

Advertising in Canada

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Advertising in Canada

SUMMARY

Advertising in Canada industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). 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 Canadian advertising industry had total revenues of \$8,884.4m in 2018, representing a compound annual growth rate (CAGR) of 2.2% between 2014 and 2018.

The food, beverage & personal/healthcare segment was the industry's most lucrative in 2018, with total revenues of \$1,948.8m, equivalent to 21.9% of the industry's overall value.

An improvement in the quality and range of broadband access has continued to assist the growth of digital advertising. The number of people with access to the internet is growing which has provided advertising companies with the opportunity to interact and target a wider range of consumers.

SCOPE

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the advertising market in Canada
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the advertising market in Canada
- 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 Canada advertising market with five year forecasts

REASONS TO BUY

- What was the size of the Canada advertising market by value in 2018?
- What will be the size of the Canada advertising market in 2023?
- What factors are affecting the strength of competition in the Canada advertising market?
- How has the market performed over the last five years?
- What are the main segments that make up Canada's advertising market?

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COMPANIES MENTIONED

Dentsu, Inc.
Omnicom Group, Inc.
Publicis Groupe SA
WPP plc

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