

Advertising in France

<https://marketpublishers.com/r/A7FFB8D06B5EN.html>

Date: April 2024

Pages: 55

Price: US\$ 350.00 (Single User License)

ID: A7FFB8D06B5EN

Abstracts

Advertising in France

Summary

Advertising in France 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 French advertising industry had total revenues of \$18,418.8 million in 2023, representing a compound annual growth rate (CAGR) of 3.5% between 2018 and 2023.

The food, beverage & personal/healthcare segment accounted for the industry's largest proportion in 2023, with total revenues of \$5,845.7 million, equivalent to 31.7% of the industry's overall value.

France accounted for a share of 11.9% of the European advertising industry in 2023.

Scope

Advertising in France

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

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

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

Reasons to Buy

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

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

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

How has the market performed over the last five years?

Who are the top competitors in France'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: France advertising industry value: \$ million, 2018-23
- Table 2: France advertising industry category segmentation: % share, by value, 2018-2023
- Table 3: France advertising industry category segmentation: \$ million, 2018-2023
- Table 4: France advertising industry geography segmentation: \$ million, 2023
- Table 5: France 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: France size of population (million), 2019-23
- Table 26: France gdp (constant 2005 prices, \$ billion), 2019-23
- Table 27: France gdp (current prices, \$ billion), 2019-23
- Table 28: France inflation, 2019-23
- Table 29: France consumer price index (absolute), 2019-23
- Table 30: France exchange rate, 2019-23

List Of Figures

LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

I would like to order

Product name: Advertising in France

Product link: <https://marketpublishers.com/r/A7FFB8D06B5EN.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/A7FFB8D06B5EN.html>