

India's Advertising Overload: Growth, Clutter, and the Case for Discovery-First Marketing

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GURUGRAM, HARYANA, INDIA, June 26, 2025 /EINPresswire.com/ -- India's advertising and marketing landscape has experienced rapid growth, outpacing global trends. PwC projects India's

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The path forward for India's advertising industry lies in sustainable practices and a discovery-first mindset, prioritizing quality connections and consumer engagement.”

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advertising revenues to grow at an annual rate of 9.4%, reaching approximately ₹1.58 lakh crore by 2028—nearly 1.4 times the global average. In 2024, the country's advertising market expanded by about 8% year-over-year, surpassing the ₹1 lakh crore mark. This growth is largely driven by a digital boom, with digital media now accounting for over 55% of all ad spending, up from 31% pre-pandemic. Digital advertising alone grew 17% last year, reaching about ₹700 billion.

Despite these impressive figures, the advertising spend as

a share of GDP remains at only 0.33%, roughly half the level seen in developed countries. This suggests significant room for further growth as India's economy and consumer market expand. However, this breakneck growth has also led to intense marketing clutter. The shift to digital has unleashed a flood of ads across every screen and channel, testing the limits of consumer attention. Traditional media advertising has largely plateaued, while new media (digital) not only contributed all of 2023's ad growth but also exceeded it, creating a crowded battleground where everyone is vying for attention.

Today's consumers are bombarded by thousands of marketing messages daily, leading many to feel overwhelmed and tuned out. Industry estimates suggest that the average Indian is exposed to 6,000–10,000 ads each day, a staggering increase from roughly 1,600 ads per day a decade ago. From morning to night, ads are everywhere—on phones, computers, TVs, streaming devices, and even voice assistants. This constant barrage of marketing messages has become an unending stream of noise, more like an incessant cacophony than meaningful communication.

The fallout from this ad avalanche is ad fatigue, where consumers become so inundated with ads that they start to ignore them. This has significant implications for marketers, as the sheer volume of ads can lead to a dead end of consumer apathy. The current cacophony of advertising is a double-edged sword—it reflects a vibrant economy with countless brands vying for

attention, yet it also signals a looming fatigue that threatens to undermine the whole system.

In this environment, traditional marketing strategies that rely on volume and repetition are becoming less effective. Consumers are no longer interested in being bombarded with ads; they want to discover products and services that are relevant to their needs and interests. This has led to the rise of discovery-first marketing, which prioritizes quality of connection over quantity of impressions.

Discovery-first platforms like REZYT are not about pushing promotions or deep discounting to grab eyeballs. Instead, they focus on making it easier for consumers and brands to find each other. These platforms address a pain point that traditional channels struggle with: when every brand is shouting, even interested customers may not hear the one thing they actually care about. In a curated discovery environment, the match between product and person can happen more naturally, almost like digital window-shopping in a mall where all the stores are new and intriguing.

The way forward is not to abandon marketing but to transform it. This means embracing models that prioritize quality of connection over quantity of impressions. Whether through community-building, smarter targeting, contextual relevance, or dedicated discovery platforms, the emphasis must shift to meeting consumers on their terms. India's market is too large and dynamic for one-size-fits-all solutions, but the overarching principle is universal: marketing must evolve from a game of loudspeakers to a practice of meaningful conversations.

Brands and platforms that figure out how to genuinely cut through the clutter—not by adding to it, but by rising above it—will define the next chapter of growth. In an era of information overload, the winners will be those who master the art of being found rather than just ceaselessly trying to be seen.

The lesson for India's advertising and marketing ecosystem is one of balance. Growth is still very much on the horizon, but it needs to be growth with a new ethos—one that respects consumer attention as a precious resource. The noise can no longer be the strategy; discovery, relevance, and sustainability must take center stage. By pivoting to a discovery-first mindset, the industry can move from an unsustainable clutter of ads to a healthier marketplace where innovation gets noticed and consumers feel engaged, not overwhelmed.

This approach not only enhances consumer experience but also ensures that marketing efforts are more effective and sustainable in the long run. In the age of AI-powered search engines that prioritize context and relevance, discovery-first marketing aligns perfectly with the evolving landscape of digital advertising. By focusing on meaningful connections and genuine discovery, India's advertising industry can continue to grow while respecting the needs and preferences of its consumers.

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