

# Advertising & Marketing Market worth \$1,458.61 billion by 2030 - Exclusive Report by 360iResearch

*The Global Advertising & Marketing Market to grow from USD 843.88 billion in 2022 to USD 1,458.61 billion by 2030, at a CAGR of 7.07%.*

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EINPresswire.com/ -- The "[Advertising & Marketing Market](#) by Type (Content Creation and Management, Digital Marketing, Public Relations), Application (Automotive, Education, Fashion & Beauty) - Global Forecast 2023-2030" report has been added to 360iResearch.com's offering.

The Global Advertising & Marketing Market to grow from USD 843.88 billion in 2022 to USD 1,458.61 billion by 2030, at a CAGR of 7.07%.

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The advertising & marketing market includes solutions that help to create, communicate, and deliver promotional content to target audiences through various channels. The primary goal of these advertising and marketing platforms is to inform customers about products and services, persuade them to try or purchase those offerings, and ultimately establish brand loyalty. The advertising & marketing platforms include online advertising, traditional media channels, outdoor advertising, direct mail campaigns, event sponsorships, and public relations activities. Rising digital transformations with more people accessing information via digital devices such as smartphones, tablets, and computers are expanding the demand for advertising & marketing platforms. The growing focus among organizations toward reaching potential customers through targeted social media ads/content is expected to elevate the usage of various advertising &



marketing platforms. However, privacy & security concerns with the usage of advertising & marketing platforms hamper the market growth. The growing integration of advanced technologies such as artificial intelligence and machine learning that help in analyzing consumer behavior, optimizing ad budgets, and personalizing content to improve engagement rates is expected to create opportunities for market growth.

**Application:** Rising application of advertising & marketing across the fashion & beauty sector for reaching their target audience

In the automotive industry, advertising & marketing efforts focus on promoting vehicle sales through various channels, such as television commercials, online advertisements, and sponsorships. The education sector relies heavily on advertising & marketing to attract students and promote educational programs. Fashion & beauty brands utilize influencer marketing as a primary strategy for reaching their target audience. Social media platforms such as Instagram have become crucial channels for showcasing products through influencers who endorse them. Finance & banking industries emphasize trustworthiness when crafting their advertising campaigns due to the sensitive nature of financial management. Companies use digital marketing strategies such as email marketing, social media promotions, and content marketing to acquire new clients while retaining existing ones through loyalty rewards programs or similar incentives. Advertising & marketing within the food and beverage industry focus on emphasizing taste, quality, and convenience for target consumers. In the healthcare sector, advertisers prioritize raising awareness about medical services and products while ensuring compliance with regulatory guidelines. Travel & tourism companies rely on advertising campaigns that showcase enticing destinations or experiences at competitive prices to attract potential tourists.

**Type:** Growing adoption of digital marketing by performance-driven businesses

Content creation & management focuses on developing valuable information that engages audiences while building brand recognition. Digital marketing encompasses a range of tactics, such as search engine optimization (SEO), pay-per-click (PPC), email marketing, and mobile marketing, that leverage online channels to reach potential customers. Businesses with a strong online presence or aiming for performance-driven goals benefit significantly from digital marketing techniques. Public relations (PR) aims to maintain a favorable image by managing communication between an organization and its stakeholders. Social media management involves creating, publishing, and analyzing content on social media platforms such as Facebook, Twitter, Instagram, and LinkedIn. Businesses looking to engage directly with their audience or create viral marketing campaigns consider this approach. Traditional advertising encompasses offline advertising methods, including print ads in newspapers or magazines, billboards, radio spots, and TV commercials.

**Regional Insights:**

Americas represents a highly developing landscape for the advertising & marketing market characterized by steady growth in the industrial and commercial sectors with rising demand for advertisements to create awareness toward novel product development. The overgrowing penetration of smartphones, tablets, and smart devices encourages product manufacturers to

launch their products over digital advertising platforms to boost sales and profitability, creating a platform for the advertising & marketing market in the Americas. Asia-Pacific region represents a growing landscape for the advertising & marketing market with the increasing usage of mobile and other digital advertising systems by various business enterprises combined with the increasing penetration of internet users. The rising presence of small and medium-sized enterprises (SMEs) with a growing focus on actively engaging, attracting, and reaching larger consumer bases through digital advertisements in the region is expected to create a platform for the advertising & marketing market in the EMEA and APAC region. According to the European Commission (EC), small and medium-sized enterprises (SMEs) are the backbone of Europe's economy, representing 99% of all European Union (EU) businesses. Around 100 million people are employed by small and medium-sized businesses (SMEs), which account for more than half of Europe's GDP and play a critical role in adding value to every economic sector.

