

Advertising in the United Kingdom

<https://marketpublishers.com/r/A270680E79FEN.html>

Date: April 2020

Pages: 50

Price: US\$ 350.00 (Single User License)

ID: A270680E79FEN

Abstracts

Advertising in the United Kingdom

SUMMARY

Advertising in the United Kingdom industry profile provides top%li%line qualitative and quantitative summary information including: market size (value 2015%li%19, and forecast to 2024). 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 UK advertising industry had total revenues of \$29,644.7m in 2019, representing a compound annual growth rate (CAGR) of 5.5% between 2015 and 2019.

The retailer segment was the industry's most lucrative in 2019, with total revenues of \$5,928.9m, equivalent to 20% of the industry's overall value.

The advertising industry is highly consolidated, with four major groups dominating the competitive landscape. Companies such as Interpublic Group and Omnicom Group account for a large share of industry revenues and are highly acquisitive.

SCOPE

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

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

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 United Kingdom advertising market with five year forecasts

REASONS TO BUY

What was the size of the United Kingdom advertising market by value in 2019?

What will be the size of the United Kingdom advertising market in 2024?

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

How has the market performed over the last five years?

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

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?
- 7.2. What are the strengths of leading players?
- 7.3. What trends are impacting the market?
- 7.4. What has been the rationale behind recent M&A activity?
- 7.5. How will Covid-19 impact market players?

8 COMPANY PROFILES

- 8.1. The Interpublic Group of Companies, Inc.
- 8.2. Publicis Groupe SA
- 8.3. Omnicom Group, Inc.
- 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: United Kingdom advertising industry value: \$ billion, 2015-19

Table 2: United Kingdom advertising industry category segmentation: \$ billion, 2019

Table 3: United Kingdom advertising industry geography segmentation: \$ billion, 2019

Table 4: United Kingdom advertising industry value forecast: \$ billion, 2019-24

Table 5: The Interpublic Group of Companies, Inc.: key facts

Table 6: The Interpublic Group of Companies, Inc.: Annual Financial Ratios

Table 7: The Interpublic Group of Companies, Inc.: Key Employees

Table 8: The Interpublic Group of Companies, Inc.: Key Employees Continued

Table 9: The Interpublic Group of Companies, Inc.: Key Employees Continued

Table 10: Publicis Groupe SA: key facts

Table 11: Publicis Groupe SA: Annual Financial Ratios

Table 12: Publicis Groupe SA: Key Employees

Table 13: Publicis Groupe SA: Key Employees Continued

Table 14: Publicis Groupe SA: Key Employees Continued

Table 15: Omnicom Group, Inc.: key facts

Table 16: Omnicom Group, Inc.: Annual Financial Ratios

Table 17: Omnicom Group, Inc.: Key Employees

Table 18: Omnicom Group, Inc.: Key Employees Continued

Table 19: WPP plc: key facts

Table 20: WPP plc: Annual Financial Ratios

Table 21: WPP plc: Key Employees

Table 22: United Kingdom size of population (million), 2015-19

Table 23: United Kingdom gdp (constant 2005 prices, \$ billion), 2015-19

Table 24: United Kingdom gdp (current prices, \$ billion), 2015-19

Table 25: United Kingdom inflation, 2015-19

Table 26: United Kingdom consumer price index (absolute), 2015-19

Table 27: United Kingdom exchange rate, 2015-19

List Of Figures

LIST OF FIGURES

Figure 1: United Kingdom advertising industry value: \$ billion, 2015-19

Figure 2: United Kingdom advertising industry category segmentation: % share, by value, 2019

Figure 3: United Kingdom advertising industry geography segmentation: % share, by value, 2019

Figure 4: United Kingdom advertising industry value forecast: \$ billion, 2019-24

Figure 5: Forces driving competition in the advertising industry in the United Kingdom, 2019

Figure 6: Drivers of buyer power in the advertising industry in the United Kingdom, 2019

Figure 7: Drivers of supplier power in the advertising industry in the United Kingdom, 2019

Figure 8: Factors influencing the likelihood of new entrants in the advertising industry in the United Kingdom, 2019

Figure 9: Factors influencing the threat of substitutes in the advertising industry in the United Kingdom, 2019

Figure 10: Drivers of degree of rivalry in the advertising industry in the United Kingdom, 2019

COMPANIES MENTIONED

The Interpublic Group of Companies, Inc.

Publicis Groupe SA

Omnicom Group, Inc.

WPP plc

I would like to order

Product name: Advertising in the United Kingdom

Product link: <https://marketpublishers.com/r/A270680E79FEN.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/A270680E79FEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970