

Advertising in Germany

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Abstracts

Advertising in Germany

Summary

Advertising in Germany 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 German advertising industry had total revenues of \$25,180.9 million in 2023, representing a negative compound annual growth rate (CAGR) of 0.1% between 2018 and 2023.

The food, beverage & personal/healthcare segment accounted for the industry's largest proportion in 2023, with total revenues of \$6,846.8 million, equivalent to 27.2% of the industry's overall value.

The growth of the advertising industry in recent years can be partly attributed to the rise of online and social media advertising, as well as the increasing popularity of mobile devices and internet access across the country. For instance, the annual growth of internet users in Germany stood at 2% in 2023, according to MarketLine.

Scope

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

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

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

Reasons to Buy

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

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

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

How has the market performed over the last five years?

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

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