

Global Advertising Market Summary, Competitive Analysis and Forecast, 2017-2026

<https://marketpublishers.com/r/G3D760439725EN.html>

Date: February 2022

Pages: 59

Price: US\$ 350.00 (Single User License)

ID: G3D760439725EN

Abstracts

Global Advertising Market Summary, Competitive Analysis and Forecast, 2017-2026

SUMMARY

Global Advertising industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2017-21, and forecast to 2026). 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 2021 annual average exchange rates.

The global advertising industry had total revenues of \$695,698.9m in 2021, representing a compound annual growth rate (CAGR) of 2.8% between 2016 and 2021.

The food, beverage & personal/healthcare segment was the industry's most lucrative in 2021, with total revenues of \$125,063.7m, equivalent to 18% of the industry's overall value.

The advertising industry is highly correlated with consumer spending and financial power.

SCOPE

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

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

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

REASONS TO BUY

What was the size of the Global advertising market by value in 2021?

What will be the size of the Global advertising market in 2026?

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

How has the market performed over the last five years?

Who are the top competitors in the global'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?
- 7.5. How has the COVID-19 pandemic impacted leading players?

8 COMPANY PROFILES

- 8.1. Dentsu, Inc.
- 8.2. The Interpublic Group of Companies, Inc.
- 8.3. Cheil Worldwide Inc.
- 8.4. Havas SA
- 8.5. Publicis Groupe SA
- 8.6. 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: Global advertising industry value: \$ billion, 2017-21
- Table 2: Global advertising industry category segmentation: % share, by value, 2017-2021
- Table 3: Global advertising industry category segmentation: \$ billion, 2017-2021
- Table 4: Global advertising industry geography segmentation: \$ billion, 2021
- Table 5: Global advertising industry value forecast: \$ billion, 2021-26
- Table 6: Dentsu, Inc.: key facts
- Table 7: Dentsu, Inc.: Annual Financial Ratios
- Table 8: Dentsu, Inc.: Key Employees
- Table 9: Dentsu, Inc.: Key Employees Continued
- Table 10: The Interpublic Group of Companies, Inc.: key facts
- Table 11: The Interpublic Group of Companies, Inc.: Annual Financial Ratios
- Table 12: The Interpublic Group of Companies, Inc.: Key Employees
- Table 13: The Interpublic Group of Companies, Inc.: Key Employees Continued
- Table 14: Cheil Worldwide Inc.: key facts
- Table 15: Cheil Worldwide Inc.: Annual Financial Ratios
- Table 16: Cheil Worldwide Inc.: Key Employees
- Table 17: Cheil Worldwide Inc.: Key Employees Continued
- Table 18: Havas SA: key facts
- Table 19: Havas SA: Key Employees
- Table 20: Publicis Groupe SA: key facts
- Table 21: Publicis Groupe SA: Annual Financial Ratios
- Table 22: Publicis Groupe SA: Key Employees
- Table 23: Publicis Groupe SA: Key Employees Continued
- Table 24: Publicis Groupe SA: Key Employees Continued
- Table 25: WPP plc: key facts
- Table 26: WPP plc: Annual Financial Ratios
- Table 27: WPP plc: Key Employees
- Table 28: WPP plc: Key Employees Continued
- Table 29: Global exchange rate, 2017-21

List Of Figures

LIST OF FIGURES

Figure 1: Global advertising industry value: \$ billion, 2017-21

Figure 2: Global advertising industry category segmentation: \$ billion, 2017-2021

Figure 3: Global advertising industry geography segmentation: % share, by value, 2021

Figure 4: Global advertising industry value forecast: \$ billion, 2021-26

Figure 5: Forces driving competition in the global advertising industry, 2021

Figure 6: Drivers of buyer power in the global advertising industry, 2021

Figure 7: Drivers of supplier power in the global advertising industry, 2021

Figure 8: Factors influencing the likelihood of new entrants in the global advertising industry, 2021

Figure 9: Factors influencing the threat of substitutes in the global advertising industry, 2021

Figure 10: Drivers of degree of rivalry in the global advertising industry, 2021

I would like to order

Product name: Global Advertising Market Summary, Competitive Analysis and Forecast, 2017-2026

Product link: <https://marketpublishers.com/r/G3D760439725EN.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/G3D760439725EN.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