

# Iberian Countries: Printed Advertising Materials Market and the Impact of COVID-19 in the Medium Term

<https://marketpublishers.com/r/IAC72EBCF173EN.html>

Date: July 2024

Pages: 150

Price: US\$ 1,999.00 (Single User License)

ID: IAC72EBCF173EN

## Abstracts

This report presents a strategic analysis of the printed advertising materials market in the Iberian countries and a forecast for its development in the medium term, taking into account the impact of COVID-19 on it. It provides a comprehensive overview of the market, its dynamics, structure, characteristics, main players, growth and demand drivers, etc.

The purpose of the report is to describe the state of the printed advertising materials market in the Iberian countries, to present actual and retrospective information about the volumes, dynamics, structure and characteristics of production, imports, exports and consumption and to build a forecast for the market in the next five years, taking into account the impact of COVID-19 on it. In addition, the report presents an elaborate analysis of the main market participants, price fluctuations, growth and demand drivers of the market and all other factors, influencing its development.

This research report has been prepared using the unique WMStrategy's methodology, including a blend of qualitative and quantitative data. The information comes from official sources and insights from market experts (representatives of the main market participants), gathered by semi-structured interviews.

The report on the printed advertising materials market in the Iberian countries covers the following countries: Spain, Portugal, and France.

The report on the printed advertising materials market in the Iberian countries includes:

Analysis and forecast for the economy of the Iberian countries;

Analysis and forecast of the market size, value and dynamics;

Market structure (by origin, by country (includes breakdown of all indicators by all 33 analyzed countries), by types of products, etc.);

Volume, dynamics and analysis of domestic production (past, current and future);

Analysis of price levels (wholesale, retail, distributors, etc.) and their dynamics (past, current and future);

Volume, dynamics and analysis of imports (past, current and future);

Volume, dynamics and analysis of exports (past, current and future);

Volume, dynamics and analysis of consumption (past, current and future);

Characteristics of the main market participants (manufacturers, distributors, wholesalers, retailers, importers, exporters, Governmental structures, etc.) and the competitive landscape;

Value chain analysis;

Analysis and forecast of the trends and levels of supply and demand on the market;

Analysis of the factors, influencing the development of the market (market growth drivers, restraints, etc.);

Country opportunity analysis;

Analysis of the major trade flows;

Forecast for development of the market in the medium term, taking into account the impact of COVID-19 on it (including three possible scenarios for development).

This report will allow you to:

Quickly and cost-effectively get a strategic analysis and gain competitive intelligence about the market;

Track market data, including size, value, dynamics, structure, segmentation and forecasts: past, present and future;

Track and identify key market trends, opportunities and threats and key drivers behind recent market changes;

Strategically assess market growth potential, demand drivers and restraints on the market;

Explore and identify new market opportunities in the countries and regions within the market;

Evaluate the key macroeconomic indicators to get insight into the general trends within the economy;

See how the market performed in the past (over the last 5 years) and how it will perform in the future, taking into account the impact of COVID-19 on it (in the next 5 years);

Get acquainted with the leading companies on the market;

Evaluate how diversified the market is in terms of competitive intensity, fragmentation and environment and understand competitive threats;

Empower your marketing, branding, strategy and market development, consumption and supply functions with useful market insights;

Build your investment strategy by assessing market attractiveness or company attractiveness;

Build your own market entry or market expansion strategy or evaluate your current strategy;

Add weight to pitches and presentations by using official and accurate data and

calculations.

If you are interested in the printed advertising materials market in the Iberian countries, this research report will provide you with a strategic analysis of the market, its recent and future development. In addition, the report will save you time and money while presenting you all the necessary information, empowering you to make informed decisions and move your business forward!

## Contents

### **1. INTRODUCTION**

- 1.1. Report description
- 1.2. Research methodology

### **2. EXECUTIVE SUMMARY**

### **3. CHARACTERISTICS OF PRINTED ADVERTISING MATERIALS**

### **4. CHARACTERISTICS AND ANALYSIS OF RAW MATERIALS BASE**

### **5. STATE OF THE ECONOMY OF THE IBERIAN COUNTRIES**

- 5.1. Characteristics of the economy of the Iberian countries in 2015-2019
- 5.2. Forecast for the development of the economy of the Iberian countries for 2020-2022

