

# North America Advertising Market Summary, Competitive Analysis and Forecast to 2027

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## Abstracts

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### SUMMARY

Advertising in North America 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 North American advertising industry had total revenues of \$310,730.1 million in 2022, representing a compound annual growth rate (CAGR) of 2.2% between 2017 and 2022.

The retailer segment accounted for the industry's largest proportion in 2022, with total revenues of \$66,250.8 million, equivalent to 21.3% of the industry's overall value.

According to the University of Michigan, the consumer confidence index in the US stood at 67 in February 2023, up from 64.9 in the previous month.

## **SCOPE**

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

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

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 North America advertising market with five year forecasts

## **REASONS TO BUY**

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

What will be the size of the North America advertising market in 2027?

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

How has the market performed over the last five years?

What are the main segments that make up North America'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?

## **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. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: North America advertising industry value: \$ million, 2017–22

Table 2: North America advertising industry category segmentation: % share, by value, 2017–2022

Table 3: North America advertising industry category segmentation: \$ million, 2017-2022

Table 4: North America advertising industry geography segmentation: \$ million, 2022

Table 5: North America advertising industry value forecast: \$ million, 2022–27

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: The Interpublic Group of Companies, Inc.: Key Employees Continued

Table 11: Publicis Groupe SA: key facts

Table 12: Publicis Groupe SA: Annual Financial Ratios

Table 13: Publicis Groupe SA: Key Employees

Table 14: Publicis Groupe SA: Key Employees Continued

Table 15: Publicis Groupe SA: Key Employees Continued

Table 16: Publicis Groupe SA: Key Employees Continued

Table 17: Omnicom Group, Inc.: key facts

Table 18: Omnicom Group, Inc.: Annual Financial Ratios

Table 19: Omnicom Group, Inc.: Key Employees

Table 20: Omnicom Group, Inc.: Key Employees Continued

Table 21: WPP plc: key facts

Table 22: WPP plc: Annual Financial Ratios

Table 23: WPP plc: Key Employees

Table 24: WPP plc: Key Employees Continued

Table 25: North America exchange rate, 2018–22

## List Of Figures

### LIST OF FIGURES

Figure 1: North America advertising industry value: \$ million, 2017–22

Figure 2: North America advertising industry category segmentation: \$ million, 2017-2022

Figure 3: North America advertising industry geography segmentation: % share, by value, 2022

Figure 4: North America advertising industry value forecast: \$ million, 2022–27

Figure 5: Forces driving competition in the advertising industry in North America, 2022

Figure 6: Drivers of buyer power in the advertising industry in North America, 2022

Figure 7: Drivers of supplier power in the advertising industry in North America, 2022

Figure 8: Factors influencing the likelihood of new entrants in the advertising industry in North America, 2022

Figure 9: Factors influencing the threat of substitutes in the advertising industry in North America, 2022

Figure 10: Drivers of degree of rivalry in the advertising industry in North America, 2022

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