

Spain Advertising Market Summary, Competitive Analysis and Forecast to 2027

Industry Report | 2023-03-17 | 53 pages | MarketLine

AVAILABLE LICENSES:

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

Report description:

Spain Advertising Market Summary, Competitive Analysis and Forecast to 2027

Summary

Advertising in Spain industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The advertising industry consists of revenues gained by any advertising activities or agencies providing advertising services, including display advertising services. All market data and forecasts are represented in nominal terms (i.e. without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2022 annual average exchange rates.
- The Spanish advertising industry had total revenues of \$12,401.7 million in 2022, representing a negative compound annual growth rate (CAGR) of 1.5% between 2017 and 2022.
- The food, beverage & personal/healthcare segment accounted for the industry's largest proportion in 2022, with total revenues of \$2,767.7 million, equivalent to 22.3% of the industry's overall value.
- The real GDP annual growth rate of Spain in 2022 stood at 4.5%, according to in-house research.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the advertising market in Spain
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the advertising market in

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Spain

- Leading company profiles reveal details of key advertising market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Spain advertising market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the Spain advertising market by value in 2022?
- What will be the size of the Spain advertising market in 2027?
- What factors are affecting the strength of competition in the Spain advertising market?
- How has the market performed over the last five years?
- Who are the top competitors in Spain's advertising market?

Table of Contents:

Table of Contents

1 Executive Summary

1.1. Market value

1.2. Market value forecast

1.3. Category segmentation

1.4. Geography segmentation

1.5. Market rivalry

1.6. Competitive landscape

2 Market Overview

2.1. Market definition

2.2. Market analysis

3 Market Data

3.1. Market value

4 Market Segmentation

4.1. Category segmentation

4.2. Geography segmentation

5 Market Outlook

5.1. Market value forecast

6 Five Forces Analysis

6.1. Summary

6.2. Buyer power

6.3. Supplier power

6.4. New entrants

6.5. Threat of substitutes

6.6. Degree of rivalry

7 Competitive Landscape

7.1. Who are the leading players?

7.2. What are the strengths of leading players?

7.3. What trends are impacting the market?

7.4. What has been the rationale behind recent strategic partnerships and M&A activity?

8 Company Profiles

8.1. The Interpublic Group of Companies, Inc.

8.2. Publicis Groupe SA

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 8.3. WPP plc
- 8.4. Havas SA
- 9 Macroeconomic Indicators
 - 9.1. Country data
- 10 Appendix
 - 10.1. Methodology
 - 10.2. Industry associations
 - 10.3. Related MarketLine research
 - 10.4. About MarketLine

Spain Advertising Market Summary, Competitive Analysis and Forecast to 2027

Industry Report | 2023-03-17 | 53 pages | MarketLine

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single user licence (PDF)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-04"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com