

Marketing Agency Service Market, Global Outlook and Forecast 2022-2028

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Abstracts

We defines global marketing agencies as service providers dedicated to building and executing marketing strategies for global brands. These agencies bundle their strategic marketing services with a varied array of complementary offerings to support their clients' needs. An agency's particular combination of offerings and competitive strengths typically correlate to its roots as either a traditional advertising agency, business consultancy or system integrator.

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

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

Global top five companies in 2021 (%)

The global Marketing 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.

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

The global key manufacturers of Marketing Agency Service include RAPP, Wunderman Thompson, AKQA, Cognizant Interactive, Deloitte Digital, Digitas, Havas, IBM and Isobar and etc. In 2021, the global top five players have a share approximately % in

terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Marketing 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 Marketing Agency Service Market, by Type, 2017-2022, 2023-2028 (\$ millions)

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

Web Development

Scalability

Search and Content Marketing

Others

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

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

Large Enterprises (1000+Users)

Medium-Sized Enterprise (499-1000 Users)

Small Enterprises (1-499Users)

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

Global Marketing 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 Marketing Agency Service revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Marketing Agency Service revenues share in global market, 2021 (%)

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

RAPP

Wunderman Thompson

AKQA

Cognizant Interactive

Deloitte Digital

Digitas

Havas

IBM

Isobar

MRM//McCann

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