

Europe Advertising Market Summary, Competitive Analysis and Forecast to 2027

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Abstracts

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SUMMARY

Advertising in Europe industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The advertising industry consists of revenues gained by any advertising activities or agencies providing advertising services, including display advertising services. All market data and forecasts are represented in nominal terms (i.e. without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2022 annual average exchange rates.

The European advertising industry had total revenues of \$150,514.6 million in 2022, representing a compound annual growth rate (CAGR) of 3.6% between 2017 and 2022.

The food, beverage & personal/healthcare segment accounted for the industry's largest proportion in 2022, with total revenues of \$32,736.4 million, equivalent to 21.7% of the industry's overall value.

The real GDP annual growth rate of Germany in 2022 stood at 1.7%, according to in-house research.

SCOPE

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

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

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 Europe advertising market with five year forecasts

REASONS TO BUY

What was the size of the Europe advertising market by value in 2022?

What will be the size of the Europe advertising market in 2027?

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

How has the market performed over the last five years?

What are the main segments that make up Europe'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 strategic partnerships and M&A activity?

8 COMPANY PROFILES

- 8.1. The Interpublic Group of Companies, Inc.
- 8.2. Publicis Groupe SA
- 8.3. WPP plc
- 8.4. Havas SA

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: Europe advertising industry value: \$ million, 2017–22
- Table 2: Europe advertising industry category segmentation: % share, by value, 2017–2022
- Table 3: Europe advertising industry category segmentation: \$ million, 2017-2022
- Table 4: Europe advertising industry geography segmentation: \$ million, 2022
- Table 5: Europe advertising industry value forecast: \$ million, 2022–27
- Table 6: The Interpublic Group of Companies, Inc.: key facts
- Table 7: The Interpublic Group of Companies, Inc.: Annual Financial Ratios
- Table 8: The Interpublic Group of Companies, Inc.: Key Employees
- Table 9: The Interpublic Group of Companies, Inc.: Key Employees Continued
- Table 10: The Interpublic Group of Companies, Inc.: Key Employees Continued
- Table 11: Publicis Groupe SA: key facts
- Table 12: Publicis Groupe SA: Annual Financial Ratios
- Table 13: Publicis Groupe SA: Key Employees
- Table 14: Publicis Groupe SA: Key Employees Continued
- Table 15: Publicis Groupe SA: Key Employees Continued
- Table 16: Publicis Groupe SA: Key Employees Continued
- Table 17: WPP plc: key facts
- Table 18: WPP plc: Annual Financial Ratios
- Table 19: WPP plc: Key Employees
- Table 20: WPP plc: Key Employees Continued
- Table 21: Havas SA: key facts
- Table 22: Havas SA: Key Employees
- Table 23: Europe size of population (million), 2018–22
- Table 24: Europe gdp (constant 2005 prices, \$ billion), 2018–22
- Table 25: Europe gdp (current prices, \$ billion), 2018–22
- Table 26: Europe inflation, 2018–22
- Table 27: Europe consumer price index (absolute), 2018–22
- Table 28: Europe exchange rate, 2018–22

List Of Figures

LIST OF FIGURES

Figure 1: Europe advertising industry value: \$ million, 2017–22

Figure 2: Europe advertising industry category segmentation: \$ million, 2017-2022

Figure 3: Europe advertising industry geography segmentation: % share, by value, 2022

Figure 4: Europe advertising industry value forecast: \$ million, 2022–27

Figure 5: Forces driving competition in the advertising industry in Europe, 2022

Figure 6: Drivers of buyer power in the advertising industry in Europe, 2022

Figure 7: Drivers of supplier power in the advertising industry in Europe, 2022

Figure 8: Factors influencing the likelihood of new entrants in the advertising industry in Europe, 2022

Figure 9: Factors influencing the threat of substitutes in the advertising industry in Europe, 2022

Figure 10: Drivers of degree of rivalry in the advertising industry in Europe, 2022

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