

Advertising Market - Global Outlook and Forecast 2021-2027

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Abstracts

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

Global Advertising Market Revenue, 2016-2021, 2022-2027, (\$ millions)

Global top five companies in 2020 (%)

The global Advertising market was valued at xx million in 2020 and is projected to reach US\$ xx million by 2027, at a CAGR of xx% during the forecast period.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Advertising 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 Market, By Type, 2016-2021, 2022-2027 (\$ millions)

Global Advertising Market Segment Percentages, By Type, 2020 (%)

TV Advertising

Newspaper & Magazine Advertising

Outdoors Advertising

Radio Advertising

Internet Advertising

Others

China Advertising Market, By Application, 2016-2021, 2022-2027 (\$ millions)

China Advertising Market Segment Percentages, By Application, 2020 (%)

Food & Beverage

Vehicles

Health and Medical

Commercial and Personal Services

Consumer Goods

Others

Global Advertising Market, By Region and Country, 2016-2021, 2022-2027 (\$ Millions)

Global Advertising Market Segment Percentages, By Region and Country, 2020 (%)

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:

Total Advertising Market Competitors Revenues in Global, by Players 2016-2021
(Estimated), (\$ millions)

Total Advertising Market Competitors Revenues Share in Global, by Players 2020 (%)

Further, the report presents profiles of competitors in the market, including the following:

WPP

Omnicom Group

Dentsu Inc.

PublicisGroupe

IPG

Havas SA

Focus Media Group

AVIC Culture Co.,Ltd.

Guangdong Advertising Co., Ltd.

Bluefocus Communication Group Co., Ltd.

SiMei Media

Yinlimedia

Hunan TV and Broadcast Intermediary Co., Ltd.

Guangdong Guangzhou Daily Media Co., Ltd.

Beijing Bashi Media Co., Ltd.

Dahe Group

China Television Media

Spearhead Integrated Marketing

Communication Group

Shanghai Xinhua Media Co., Ltd.

Chengdu B-ray Media Co., Ltd.

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