

South Korea Advertising Market Summary, Competitive Analysis and Forecast to 2027

<https://marketpublishers.com/r/S90AAE5E6DC5EN.html>

Date: March 2023

Pages: 46

Price: US\$ 350.00 (Single User License)

ID: S90AAE5E6DC5EN

Abstracts

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SUMMARY

Advertising in South Korea 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 South Korean advertising industry had total revenues of \$10,405.8 million in 2022, representing a compound annual growth rate (CAGR) of 3.9% between 2017 and 2022.

The food, beverage & personal/healthcare segment accounted for the industry's largest proportion in 2022, with total revenues of \$3,972.8 million, equivalent to 38.2% of the industry's overall value.

According to the Bank of Korea, in April 2023, the Composite Consumer Sentiment Index (CCSI) of South Korea reached 95.1, an increase of 3.1 points over 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 South Korea

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

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 South Korea advertising market with five year forecasts

REASONS TO BUY

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

What will be the size of the South Korea advertising market in 2027?

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

How has the market performed over the last five years?

What are the main segments that make up South Korea's advertising market?

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