

# Europe Media Planning And Buying Market Size, Share, Price, Trends, Growth, Analysis, Report, Forecast 2023-2028

*Europe Media Planning And Buying Market Size, Share, Trends, Growth, Key Players, Report And Forecast 2023-2028*

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EINPresswire.com/ -- According to the report by Expert Market Research (EMR), the [europe media planning and buying market size](#) is projected to grow at a CAGR of 10.8% between 2023 and 2028. Aided by the surging need for flexible educational solutions and the broadening scope of mobile e-learning across a variety of sectors, the market is expected to grow significantly by 2028.



Mobile e-learning or m-learning involves educational programs delivered through electronic devices like smartphones and tablets. It incorporates various activities like online classes, virtual lectures, and educational applications. Mobile e-learning plays a key role in enhancing lifelong education, extending the reach of educational resources, and promoting individualised learning experiences.

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The rising preference for adaptable learning platforms is significantly driving the Europe media planning and buying market growth. Amidst an ongoing digital transformation, there has been a substantial shift towards learning models that can be tailored to the learner's pace and schedule, leading to an increase in the uptake of mobile e-learning solutions. Moreover, the onset of the COVID-19 pandemic has accelerated this trend as traditional classroom-based education was replaced by digital learning due to the enforcement of lockdown measures and social distancing regulations.

The growing applicability of mobile e-learning in numerous sectors also plays a significant role in fuelling the Europe media planning and buying market expansion. In the corporate world, mobile e-learning is extensively employed for employee training and professional development, providing organisations with a cost-effective and efficient solution for continuous employee learning. In academia, mobile e-learning complements conventional classroom teaching, supporting distance and lifelong learning programmes.

Furthermore, the advent of gamified learning experiences is bolstering the Europe media planning and buying market demand. Gamification involves incorporating game design elements in non-gaming contexts, which in this case, is the learning process. By merging game mechanics with educational content, educators can significantly increase learner engagement and motivation, thus enhancing learning outcomes. As a result, the demand for gamified mobile e-learning solutions is growing across Europe.

Additionally, the increasing demand for lifelong learning solutions, particularly amongst working professionals, is leading to an amplified focus on mobile e-learning as a viable platform for continuing education. With an aging workforce and the rapid evolution of skills required in the job market, lifelong learning has become a necessity, and mobile e-learning has emerged as a key facilitator in this regard, thereby increasing the Europe media planning and buying market development.

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## Europe Media Planning and Buying Market Segmentation

The market can be divided based on type, enterprise size, application, and country.

### Market Breakup by Type

Traditional

Digital

### Market Breakup by Enterprise Size

Small and Medium Enterprises

Large Enterprises

### Market Breakup by Application

FMCG

BFSI

Automotive  
IT and Telecom  
Education  
Healthcare  
Food and Beverage  
Media and Entertainment  
Others

#### Market Breakup by Country

United Kingdom  
Germany  
France  
Italy  
Others

#### Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and acquisitions and mergers, among other major developments, of the Europe media planning and buying companies. Some of the major key players explored in the report by Expert Market Research are as follows:

Havas Media Group  
Starcom Worldwide, Inc.  
Wavemaker Global Limited  
Mediabrand Worldwide, Inc.  
Mediaplus Group  
Others

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