

Top 5 Emerging Countries Advertising Market Summary, Competitive Analysis and Forecast to 2027

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Abstracts

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SUMMARY

The Emerging 5 Advertising industry profile provides top-line qualitative and quantitative summary information including: industry size (value 2018-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the industry.

KEY HIGHLIGHTS

These countries contributed \$137,406.3 million to the global advertising industry in 2022, with a compound annual growth rate (CAGR) of 2.1% between 2007 and 2011. The top 5 emerging countries are expected to reach a value of \$173,169.2 million in 2027, with a CAGR of 4.7% over the 2022-27 period.

Within the advertising industry, China is the leading country among the top 5 emerging nations, with market revenues of \$103,779.6 million in 2022. This was followed by Brazil and India with a value of \$13,465.8 and \$10,511.5 million, respectively.

China is expected to lead the advertising industry in the top five emerging nations, with a value of \$128,288.5 million in 2027, followed by Brazil and India with expected values of \$16,862.5 and \$16,633.1 million, respectively.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the emerging five advertising industry

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the emerging five advertising industry

Leading company profiles reveal details of key advertising industry players' emerging five operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the emerging five advertising industry with five year forecasts

Compares data from Brazil, China, India, Mexico and South Africa, alongside individual chapters on each country

REASONS TO BUY

What was the size of the emerging five advertising industry by value in 2022?

What will be the size of the emerging five advertising industry in 2027?

What factors are affecting the strength of competition in the emerging five advertising industry?

How has the industry performed over the last five years?

What are the main segments that make up the emerging five advertising industry?

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