

# Germany Advertising Market Summary, Competitive Analysis and Forecast to 2027

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## Abstracts

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### SUMMARY

Advertising in Germany 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 German advertising industry had total revenues of \$26,694.5 million in 2022, representing a negative compound annual growth rate (CAGR) of 1.2% between 2017 and 2022.

The food, beverage & personal/healthcare segment accounted for the industry's largest proportion in 2022, with total revenues of \$6,640.7 million, equivalent to 24.9% of the industry's overall value.

The growth in the German advertising industry is influenced by several macroeconomic factors, such as rising GDP, growing consumer confidence, and an increase in advertising spending.

## **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

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

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

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