

# Advertising in Asia-Pacific

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## Abstracts

### Advertising in Asia-Pacific

#### Summary

Advertising in Asia-Pacific industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2018-23, and forecast to 2028). 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 Asia-Pacific advertising industry recorded revenues of \$229,838 million in 2023, representing a compound annual growth rate (CAGR) of 1.5% between 2018 and 2023.

The food, beverage & personal/healthcare segment accounted for the industry's largest proportion in 2023, with total revenues of \$83,348.6 million, equivalent to 36.3% of the industry's overall value.

The advertising industry in the Asia-Pacific region is undergoing significant transformation due to the rise of digital platforms and changing consumer preferences. The region, including countries like China, India, Japan, and Australia, presents a complex market for advertisers. Digital advertising is dominant, with platforms like Facebook, Instagram, YouTube, WeChat, LINE,

and KakaoTalk playing key roles.

## Scope

Save time carrying out entry-level research by identifying the size, growth, and leading players in the advertising market in Asia-Pacific

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the advertising market in Asia-Pacific

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 Asia-Pacific advertising market with five year forecasts by both value and volume

## Reasons to Buy

What was the size of the Asia-Pacific advertising market by value in 2023?

What will be the size of the Asia-Pacific advertising market in 2028?

What factors are affecting the strength of competition in the Asia-Pacific advertising market?

How has the market performed over the last five years?

Who are the top competitors in Asia-Pacific's advertising market?

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