#### FPNV Positioning Matrix:

The FPNV Positioning Matrix is essential for assessing the Advertising & Marketing Market. It provides a comprehensive evaluation of vendors by examining key metrics within Business Strategy and Product Satisfaction, allowing users to make informed decisions based on their specific needs. This advanced analysis then organizes these vendors into four distinct quadrants, which represent varying levels of success: Forefront (F), Pathfinder (P), Niche (N), or Vital(V).

#### Market Share Analysis:

The Market Share Analysis offers an insightful look at the current state of vendors in the Advertising & Marketing Market. By comparing vendor contributions to overall revenue, customer base, and other key metrics, we can give companies a greater understanding of their performance and what they are up against when competing for market share. The analysis also sheds light on just how competitive any given sector is about accumulation, fragmentation dominance, and amalgamation traits over the base year period studied.

#### Key Company Profiles:

The report delves into recent significant developments in the Advertising & Marketing Market, highlighting leading vendors and their innovative profiles. These include Accenture PLC, Adobe Inc., Amazon.com, Inc., Apple Inc., Bartle Bogle Hegarty, Inc. by Publicis Groupe S.A., BidVertiser, BuySellAds.com Inc., Daniel J. Edelman Holdings, Inc., Dentsu International Limited, E29 Marketing, LLC, Google LLC by Alphabet Inc., Havas SA by Vivendi SE, Mediaplus Group by Serviceplan Group SE & Co KG, Meta Platforms, Inc., Microsoft Corporation, Moburst Ltd., Mynt Agency, NextRoll, Inc., Omnicom Group Inc., One Media Group, One Media Marketing, OpenX Technologies Inc., Pinterest, Inc., Razorfish, LLC, Rheindigital GmbH, Salesforce, Inc., TBWA Worldwide Inc., The Interpublic Group of Companies, Inc., VCCP Madrid, Viola Communications, X Corp., Yahoo! Inc., and Zerotrillion.

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## Market Segmentation & Coverage:

This research report categorizes the Advertising & Marketing Market in order to forecast the revenues and analyze trends in each of following sub-markets:

Based on Type, market is studied across Content Creation and Management, Digital Marketing, Public Relations, Social Media Management, and Traditional Advertising. The Social Media Management is projected to witness significant market share during forecast period.

Based on Application, market is studied across Automotive, Education, Fashion & Beauty, Finance & Banking, Food & Beverage, Healthcare, and Travel & Tourism. The Travel & Tourism is projected to witness significant market share during forecast period.

Based on Region, market is studied across Americas, Asia-Pacific, and Europe, Middle East & Africa. The Americas is further studied across Argentina, Brazil, Canada, Mexico, and United States. The United States is further studied across California, Florida, Illinois, New York, Ohio, Pennsylvania, and Texas. The Asia-Pacific is further studied across Australia, China, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, and Vietnam. The Europe, Middle East & Africa is further studied across Denmark, Egypt, Finland, France, Germany, Israel, Italy, Netherlands, Nigeria, Norway, Poland, Qatar, Russia, Saudi Arabia, South Africa, Spain, Sweden, Switzerland, Turkey, United Arab Emirates, and United Kingdom. The Americas commanded largest market share of 38.57% in 2022, followed by Europe, Middle East & Africa.

## Key Topics Covered:

1. Preface
2. Research Methodology
3. Executive Summary
4. Market Overview
5. Market Insights
6. Advertising & Marketing Market, by Type
7. Advertising & Marketing Market, by Application
8. Americas Advertising & Marketing Market
9. Asia-Pacific Advertising & Marketing Market
10. Europe, Middle East & Africa Advertising & Marketing Market
11. Competitive Landscape
12. Competitive Portfolio
13. Appendix

The report provides insights on the following pointers:

1. Market Penetration: Provides comprehensive information on the market offered by the key players
2. Market Development: Provides in-depth information about lucrative emerging markets and analyzes penetration across mature segments of the markets
3. Market Diversification: Provides detailed information about new product launches, untapped geographies, recent developments, and investments
4. Competitive Assessment & Intelligence: Provides an exhaustive assessment of market shares, strategies, products, certification, regulatory approvals, patent landscape, and manufacturing capabilities of the leading players
5. Product Development & Innovation: Provides intelligent insights on future technologies, R&D activities, and breakthrough product developments

The report answers questions such as:

1. What is the market size and forecast of the Advertising & Marketing Market?
2. Which are the products/segments/applications/areas to invest in over the forecast period in the Advertising & Marketing Market?
3. What is the competitive strategic window for opportunities in the Advertising & Marketing Market?
4. What are the technology trends and regulatory frameworks in the Advertising & Marketing Market?
5. What is the market share of the leading vendors in the Advertising & Marketing Market?
6. What modes and strategic moves are considered suitable for entering the Advertising & Marketing Market?

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