### **6. OVERVIEW AND ANALYSIS OF THE PRINTED ADVERTISING MATERIALS MARKET IN THE IBERIAN COUNTRIES**

- 6.1. Volume, value and dynamics of the printed advertising materials market in the Iberian countries in 2015-2019
- 6.2. Structure of the printed advertising materials market in the Iberian countries in 2015-2019: production, imports, exports, consumption
- 6.3. Structure of the printed advertising materials market in the Iberian countries by types of printed advertising materials
- 6.4. Structure of the printed advertising materials market in the Iberian countries by origin
- 6.5. Structure of the printed advertising materials market in the Iberian countries by country
- 6.6. Key recent trends on the printed advertising materials market in the Iberian countries
- 6.7. Competitive landscape of the market
- 6.8. Country opportunity analysis
- 6.9. Key drivers and restraints for the market development in the medium term
- 6.10. Forecast for development of the printed advertising materials market in the Iberian countries for 2020-2025

## **7. OVERVIEW AND ANALYSIS OF THE DOMESTIC PRODUCTION OF PRINTED ADVERTISING MATERIALS IN THE IBERIAN COUNTRIES**

- 7.1. Volume, value and dynamics of the domestic production of printed advertising materials in the Iberian countries in 2015-2019
- 7.2. Structure of the domestic production of printed advertising materials by types of printed advertising materials
- 7.3. Structure of the Iberian production of printed advertising materials by countries
- 7.4. Characteristics of the main producers of printed advertising materials in the Iberian countries

## **8. CHARACTERISTICS AND ANALYSIS OF THE PRICES OF PRINTED ADVERTISING MATERIALS IN THE IBERIAN COUNTRIES**

- 8.1. Value chain analysis
- 8.2. Structure of price formation
- 8.3. Characteristics of the producer prices of printed advertising materials in the Iberian countries in 2015-2019
- 8.4. Characteristics of other prices of printed advertising materials

## **9. FOREIGN TRADE OPERATIONS OF PRINTED ADVERTISING MATERIALS IN THE IBERIAN COUNTRIES**

- 9.1. Foreign trade operations of printed advertising materials in the Iberian countries in 2015-2019

## **10. OVERVIEW AND ANALYSIS OF THE IMPORTS OF PRINTED ADVERTISING MATERIALS TO THE IBERIAN MARKET**

- 10.1. Volume, value and dynamics of the imports of printed advertising materials to the Iberian countries in 2015-2019
- 10.2. Major trade inflows of printed advertising materials imports to the Iberian countries
- 10.3. Structure of the imports of printed advertising materials by types of products
- 10.4. Prices of imported printed advertising materials in the Iberian countries

## **11. OVERVIEW AND ANALYSIS OF THE IBERIAN EXPORTS OF PRINTED ADVERTISING MATERIALS**

11.1. Volume, value and dynamics of the Iberian exports of printed advertising materials in 2015-2019

11.2. Major trade outflows of printed advertising materials exports from the Iberian countries

11.3. Structure of the Iberian exports of printed advertising materials by types of products

11.4. Prices of Iberian exports of printed advertising materials

## **12. CHARACTERISTICS OF THE CONSUMPTION OF PRINTED ADVERTISING MATERIALS IN THE IBERIAN COUNTRIES**

12.1. Volume, value and dynamics of the consumption of printed advertising materials in the Iberian countries in 2015-2019

12.2. Structure of the consumption of printed advertising materials in the Iberian countries in 2015-2019 (by origin, by channel, by type of printed advertising materials)

12.3. Structure of the consumption of printed advertising materials in the Iberian countries by country

12.4. Volume, value and dynamics of the per capita consumption of printed advertising materials in the Iberian countries in 2015-2019

12.5. Balance between supply and demand on the printed advertising materials market in the Iberian countries in 2015-2019 and forecast for 2020-2025

## **13. FORECAST FOR DEVELOPMENT OF THE PRINTED ADVERTISING MATERIALS MARKET IN THE IBERIAN COUNTRIES FOR 2020-2025**

13.1. Factors, influencing the development of the printed advertising materials market in the Iberian countries in the medium term

13.2. Forecast for market development in the medium term under three possible scenarios

About WMStrategy

This report is 75% ready and is in completion stage. The final version of the research report will be presented up to 5 working days after your order. If you purchase the Corporate License, you will get an Excel sheet with all the quantitative information in up to 2 working days after your purchase. Feel free to contact us for more information or to request a demo version!

