

Advertising in Canada

<https://marketpublishers.com/r/AD448135870EN.html>

Date: April 2024

Pages: 54

Price: US\$ 350.00 (Single User License)

ID: AD448135870EN

Abstracts

Advertising in Canada

Summary

Advertising in Canada industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value 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 Canadian advertising industry had total revenues of \$15,443.4 million in 2023, representing a compound annual growth rate (CAGR) of 3.6% between 2018 and 2023.

The food, beverage & personal/healthcare segment accounted for the industry's largest proportion in 2023, with total revenues of \$2,581 million, equivalent to 16.7% of the industry's overall value.

The Canadian market accounts for 4.8% of the North American market in 2023.

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 2023?

What will be the size of the Canada advertising market in 2028?

What factors are affecting the strength of competition in the Canada advertising market?

How has the market performed over the last five years?

Who are the top competitors in Canada's advertising market?

Contents

Table of Contents

1 EXECUTIVE SUMMARY

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

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players in the market?
- 7.2. What are the strengths of leading players?
- 7.3. What trends are impacting the market?
- 7.4. Have there been any recent developments in the market?

8 COMPANY PROFILES

- 8.1. Dentsu Group Inc.
- 8.2. The Interpublic Group of Companies, Inc.
- 8.3. Publicis Groupe SA
- 8.4. WPP plc

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Canada advertising industry value: \$ million, 2018-23
- Table 2: Canada advertising industry category segmentation: % share, by value, 2018-2023
- Table 3: Canada advertising industry category segmentation: \$ million, 2018-2023
- Table 4: Canada advertising industry geography segmentation: \$ million, 2023
- Table 5: Canada advertising industry value forecast: \$ million, 2023-28
- Table 6: Dentsu Group Inc.: key facts
- Table 7: Dentsu Group Inc.: Annual Financial Ratios
- Table 8: Dentsu Group Inc.: Key Employees
- Table 9: Dentsu Group Inc.: Key Employees Continued
- Table 10: Dentsu Group Inc.: Key Employees Continued
- Table 11: The Interpublic Group of Companies, Inc.: key facts
- Table 12: The Interpublic Group of Companies, Inc.: Annual Financial Ratios
- Table 13: The Interpublic Group of Companies, Inc.: Key Employees
- Table 14: The Interpublic Group of Companies, Inc.: Key Employees Continued
- Table 15: Publicis Groupe SA: key facts
- Table 16: Publicis Groupe SA: Annual Financial Ratios
- Table 17: Publicis Groupe SA: Key Employees
- Table 18: Publicis Groupe SA: Key Employees Continued
- Table 19: Publicis Groupe SA: Key Employees Continued
- Table 20: Publicis Groupe SA: Key Employees Continued
- Table 21: WPP plc: key facts
- Table 22: WPP plc: Annual Financial Ratios
- Table 23: WPP plc: Key Employees
- Table 24: WPP plc: Key Employees Continued
- Table 25: Canada size of population (million), 2019-23
- Table 26: Canada gdp (constant 2005 prices, \$ billion), 2019-23
- Table 27: Canada gdp (current prices, \$ billion), 2019-23
- Table 28: Canada inflation, 2019-23
- Table 29: Canada consumer price index (absolute), 2019-23
- Table 30: Canada exchange rate, 2019-23

List Of Figures

LIST OF FIGURES

Figure 1: Canada advertising industry value: \$ million, 2018-23

Figure 2: Canada advertising industry category segmentation: \$ million, 2018-2023

Figure 3: Canada advertising industry geography segmentation: % share, by value, 2023

Figure 4: Canada advertising industry value forecast: \$ million, 2023-28

Figure 5: Forces driving competition in the advertising industry in Canada, 2023

Figure 6: Drivers of buyer power in the advertising industry in Canada, 2023

Figure 7: Drivers of supplier power in the advertising industry in Canada, 2023

Figure 8: Factors influencing the likelihood of new entrants in the advertising industry in Canada, 2023

Figure 9: Factors influencing the threat of substitutes in the advertising industry in Canada, 2023

Figure 10: Drivers of degree of rivalry in the advertising industry in Canada, 2023

I would like to order

Product name: Advertising in Canada

Product link: <https://marketpublishers.com/r/AD448135870EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AD448135870EN.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