

Global Advertising Agencies Market Set For 4.7% Growth, Reaching \$464.32 Billion By 2029

The Business Research Company's Advertising Agencies Global Market Report 2025 – Market Size, Trends, And Global Forecast 2025-2034

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/EINPresswire.com/ -- The advertising agencies market size has grown

steadily in recent years. It is expected to grow from \$369.56 billion in 2024 to \$386.36 billion in 2025, displaying a compound annual growth rate CAGR of 4.5%. This growth in the historic period can be accredited to strong economic development in emerging markets, rise of globalization, escalating penetration of E-Commerce, increasing advertisement expenditure, and quick-paced advancement in technology.



The Business Research Company's Latest Report Explores Market Driver, Trends, Regional Insights - Market Sizing & Forecasts Through 2034"

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What Is The Advertising Agencies Market Growth Forecast'?

In the next few years, the advertising agencies market size is predicted to see steady growth. The forecast anticipates it to grow to \$464.32 billion in 2029, with a compound annual growth rate CAGR of 4.7%. The growth in the forecast period can be attributed to rising urbanization, increasing adoption of 5G networks, and the Internet of Things IoT driving the growth. Major trends in the forecast

period include the integration of artificial intelligence in advertising as well as rising storytelling concepts, a surge in adoption of digitalization, growing demand for interactive advertising, and an increase in advertising on streaming services. '

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What Are The Core Growth Drivers Of The Advertising Agencies Market?



With regards to the 'market drivers fueling this growth loop'. The increase in advertising spending across industries foretells a growth in demand for the advertising agency market. The increase in ad investment is largely propelled by video and mobile ads. Interestingly, digital advertising has recently outpaced total TV ad spending.

Who Are The Key Industry Players Shaping The Advertising Agencies Market Landscape?

Major companies operating in the advertising agencies market include WPP PLC, Dentsu Inc., Publicis Groupe, Omnicom Group Inc., Hakuhodo DY Holdings, BlueFocus Communication Group, The Interpublic Group of Companies, Inc., Accenture Interactive, Havas, and MDC Partners. To stay on top, these companies have shown a focus on developing innovative products geared towards younger generations, such as the Gen Z Music lineup, to expand their customer base and gain a competitive advantage.

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How Is the [Global Advertising Agencies Market Segmented?](#)

As a means to 'efficiently target the market segments', the advertising agencies market report is divided into several segments and subsegments.

By Mode, the market is dissected into Online Advertising and Offline Advertising sections.

By Type, it is subdivided into TV, Digital, Radio, Print, Out-Of-Home OOH And Others.

By End Use Industry, it includes Banking, Financial Service And Insurance BFSI, Consumer Goods And Retail, Government And Public Sector, IT And Telecom, Media And Entertainment And Others.

Providing a deeper analysis, the subsegments include Online Advertising Display Advertising - Banners, Pop-ups, Social Media Advertising, Search Engine Marketing SEM, Video Advertising, Influencer Marketing, mobile advertising and Offline Advertising Television Advertising, radio advertising, Print Advertising - Newspapers, Magazines, Out-Of-Home, OOH, Advertising - Billboards, Transit, Direct Mail Advertising.

What Are The Regional Insights Of The Advertising Agencies Market?

Keeping the very necessary 'Regional Insights' in mind, the report offers an insightful observation that North America was the largest region in the advertising agencies market in 2024. Western Europe followed as the second largest region in the global advertising agencies. The report covers several regions including Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, and Africa.

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