

Global Advertising Market Size, Growth, Industry Overview, Analysis, Latest Insights and Forecast to 2027

The advertising market is expected to reach US\$ 792.7 Billion by 2027, exhibiting a CAGR of 5.2% during 2022-2027.

ST. BROOKLYN, NY, USA, February 13, 2023 /EINPresswire.com/ -- According to the latest report by IMARC Group, titled "Global Advertising Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027," the [global advertising market size reached US\\$ 590.3 Billion in 2021](#). Looking forward, IMARC Group expects the market to reach US\$ 792.7 Billion by 2027, exhibiting a CAGR of 5.2% during 2022-2027.



Advertising refers to a promotional activity that intends to sell a service or product to a target audience. It is one of the oldest types of marketing, which tries to influence the actions of its target audience to either sell or buy. It also helps people in learning about upcoming events and discover new products or services. With advancements in technology, advertisers have recognized the potential of mobile devices and the internet as a means of reaching a mass audience or any individual virtually at any time from anywhere.

For more information, please visit: <https://www.imarcgroup.com/global-advertising-market/requestsamplerequestsample>

Request Sample: We are in the process of updating our reports. If you want to receive the latest research data covering the time period from 2023 to 2028, along with industry trends, market size, and competitive analysis, click on the request sample report. The team would be able to deliver the latest version of the report in a quick turnaround time.

Global Advertising Market Trends:

With rapid urbanization, the rising population in emerging economies, and increasing media and entertainment expenditure, the global advertising market is witnessing rapid growth across the globe. Apart from this, the increasing adoption of advanced technologies, including augmented reality (AR) and virtual reality (VR), is supporting the growth of the market. These technologies are considered the two most significant platforms for marketing enterprises as they offer innovative advertising methods. Market players are also utilizing big data, artificial intelligence (AI), and deep learning to create more targeted ads for viewers. Moreover, the increasing penetration of the e-commerce industry, along with growing social media platforms, is projected to boost the market growth during the forecast period.

Report Link: <https://www.imarcgroup.com/checkout?id=732&method=1>

Global Advertising Market 2022-2027 Competitive Analysis and Segmentation:

Competitive Landscape With Key Players:

The competitive landscape of the market has also been characterized by the presence of numerous small and large manufacturers who compete in terms of prices and quality.

Some of the leading players operating in the market are:

- WPP Group PLC
- Omnicom Group Inc.
- Publicis Groupe
- The Interpublic Group of Companies, Inc.
- Dentsu Inc.

Key Market Segmentation:

Breakup by Type:

- Television
- Print (Newspaper and Magazine)
- Radio
- Outdoor
- Internet (Search, Display, Classified, Video)
- Mobile
- Cinema

Breakup by Region:

- Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, Others)
- North America (United States, Canada)
- Europe (Germany, France, United Kingdom, Italy, Spain, Russia, Others)
- Latin America (Brazil, Mexico, Argentina, Colombia, Chile, Peru, Others)
- Middle East and Africa (Turkey, Saudi Arabia, Iran, United Arab Emirates, Others)

□□□ □□□□□□□ □□□ □□% □□□□ □□□□□□□□□□ □□□□□□:

<https://www.imarcgroup.com/request?type=report&id=732&flag=C>

This report can serve as an excellent guide for investors, researchers, consultants, marketing strategists and all those who are planning to foray into the market in any form.

Key Highlights of the Report:

- Market Performance (2016-2021)
- Market Outlook (2022-2027)
- Market Trends
- Market Drivers and Success Factors
- Impact of COVID-19
- Value Chain Analysis
- Comprehensive mapping of the competitive landscape

If you need specific information that is not currently within the scope of the report, we will provide it to you as a part of the customization.

About Us:

IMARC Group is a leading market research company that offers management strategy and market research worldwide. We partner with clients in all sectors and regions to identify their highest-value opportunities, address their most critical challenges, and transform their businesses.

IMARC's information products include major market, scientific, economic and technological developments for business leaders in pharmaceutical, industrial, and high technology organizations. Market forecasts and industry analysis for biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, nanotechnology and novel processing methods are at the top of the company's expertise.

Our offerings include comprehensive market intelligence in the form of research reports, production cost reports, feasibility studies, and consulting services. Our team, which includes experienced researchers and analysts from various industries, is dedicated to providing high-quality data and insights to our clientele, ranging from small and medium businesses to Fortune 1000 corporations.

Elena Anderson
IMARC Services Private Limited
+1 631-791-1145
[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/616706537>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.