

Advertising Market in China 2021

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Abstracts

The advertising market in China in terms of revenue is set to grow by US\$ 67 billion during 2021-2027, growing at a compound annual growth rate (CAGR) of 7.1% during the forecast period, according to data and analytics company StrategyHelix.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for advertising. The China advertising market is segmented on the basis of expenditure. By expenditure, it is categorized into online, outdoor, TV, and others. The online segment held the largest market share of 50.6% in 2020. Moreover, it is expected to witness the highest CAGR during the forecast period.

The report has profiled some of the key players of the market such as Inner Mongolia Yili Industrial Group Co. Ltd., SAIC Motor Corporation Limited, Shanghai Pharmaceuticals Holding Co. Ltd..

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the advertising market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

Report Scope

Expenditure: online, outdoor, TV, and others

Years Considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the China advertising market

Pinpoint growth sectors and trends for investment

Understand what the future of the advertising market in China looks like

Identify the competitive landscape and window of opportunity

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