## List Of Tables

### LIST OF TABLES

Key indicators on the printed advertising materials market in the Iberian countries in 2015-2019

Key indicators of the economy of the Iberian countries in 2015-2019

Forecast for the economy of the Iberian countries for 2020-2022

Volume and dynamics of the printed advertising materials market in the Iberian countries in 2015-2019

Value and dynamics of the printed advertising materials market in the Iberian countries in 2015-2019

Structure of the printed advertising materials market in the Iberian countries in 2015-2019, in volume terms

Structure of the printed advertising materials market in the Iberian countries in 2015-2019, in value terms

Structure of the printed advertising materials market in the Iberian countries by types of printed advertising materials, in volume terms

Structure of the printed advertising materials market in the Iberian countries by types of printed advertising materials, in value terms

Structure of the printed advertising materials market in the Iberian countries by origin in 2015-2019, in volume terms

Structure of the printed advertising materials market in the Iberian countries by origin in 2015-2019, in value terms

Structure of the printed advertising materials market in the Iberian countries by country in 2015-2019, in volume terms

Structure of the printed advertising materials market in the Iberian countries by country in 2015-2019, in value terms

Country opportunity analysis

Volume and dynamics of the domestic production of printed advertising materials in the Iberian countries in 2015-2019

Value and dynamics of the domestic production of printed advertising materials in the Iberian countries in 2015-2019

Structure of the domestic production of printed advertising materials by types of printed advertising materials, in volume terms

Structure of the domestic production of printed advertising materials by types of printed advertising materials, in value terms

Structure of the domestic production of printed advertising materials in the Iberian countries by producing countries in 2015-2019, in volume terms



Structure of the domestic production of printed advertising materials in the Iberian countries by producing countries in 2015-2019, in value terms

Value chain analysis of the printed advertising materials market in the Iberian countries

Cost breakdown of the price formation of printed advertising materials in the Iberian countries, in %

Volume and dynamics of the average producer prices of printed advertising materials in the Iberian countries in 2015-2019

Volume and dynamics of other prices of printed advertising materials in the Iberian countries (wholesale, distributor, retail, etc.) in 2015-2019

Trade balance of printed advertising materials foreign trade in the Iberian countries in 2015-2019, in volume terms

Trade balance of printed advertising materials foreign trade in the Iberian countries in 2015-2019, in value terms

Volume and dynamics of the imports of printed advertising materials to the Iberian countries in 2015-2019

Value and dynamics of the imports of printed advertising materials to the Iberian countries in 2015-2019

Main countries, importing printed advertising materials to the Iberian countries in 2015-2019, in volume terms

Main countries, importing printed advertising materials to the Iberian countries in 2015-2019, in value terms

Structure of the imports of printed advertising materials by types of printed advertising materials in 2015-2019, in volume terms

Structure of the imports of printed advertising materials by types of printed advertising materials in 2015-2019, in value terms

Average prices of imported printed advertising materials to the Iberian countries in 2015-2019

Volume and dynamics of the Iberian exports of printed advertising materials in 2015-2019

Value and dynamics of the Iberian exports of printed advertising materials in 2015-2019

Recipient countries of the Iberian exports of printed advertising materials in 2015-2019, in volume terms

Recipient countries of the Iberian exports of printed advertising materials in 2015-2019, in value terms

Structure of the Iberian exports of printed advertising materials by types of printed advertising materials in 2015-2019, in volume terms

Structure of the Iberian exports of printed advertising materials by types of printed advertising materials in 2015-2019, in value terms

Average prices of the Iberian exports of printed advertising materials in 2015-2019

Volume and dynamics of the consumption of printed advertising materials in the Iberian countries in 2015-2019

Value and dynamics of the consumption of printed advertising materials in the Iberian countries in 2015-2019

Structure of the consumption of printed advertising materials in the Iberian countries in 2015-2019, in volume terms

Structure of the consumption of printed advertising materials in the Iberian countries in 2015-2019, in value terms

Structure of the consumption of printed advertising materials in the Iberian countries by types of printed advertising materials, in volume terms

Structure of the consumption of printed advertising materials in the Iberian countries by types of printed advertising materials, in value terms

Structure of the consumption of printed advertising materials in the Iberian countries by consuming countries in 2015-2019

Volume and dynamics of the per capita consumption of printed advertising materials in the Iberian countries in 2015-2019

Value and dynamics of the per capita consumption of printed advertising materials in the Iberian countries in 2015-2019

Balance between supply and demand on the printed advertising materials market in the Iberian countries in 2015-2019 and forecast for 2020-2025, in volume terms

Balance between supply and demand on the printed advertising materials market in the Iberian countries in 2015-2019 and forecast for 2020-2025, in value terms

Forecast for the total supply of printed advertising materials in the Iberian countries for 2020-2025 (under the framework of the base scenario), in physical and value terms

Forecast for the total supply of printed advertising materials in the Iberian countries for 2020-2025 (under the framework of the pessimistic scenario), in physical and value terms

Forecast for the total supply of printed advertising materials in the Iberian countries for 2020-2025 (under the framework of the optimistic scenario), in physical and value terms

## List Of Figures

### LIST OF FIGURES

Volume and dynamics of the printed advertising materials market in the Iberian countries in 2015-2019

Value and dynamics of the printed advertising materials market in the Iberian countries in 2015-2019

Structure of the printed advertising materials market in the Iberian countries in 2015-2019, in volume terms

