

# Advertising Global Industry Guide 2015-2024

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## Abstracts

Advertising Global Industry Guide 2015-2024

### SUMMARY

Global 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 global advertising industry. Includes industry size and segmentation data, textual and graphical analysis of industry growth trends and leading companies.

### KEY HIGHLIGHTS

The advertising industry consists of revenues gained by any advertising activities or agencies providing advertising services, including display advertising services.

Any currency conversions used in the creation of this report have been calculated using constant 2019 annual average exchange rates.

The global advertising industry had total revenues of \$596,423.0m in 2019, representing a compound annual growth rate (CAGR) of 3.8% between 2015 and 2019.

The food, beverage & personal/healthcare segment was the industry's most lucrative in 2019, with total revenues of \$141,237.0m, equivalent to 23.7% of the

industry's overall value.

Globally, the increase in smartphone penetration has caused a shift in the advertising industry to a more digital field.

## **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 2019?

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

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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## About

Global advertising industry has experienced moderate growth overall in recent years. This trend is expected to continue throughout the forecast period. The advertising industry is highly consolidated, with four major groups dominating the competitive landscape. Companies such as Interpublic Group and Omnicom Group account for a large share of industry revenues and are highly acquisitive.

The global advertising industry had total revenues of \$101,588.0m in 2017, representing a compound annual growth rate (CAGR) of 3.1% between 2013 and 2017. In comparison, the Asia-Pacific and US industries grew with CAGRs of 5% and 1.9% respectively, over the same period, to reach respective values of \$31,898.0m and \$42,174.0m in 2017.

Globally, the increase in smartphone penetration has caused a shift in the advertising industry to a more digital field. The average amount of time an individual spends on their mobile phone in a single day is approximately 90 minutes, which equates to 23 days over the course of a year, making digital advertising a lucrative avenue to achieve growth.

The food, beverage & personal/healthcare segment was the industry's most lucrative in 2017, with total revenues of \$28,237.5m, equivalent to 27.8% of the industry's overall value. The retailer segment contributed revenues of \$13,278.5m in 2017, equating to 13.1% of the industry's aggregate value.

The digital channel has become a key way for advertisers to reach the largest possible audience. Advertising through social media platforms such as Facebook and Instagram has proved fruitful for advertisers looking to target millennials, whereas advertising on websites and search engines has helped heighten exposure to older internet users.

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