

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

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## Abstracts

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### SUMMARY

Advertising in Mexico 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 Mexican advertising industry had total revenues of \$5,472.3m in 2021, representing a compound annual growth rate (CAGR) of 0.5% between 2016 and 2021.

The food, beverage & personal/healthcare segment was the industry's most lucrative in 2021, with total revenues of \$2,541.0m, equivalent to 46.4% 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 Mexico

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

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 Mexico advertising market with five year forecasts

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

What are the main segments that make up Mexico'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. Havas SA
- 8.4. 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: Mexico advertising industry value: \$ million, 2017-21
- Table 2: Mexico advertising industry category segmentation: % share, by value, 2017-2021
- Table 3: Mexico advertising industry category segmentation: \$ million, 2017-2021
- Table 4: Mexico advertising industry geography segmentation: \$ million, 2021
- Table 5: Mexico 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: Havas SA: key facts
- Table 16: Havas SA: Key Employees
- 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: Mexico size of population (million), 2017-21
- Table 22: Mexico gdp (constant 2005 prices, \$ billion), 2017-21
- Table 23: Mexico gdp (current prices, \$ billion), 2017-21
- Table 24: Mexico inflation, 2017-21
- Table 25: Mexico consumer price index (absolute), 2017-21
- Table 26: Mexico exchange rate, 2017-21

## List Of Figures

### LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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