Structure of the printed advertising materials market in the Iberian countries in 2015-2019, in value terms

Structure of the printed advertising materials market in the Iberian countries by types of printed advertising materials, in volume terms

Structure of the printed advertising materials market in the Iberian countries by types of printed advertising materials, in value terms

Structure of the printed advertising materials market in the Iberian countries by origin in volume terms in 2015-2019

Structure of the printed advertising materials market in the Iberian countries by origin in value terms in 2015-2019

Structure of the printed advertising materials market in the Iberian countries by country in 2015-2019, in volume terms

Structure of the printed advertising materials market in the Iberian countries by country in 2015-2019, in value terms

Volume and dynamics of the domestic production of printed advertising materials in the Iberian countries in 2015-2019

Value and dynamics of the domestic production of printed advertising materials in the Iberian countries in 2015-2019

Structure of the domestic production of printed advertising materials by types of printed advertising materials, in volume terms

Structure of the domestic production of printed advertising materials by types of printed advertising materials, in value terms

Structure of the domestic production of printed advertising materials in the Iberian countries by producing countries in 2015-2019, in volume terms

Structure of the domestic production of printed advertising materials in the Iberian countries by producing countries in 2015-2019, in value terms

Value chain analysis of the printed advertising materials market in the Iberian countries

Structure of the printed advertising materials price formation in the Iberian countries, in %

Deviation of the average producer prices of printed advertising materials in the Iberian countries in 2015-2019

Trade balance of printed advertising materials foreign trade in the Iberian countries in 2015-2019, in volume terms

Trade balance of printed advertising materials foreign trade in the Iberian countries in 2015-2019, in value terms

Volume and dynamics of the imports of printed advertising materials to the Iberian countries in 2015-2019

Value and dynamics of the imports of printed advertising materials to the Iberian countries in 2015-2019

Main countries, importing printed advertising materials to the Iberian countries in 2015-2019, in volume terms

Main countries, importing printed advertising materials to the Iberian countries in 2015-2019, in value terms

Volume and dynamics of the imports of printed advertising materials by types of printed advertising materials in 2015-2019

Value and dynamics of the imports of printed advertising materials by types of printed advertising materials in 2015-2019

Average prices of imported printed advertising materials to the Iberian countries in 2015-2019

Volume and dynamics of the Iberian exports of printed advertising materials in 2015-2019

Value and dynamics of the Iberian exports of printed advertising materials in 2015-2019  
Recipient countries of the Iberian exports of printed advertising materials in 2015-2019, in volume terms

Recipient countries of the Iberian exports of printed advertising materials in 2015-2019, in value terms

Structure of the Iberian exports of printed advertising materials by types of printed advertising materials in 2015-2019, in volume terms

Structure of the Iberian exports of printed advertising materials by types of printed advertising materials in 2015-2019, in value terms

Average prices of the Iberian exports of printed advertising materials in 2015-2019

Volume and dynamics of the consumption of printed advertising materials in the Iberian countries in 2015-2019

Value and dynamics of the consumption of printed advertising materials in the Iberian countries in 2015-2019

Structure of the consumption of printed advertising materials in the Iberian countries in 2015-2019, in volume terms

Structure of the consumption of printed advertising materials in the Iberian countries in

2015-2019, in value terms

Structure of the consumption of printed advertising materials in the Iberian countries by types of printed advertising materials, in volume terms

Structure of the consumption of printed advertising materials in the Iberian countries by types of printed advertising materials, in value terms

Structure of the consumption of printed advertising materials in the Iberian countries by consuming countries in 2015-2019

Volume and dynamics of the per capita consumption of printed advertising materials in the Iberian countries in 2015-2019

Value and dynamics of the per capita consumption of printed advertising materials in the Iberian countries in 2015-2019

Balance between supply and demand on the printed advertising materials market in the Iberian countries in 2015-2019 and forecast for 2020-2025, in volume terms

Balance between supply and demand on the printed advertising materials market in the Iberian countries in 2015-2019 and forecast for 2020-2025, in value terms

Forecast for the total supply of printed advertising materials in the Iberian countries for 2020-2025 (under the framework of the base scenario), in physical and value terms

Forecast for the total supply of printed advertising materials in the Iberian countries for 2020-2025 (under the framework of the pessimistic scenario), in physical and value terms

Forecast for the total supply of printed advertising materials in the Iberian countries for 2020-2025 (under the framework of the optimistic scenario), in physical and value terms

## I would like to order

Product name: Iberian Countries: Printed Advertising Materials Market and the Impact of COVID-19 in the Medium Term

Product link: <https://marketpublishers.com/r/IAC72EBCF173EN.html>

Price: US\$ 1,999.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/IAC72EBCF173EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

