

## **BRIC Countries (Brazil, Russia, India, China) Advertising Market Summary, Competitive Analysis and Forecast to 2027**

Industry Report | 2023-06-30 | 112 pages | MarketLine

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### **Report description:**

BRIC Countries (Brazil, Russia, India, China) Advertising Market Summary, Competitive Analysis and Forecast to 2027

#### Summary

The BRIC Advertising industry profile provides top-line qualitative and quantitative summary information including: industry size (value 2018-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the industry.

#### Key Highlights

- Brazil, Russian Federation, India and China (BRIC) are the emerging and fast growing countries within the advertising industry and had a total market value of \$135,829.6 million in 2022. Brazil was the fastest growing country with a CAGR of 8.4% over the 2018-22 period.
- Within the advertising industry, China is the leading country among the BRIC nations with market revenues of \$103,779.6 million in 2022. This was followed by Brazil, India and Russia with a value of \$13,465.8, \$10,511.5, and \$8,072.7 million, respectively.
- China is expected to lead the advertising industry in the BRIC nations with a value of \$128,288.5 million in 2027, followed by Brazil, India, Russia with expected values of \$16,862.5, \$16,633.1 and \$8,981.1 million, respectively.

#### Scope

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

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- Leading company profiles reveal details of key advertising industry players' BRIC operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the BRIC advertising industry with five year forecasts
- Compares data from Brazil, Russia, India, and China, alongside individual chapters on each country

#### Reasons to Buy

- What was the size of the BRIC advertising industry by value in 2022?
- What will be the size of the BRIC advertising industry in 2027?
- What factors are affecting the strength of competition in the BRIC advertising industry?
- How has the industry performed over the last five years?
- What are the main segments that make up the BRIC advertising industry?

#### **Table of Contents:**

##### Table of Contents

##### 1 Introduction

- 1.1. What is this report about?
- 1.2. Who is the target reader?
- 1.3. How to use this report
- 1.4. Definitions

##### 2 BRIC

##### 2.1. Advertising Industry Outlook

##### 3 Advertising in Brazil

- 3.1. Market Overview
- 3.2. Market Data
- 3.3. Market Segmentation
- 3.4. Market outlook
- 3.5. Five forces analysis

##### 4 Macroeconomic Indicators

##### 4.1. Country data

##### 5 Advertising in China

- 5.1. Market Overview
- 5.2. Market Data
- 5.3. Market Segmentation
- 5.4. Market outlook
- 5.5. Five forces analysis

##### 6 Macroeconomic Indicators

##### 6.1. Country data

##### 7 Advertising in India

- 7.1. Market Overview
- 7.2. Market Data
- 7.3. Market Segmentation
- 7.4. Market outlook
- 7.5. Five forces analysis

##### 8 Macroeconomic Indicators

##### 8.1. Country data

##### 9 Advertising in Russia

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- 9.1. Market Overview
- 9.2. Market Data
- 9.3. Market Segmentation
- 9.4. Market outlook
- 9.5. Five forces analysis
- 10 Macroeconomic Indicators
- 10.1. Country data
- 11 Company Profiles
- 11.1. The Interpublic Group of Companies, Inc.
- 11.2. Omnicom Group, Inc.
- 11.3. Publicis Groupe SA
- 11.4. WPP plc
- 11.5. Dentsu Group Inc.
- 12 Appendix
- 12.1. Methodology
- 12.2. About MarketLine

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