

Italy Advertising Market Summary, Competitive Analysis and Forecast to 2027

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Abstracts

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SUMMARY

Advertising in Italy industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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 Italian advertising industry had total revenues of \$5,679.1 million in 2022, representing a negative compound annual growth rate (CAGR) of 2.1% between 2017 and 2022.

The food, beverage & personal/healthcare segment accounted for the industry's largest proportion in 2022, with total revenues of \$1,067.7 million, equivalent to 18.8% of the industry's overall value.

According to the National Institute of Statistics (ISTAT), consumer confidence in Italy increased to 105.5 in April 2023, the highest level since February 2022, from 105.1 the previous month, which was in line with market predictions.

SCOPE

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

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

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

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

Who are the top competitors in Italy's advertising market?

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