

# Advertising North America (NAFTA) Industry Guide 2015-2024

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## Abstracts

Advertising North America (NAFTA) Industry Guide 2015-2024

### SUMMARY

The NAFTA Advertising industry profile provides top-line qualitative and quantitative summary information including: industry size (value 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the industry.

Essential resource for top-line data and analysis covering the NAFTA advertising industry. Includes industry size and segmentation data, textual and graphical analysis of industry growth trends and leading companies.

### KEY HIGHLIGHTS

The North American Free Trade Agreement (NAFTA) is a trade agreement between the countries in North America: the US, Canada and Mexico. The advertising industry within the NAFTA countries had a total market value of \$240,493.2 million in 2019. The Mexico was the fastest growing country, with a CAGR of 5.1% over the 2015-19 period.

Within the advertising industry, the US is the leading country among the NAFTA bloc, with market revenues of \$225,457.8 million in 2019. This was followed by Canada and Mexico, with a value of \$9,009.0 and \$6,026.3 million, respectively.

The US is expected to lead the advertising industry in the NAFTA bloc, with a

value of \$266,157.8 million in 2024, followed by Canada and Mexico with expected values of \$10,345.9 and \$7,693.9 million, respectively.

## SCOPE

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

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

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

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

Compares data from the US, Canada and Mexico, alongside individual chapters on each country

## REASONS TO BUY

What was the size of the NAFTA advertising industry by value in 2019?

What will be the size of the NAFTA advertising industry in 2024?

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

How has the industry performed over the last five years?

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

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## **COMPANIES MENTIONED**

Dentsu, Inc.

Havas SA

Omnicom Group, Inc.

Publicis Groupe SA

The Interpublic Group of Companies, Inc.

WPP plc



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