

Advertising in China: ISIC 743

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PPI

Euromonitor International's Industrial reports provide a 360 degree view of an industry. The Industrial market report offers a comprehensive guide to the size and shape of the Advertising market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Internet and Other Advertising Means, Outdoor, Press, Radio, Television.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Advertising market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Table of Contents:

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List Of Contents And Tables

ADVERTISING IN CHINA: ISIC 743

HEADLINES

INDUSTRY OVERVIEW

CHART 1 Key Industry's Indicators 2017-2027

TURNOVER SCORECARD

Summary 1 Scorecard of Turnover Pillar 2017-2027

CHART 2 Turnover Regional Comparison 2022

CHART 3 Turnover per Capita Regional Comparison 2022

CHART 4 Turnover Growth Regional Comparison 2017-2027

CHART 5 Future and Absolute Growth of Turnover Regional Comparison 2022-2027

CHART 6 Turnover 2017-2027

CHART 7 Turnover by Category 2017-2022

CHART 8 Turnover by Category 2022-2027

CHART 9 Turnover per Employee 2017-2022

INDUSTRY'S GROWTH DRIVERS

Summary 2 Key Buyer Industries in China 2017-2027

Summary 3 Key Supplier Industries in China 2017-2027

CHART 10 External Demand Factors

CHART 11 Top Industry's Suppliers and Buyers

COST STRUCTURE

CHART 12 Cost Structure Comparison 2022

CHART 13 Cost Structure 2017-2022

CHART 14 B2B Costs and Growth 2022, USD million

CHART 15 Profit and Profit Margin 2017-2022

CHART 16 Average Salary 2017-2022

CHART 17 Labour Costs and Employee Productivity Comparison 2017-2022

FIRMOGRAPHICS

CHART 18 Number of Companies by Size 2017/2022

CHART 19 Competitive Landscape Structure by Company Size 2017/2022

CHART 20 Top Companies' Ranking 2017-2022 and % of Turnover Value 2022

MARKET OVERVIEW

CHART 21 Market Structure by Buyer 2017-2022

CHART 22 B2B Buyers and Growth 2022, USD million

ATTRACTIVENESS INDEX

CHART 23 Attractiveness Index in Selected Industries 2022

CHART 24 Advertising Attractiveness Index Comparison Across All Industries 2022

CHART 25 Attractiveness Index Methodology

ECONOMIC CONTEXT AND LABOUR MARKET

Summary 4 Economic Context and Labour Market 2022-2027

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