

BRIC Countries (Brazil, Russia, India, China) Advertising Market Summary, Competitive Analysis and Forecast to 2027

<https://marketpublishers.com/r/BA81928A7DE8EN.html>

Date: June 2023

Pages: 112

Price: US\$ 995.00 (Single User License)

ID: BA81928A7DE8EN

Abstracts

BRIC Countries (Brazil, Russia, India, China) Advertising Market @Summary,
Competitive Analysis and Forecast to 2027

SUMMARY

The BRIC Advertising industry profile provides top-line qualitative and quantitative summary information including: industry size (value 2018-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the industry.

KEY HIGHLIGHTS

Brazil, Russian Federation, India and China (BRIC) are the emerging and fast growing countries within the advertising industry and had a total market value of \$135,829.6 million in 2022. Brazil was the fastest growing country with a CAGR of 8.4% over the 2018-22 period.

Within the advertising industry, China is the leading country among the BRIC nations with market revenues of \$103,779.6 million in 2022. This was followed by Brazil, India and Russia with a value of \$13,465.8, \$10,511.5, and \$8,072.7 million, respectively.

China is expected to lead the advertising industry in the BRIC nations with a value of \$128,288.5 million in 2027, followed by Brazil, India, Russia with expected values of \$16,862.5, \$16,633.1 and \$8,981.1 million, respectively.

SCOPE

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

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the BRIC advertising industry

Leading company profiles reveal details of key advertising industry players' BRIC operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the BRIC advertising industry with five year forecasts

Compares data from Brazil, Russia, India, and China, alongside individual chapters on each country

REASONS TO BUY

What was the size of the BRIC advertising industry by value in 2022?

What will be the size of the BRIC advertising industry in 2027?

What factors are affecting the strength of competition in the BRIC advertising industry?

How has the industry performed over the last five years?

What are the main segments that make up the BRIC advertising industry?

Contents

1 INTRODUCTION

- 1.1. What is this report about?
- 1.2. Who is the target reader?
- 1.3. How to use this report
- 1.4. Definitions

2 BRIC

- 2.1. Advertising Industry Outlook

3 ADVERTISING IN BRAZIL

- 3.1. Market Overview
- 3.2. Market Data
- 3.3. Market Segmentation
- 3.4. Market outlook
- 3.5. Five forces analysis

4 MACROECONOMIC INDICATORS

- 4.1. Country data

5 ADVERTISING IN CHINA

- 5.1. Market Overview
- 5.2. Market Data
- 5.3. Market Segmentation
- 5.4. Market outlook
- 5.5. Five forces analysis

6 MACROECONOMIC INDICATORS

- 6.1. Country data

7 ADVERTISING IN INDIA

- 7.1. Market Overview
- 7.2. Market Data
- 7.3. Market Segmentation
- 7.4. Market outlook
- 7.5. Five forces analysis

8 MACROECONOMIC INDICATORS

- 8.1. Country data

9 ADVERTISING IN RUSSIA

- 9.1. Market Overview
- 9.2. Market Data
- 9.3. Market Segmentation
- 9.4. Market outlook
- 9.5. Five forces analysis

10 MACROECONOMIC INDICATORS

- 10.1. Country data

11 COMPANY PROFILES

- 11.1. The Interpublic Group of Companies, Inc.
- 11.2. Omnicom Group, Inc.
- 11.3. Publicis Groupe SA
- 11.4. WPP plc
- 11.5. Dentsu Group Inc.

