Figure 60: Drivers of degree of rivalry in the advertising industry in Italy, 2022

Figure 61: Japan advertising industry value: \$ million, 2017-22

Figure 62: Japan advertising industry category segmentation: \$ million, 2017-2022

Figure 63: Japan advertising industry geography segmentation: % share, by value, 2022

Figure 64: Japan advertising industry value forecast: \$ million, 2022-27

Figure 65: Forces driving competition in the advertising industry in Japan, 2022

Figure 66: Drivers of buyer power in the advertising industry in Japan, 2022

Figure 67: Drivers of supplier power in the advertising industry in Japan, 2022

Figure 68: Factors influencing the likelihood of new entrants in the advertising industry in Japan, 2022

Figure 69: Factors influencing the threat of substitutes in the advertising industry in Japan, 2022

Figure 70: Drivers of degree of rivalry in the advertising industry in Japan, 2022

Figure 71: Australia advertising industry value: \$ million, 2017-22

Figure 72: Australia advertising industry category segmentation: \$ million, 2017-2022

Figure 73: Australia advertising industry geography segmentation: % share, by value, 2022

Figure 74: Australia advertising industry value forecast: \$ million, 2022-27

Figure 75: Forces driving competition in the advertising industry in Australia, 2022

Figure 76: Drivers of buyer power in the advertising industry in Australia, 2022

Figure 77: Drivers of supplier power in the advertising industry in Australia, 2022

Figure 78: Factors influencing the likelihood of new entrants in the advertising industry in Australia, 2022

Figure 79: Factors influencing the threat of substitutes in the advertising industry in Australia, 2022

Figure 80: Drivers of degree of rivalry in the advertising industry in Australia, 2022

Figure 81: Canada advertising industry value: \$ million, 2017-22

Figure 82: Canada advertising industry category segmentation: \$ million, 2017-2022

Figure 83: Canada advertising industry geography segmentation: % share, by value, 2022

Figure 84: Canada advertising industry value forecast: \$ million, 2022-27

Figure 85: Forces driving competition in the advertising industry in Canada, 2022

Figure 86: Drivers of buyer power in the advertising industry in Canada, 2022

Figure 87: Drivers of supplier power in the advertising industry in Canada, 2022

Figure 88: Factors influencing the likelihood of new entrants in the advertising industry in Canada, 2022

Figure 89: Factors influencing the threat of substitutes in the advertising industry in Canada, 2022

Figure 90: Drivers of degree of rivalry in the advertising industry in Canada, 2022

## I would like to order

Product name: Advertising Market Summary, Competitive Analysis and Forecast to 2027

Product link: <https://marketpublishers.com/r/ABAD814AA745EN.html>

Price: US\$ 1,495.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/ABAD814AA745EN.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