

# Indonesia Advertising Market Summary, Competitive Analysis and Forecast, 2017-2026

<https://marketpublishers.com/r/I73BF32D61A6EN.html>

Date: February 2022

Pages: 51

Price: US\$ 350.00 (Single User License)

ID: I73BF32D61A6EN

## Abstracts

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

### SUMMARY

Advertising in Indonesia industry profile provides top-line qualitative and quantitative summary information including: market size (value 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 Indonesian advertising industry had total revenues of \$18,174.8m in 2021, representing a compound annual growth rate (CAGR) of 4% between 2016 and 2021.

The food, beverage & personal/healthcare segment was the industry's most lucrative in 2021, with total revenues of \$5,731.4m, equivalent to 31.5% 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 Indonesia

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

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 Indonesia advertising market with five year forecasts

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

What are the main segments that make up Indonesia'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. 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. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Indonesia advertising industry value: \$ million, 2017-21
- Table 2: Indonesia advertising industry category segmentation: % share, by value, 2017-2021
- Table 3: Indonesia advertising industry category segmentation: \$ million, 2017-2021
- Table 4: Indonesia advertising industry geography segmentation: \$ million, 2021
- Table 5: Indonesia advertising industry value forecast: \$ million, 2021-26
- 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: 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: WPP plc: Key Employees Continued
- Table 23: Indonesia size of population (million), 2017-21
- Table 24: Indonesia gdp (constant 2005 prices, \$ billion), 2017-21
- Table 25: Indonesia gdp (current prices, \$ billion), 2017-21
- Table 26: Indonesia inflation, 2017-21
- Table 27: Indonesia consumer price index (absolute), 2017-21
- Table 28: Indonesia exchange rate, 2017-21

## List Of Figures

### LIST OF FIGURES

Figure 1: Indonesia advertising industry value: \$ million, 2017-21

Figure 2: Indonesia advertising industry category segmentation: \$ million, 2017-2021

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

Figure 4: Indonesia advertising industry value forecast: \$ million, 2021-26

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

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

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

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

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

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

## I would like to order

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

Product link: <https://marketpublishers.com/r/I73BF32D61A6EN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/I73BF32D61A6EN.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