12 APPENDIX

- 12.1. Methodology
- 12.2. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: BRIC advertising industry, revenue(\$m), 2018-27
- Table 2: BRIC advertising industry, revenue(\$m), 2018-22
- Table 3: BRIC advertising industry, revenue(\$m), 2022-27
- Table 1: Brazil advertising industry value: \$ million, 2017-22
- Table 2: Brazil advertising industry category segmentation: % share, by value, 2017-2022
- Table 3: Brazil advertising industry category segmentation: \$ million, 2017-2022
- Table 4: Brazil advertising industry geography segmentation: \$ million, 2022
- Table 5: Brazil advertising industry value forecast: \$ million, 2022-27
- Table 6: Brazil size of population (million), 2018-22
- Table 7: Brazil gdp (constant 2005 prices, \$ billion), 2018-22
- Table 8: Brazil gdp (current prices, \$ billion), 2018-22
- Table 9: Brazil inflation, 2018-22
- Table 10: Brazil consumer price index (absolute), 2018-22
- Table 11: Brazil exchange rate, 2018-22
- Table 12: China advertising industry value: \$ million, 2017-22
- Table 13: China advertising industry category segmentation: % share, by value, 2017-2022
- Table 14: China advertising industry category segmentation: \$ million, 2017-2022
- Table 15: China advertising industry geography segmentation: \$ million, 2022
- Table 16: China advertising industry value forecast: \$ million, 2022-27
- Table 17: China size of population (million), 2018-22
- Table 18: China gdp (constant 2005 prices, \$ billion), 2018-22
- Table 19: China gdp (current prices, \$ billion), 2018-22
- Table 20: China inflation, 2018-22
- Table 21: China consumer price index (absolute), 2018-22
- Table 22: China exchange rate, 2018-22
- Table 23: India advertising industry value: \$ million, 2017-22
- Table 24: India advertising industry category segmentation: % share, by value, 2017-2022
- Table 25: India advertising industry category segmentation: \$ million, 2017-2022
- Table 26: India advertising industry geography segmentation: \$ million, 2022
- Table 27: India advertising industry value forecast: \$ million, 2022-27
- Table 28: India size of population (million), 2018-22
- Table 29: India gdp (constant 2005 prices, \$ billion), 2018-22

Table 30: India gdp (current prices, \$ billion), 2018-22

Table 31: India inflation, 2018-22

Table 32: India consumer price index (absolute), 2018-22

Table 33: India exchange rate, 2018-22

Table 34: Russia advertising industry value: \$ million, 2017-22

Table 35: Russia advertising industry category segmentation: % share, by value, 2017-2022

Table 36: Russia advertising industry category segmentation: \$ million, 2017-2022

