

# Advertising Agency Service Market, Global Outlook and Forecast 2022-2028

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## Abstracts

An advertising agency, often referred to as a creative agency or an ad agency, is a business dedicated to creating, planning, and handling advertising and sometimes other forms of promotion and marketing for its clients. An ad agency is generally independent from the client; it may be an internal department or agency that provides an outside point of view to the effort of selling the client's products or services, or an outside firm. An agency can also handle overall marketing and branding strategies promotions for its clients, which may include sales as well.

Typical ad agency clients include businesses and corporations, non-profit organizations and private agencies. Agencies may be hired to produce television advertisements, radio advertisements, online advertising, out-of-home advertising, mobile marketing, and AR advertising, as part of an advertising campaign.

This report contains market size and forecasts of Advertising Agency Service in Global, including the following market information:

Global Advertising Agency Service Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Advertising Agency Service market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Television Advertisements Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Advertising Agency Service include WPP Group, Omnicom Group, Publicis Groupe, Interpublic Group, Dentsu, Asatsu-DK, Cheil Worldwide, Digital Jungle and Hakuhodo DY Holdings, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Advertising Agency Service companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Advertising Agency Service Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Advertising Agency Service Market Segment Percentages, by Type, 2021 (%)

Television Advertisements

Radio Advertisements

Online Advertising

Mobile Marketing

Others

Global Advertising Agency Service Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Advertising Agency Service Market Segment Percentages, by Application, 2021 (%)

Large Enterprises (1000+Users)

Medium-Sized Enterprise (499-1000 Users)

Small Enterprises (1-499Users)

Global Advertising Agency Service Market, By Region and Country, 2017-2022,  
2023-2028 (\$ Millions)

Global Advertising Agency Service Market Segment Percentages, By Region and  
Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

## Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Advertising Agency Service revenues in global market, 2017-2022  
(estimated), (\$ millions)

Key companies Advertising Agencie Service revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

WPP Group

Omnicom Group

Publicis Groupe

Interpublic Group

Dentsu

Asatsu-DK

Cheil Worldwide

Digital Jungle

Hakuhodo DY Holdings

22squared

360i

aQuantive

Axis41

BBDO

BKV

Aegis Group

AKQA

Bartle Bogle Hegarty

Chime Communications plc

Fred & Farid Group

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