

# Advertising in Europe

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## Abstracts

Advertising in Europe

### Summary

Advertising in Europe 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 European advertising industry had total revenues of \$153,865.6 million in 2023, representing a compound annual growth rate (CAGR) of 3.3% between 2018 and 2023.

The food, beverage & personal/healthcare segment accounted for the industry's largest proportion in 2023, with total revenues of \$34,244.9 million, equivalent to 22.3% of the industry's overall value.

The growth in the European advertising industry is influenced by several macroeconomic factors, such as rising GDP, growing consumer confidence, and an increase in advertising spending. For instance, in April 2023, the GfK Consumer Confidence indicator in the UK increased to -30 from -36 in March, reaching its highest level since February 2022.

## Scope

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

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

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 Europe advertising market with five year forecasts by both value and volume

## Reasons to Buy

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

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

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

How has the market performed over the last five years?

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

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