Table 37: Russia advertising industry geography segmentation: \$ million, 2022

Table 38: Russia advertising industry value forecast: \$ million, 2022-27

Table 39: Russia size of population (million), 2018-22

Table 40: Russia gdp (constant 2005 prices, \$ billion), 2018-22

Table 41: Russia gdp (current prices, \$ billion), 2018-22

Table 42: Russia inflation, 2018-22

Table 43: Russia consumer price index (absolute), 2018-22

Table 44: Russia exchange rate, 2018-22

Table 45: The Interpublic Group of Companies, Inc.: key facts

Table 46: The Interpublic Group of Companies, Inc.: Annual Financial Ratios

Table 47: The Interpublic Group of Companies, Inc.: Key Employees

Table 48: The Interpublic Group of Companies, Inc.: Key Employees Continued

Table 49: The Interpublic Group of Companies, Inc.: Key Employees Continued

Table 50: Omnicom Group, Inc.: key facts

Table 51: Omnicom Group, Inc.: Annual Financial Ratios

Table 52: Omnicom Group, Inc.: Key Employees

Table 53: Omnicom Group, Inc.: Key Employees Continued

Table 54: Publicis Groupe SA: key facts

Table 55: Publicis Groupe SA: Annual Financial Ratios

Table 56: Publicis Groupe SA: Key Employees

Table 57: Publicis Groupe SA: Key Employees Continued

Table 58: Publicis Groupe SA: Key Employees Continued

Table 59: Publicis Groupe SA: Key Employees Continued

Table 60: WPP plc: key facts

Table 61: WPP plc: Annual Financial Ratios

Table 62: WPP plc: Key Employees

Table 63: WPP plc: Key Employees Continued

Table 64: Dentsu Group Inc.: key facts

Table 65: Dentsu Group Inc.: Annual Financial Ratios

Table 66: Dentsu Group Inc.: Key Employees

Table 67: Dentsu Group Inc.: Key Employees Continued

List Of Figures

LIST OF FIGURES

- Figure 1: BRIC advertising industry, revenue(\$m), 2018-27
- Figure 2: BRIC advertising industry, revenue(\$m), 2018-22
- Figure 3: BRIC advertising industry, revenue(\$m), 2022-27
- Figure 4: Brazil advertising industry value: \$ million, 2017-22
- Figure 5: Brazil advertising industry category segmentation: \$ million, 2017-2022
- Figure 6: Brazil advertising industry geography segmentation: % share, by value, 2022
- Figure 7: Brazil advertising industry value forecast: \$ million, 2022-27
- Figure 8: Forces driving competition in the advertising industry in Brazil, 2022
- Figure 9: Drivers of buyer power in the advertising industry in Brazil, 2022
- Figure 10: Drivers of supplier power in the advertising industry in Brazil, 2022
- Figure 11: Factors influencing the likelihood of new entrants in the advertising industry in Brazil, 2022
- Figure 12: Factors influencing the threat of substitutes in the advertising industry in Brazil, 2022
- Figure 13: Drivers of degree of rivalry in the advertising industry in Brazil, 2022
- Figure 14: China advertising industry value: \$ million, 2017-22
- Figure 15: China advertising industry category segmentation: \$ million, 2017-2022
- Figure 16: China advertising industry geography segmentation: % share, by value, 2022
- Figure 17: China advertising industry value forecast: \$ million, 2022-27
- Figure 18: Forces driving competition in the advertising industry in China, 2022
- Figure 19: Drivers of buyer power in the advertising industry in China, 2022
- Figure 20: Drivers of supplier power in the advertising industry in China, 2022
- Figure 21: Factors influencing the likelihood of new entrants in the advertising industry in China, 2022
- Figure 22: Factors influencing the threat of substitutes in the advertising industry in China, 2022
- Figure 23: Drivers of degree of rivalry in the advertising industry in China, 2022
- Figure 24: India advertising industry value: \$ million, 2017-22
- Figure 25: India advertising industry category segmentation: \$ million, 2017-2022
- Figure 26: India advertising industry geography segmentation: % share, by value, 2022
- Figure 27: India advertising industry value forecast: \$ million, 2022-27
- Figure 28: Forces driving competition in the advertising industry in India, 2022
- Figure 29: Drivers of buyer power in the advertising industry in India, 2022
- Figure 30: Drivers of supplier power in the advertising industry in India, 2022
- Figure 31: Factors influencing the likelihood of new entrants in the advertising industry

in India, 2022

Figure 32: Factors influencing the threat of substitutes in the advertising industry in India, 2022

Figure 33: Drivers of degree of rivalry in the advertising industry in India, 2022

Figure 34: Russia advertising industry value: \$ million, 2017-22

Figure 35: Russia advertising industry category segmentation: \$ million, 2017-2022

Figure 36: Russia advertising industry geography segmentation: % share, by value, 2022

Figure 37: Russia advertising industry value forecast: \$ million, 2022-27

Figure 38: Forces driving competition in the advertising industry in Russia, 2022

Figure 39: Drivers of buyer power in the advertising industry in Russia, 2022

Figure 40: Drivers of supplier power in the advertising industry in Russia, 2022

Figure 41: Factors influencing the likelihood of new entrants in the advertising industry in Russia, 2022

Figure 42: Factors influencing the threat of substitutes in the advertising industry in Russia, 2022

Figure 43: Drivers of degree of rivalry in the advertising industry in Russia, 2022

I would like to order

Product name: BRIC Countries (Brazil, Russia, India, China) Advertising Market Summary, Competitive Analysis and Forecast to 2027

Product link: <https://marketpublishers.com/r/BA81928A7DE8EN.html>

Price: US\$ 995.00 (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/BA81928A7DE8EN.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

