

# Advertising Market 2017 Share, Trend, Segmentation and Forecast to 2022

*Advertising Market 2017 Global Analysis, Opportunities and Forecast to 2021*

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/EINPresswire.com/ -- Summary Global [Advertising](#) industry profile provides top-line qualitative and quantitative summary information including: market size (value 2012-16, and forecast to 2021). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.



## Synopsis

Essential resource for top-line data and analysis covering the global advertising market. Includes market size and segmentation data, textual and graphical analysis of market growth trends and leading companies.

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## Key Highlights

- The advertising industry consists of agencies providing advertising, including display advertising, services.
- The industry value reflects income of the agencies from such services.
- Any currency conversions used in the creation of this report have been calculated using constant 2016 annual average exchange rates.
- The global advertising industry generated total revenues of \$98,297.5m in 2016, representing a compound annual growth rate (CAGR) of 3% between 2012 and 2016.
- As internet based adverts tend to be based on recent searches by the customer, this further assists in targeted advertisement.
- The food, beverage & personal/healthcare segment was the industry's most lucrative in 2016,

with total revenues of \$27,604.8m, equivalent to 28.1% of the industry's overall value.

## Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the global advertising market
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global advertising market
- Leading company profiles reveal details of key advertising market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the global advertising market with five year forecasts

## Reasons to buy

- What was the size of the global advertising market by value in 2016?
- What will be the size of the global advertising market in 2021?
- What factors are affecting the strength of competition in the global advertising market?
- How has the market performed over the last five years?
- What are the main segments that make up the global advertising market?

## Table of Content: Key Points

### EXECUTIVE SUMMARY

Market value

Market value forecast

Category segmentation

Geography segmentation

Introduction

What is this report about?

Who is the target reader?

How to use this report

Definitions

Global Advertising

Market Overview

Market Data

Market Segmentation

Market outlook

Five forces analysis

Advertising in Asia-Pacific

Market Overview

Market Data

Market Segmentation

Market outlook

Five forces analysis

Advertising in Europe

Market Overview  
Market Data  
Market Segmentation  
Market outlook  
Five forces analysis  
Advertising in France  
Market Overview  
Market Data  
Market Segmentation  
Market outlook  
Five forces analysis  
Macroeconomic indicators  
Advertising in Germany  
Market Overview  
Market Data  
Market Segmentation  
Market outlook  
Five forces analysis  
Macroeconomic indicators  
Advertising in Australia  
Market Overview  
Market Data  
Market Segmentation  
Market outlook  
Five forces analysis  
...Continued

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