

# Advertising in China

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## Abstracts

### Advertising in China

#### Summary

Advertising in China industry profile provides top-line qualitative and quantitative summary information including: 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 Chinese advertising industry recorded revenues of \$105,357.6 million in 2023, representing a compound annual growth rate (CAGR) of 1.1% between 2018 and 2023.

The food, beverage & personal/healthcare segment accounted for the industry's largest proportion in 2023, with total revenues of \$39,051.9 million, equivalent to 37.1% of the industry's overall value.

The advertising industry in China is undergoing a significant transformation due to the rise of digital platforms and the country's evolving consumer landscape. Tencent's WeChat and Alibaba's Taobao have revolutionized advertising strategies by offering personalized campaigns based on user data. Short video platforms like Douyin have expanded advertising avenues, while social

commerce platforms like Xiaohongshu blur the lines between social media and e-commerce.

## Scope

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

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

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 China advertising market with five year forecasts

## Reasons to Buy

What was the size of the China advertising market by value in 2023?

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

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

How has the market performed over the last five years?

What are the main segments that make up China's advertising market?

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