

Advertising in Japan

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Abstracts

Advertising in Japan

Summary

Advertising in Japan 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 Japanese advertising industry recorded revenues of \$53,447.9 million in 2023, representing a compound annual growth rate (CAGR) of 0.04% between 2018 and 2023.

The food, beverage & personal/healthcare segment accounted for the industry's largest proportion in 2023, with total revenues of \$16,967.7 million, equivalent to 31.7% of the industry's overall value.

The advertising industry in Japan is transforming due to the integration of digital platforms and changing consumer behaviour. With a tech-savvy population and sophisticated digital infrastructure, digital advertising is becoming more prominent in marketing strategies. Traditional media like television and print are still influential, but digital platforms like LINE, Twitter, and Instagram are

becoming indispensable channels for reaching Japanese audiences.

Scope

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

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

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

Reasons to Buy

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

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

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

How has the market performed over the last five years?

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

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