

Asia Pacific Media Planning and Buying Market Report and Forecast 2024-2032

Market Report | 2023-11-24 | 145 pages | EMR Inc.

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Report description:

Asia Pacific Media Planning and Buying Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the Asia Pacific media planning and buying market is projected to grow at a CAGR of 12.4% between 2024 and 2032. Aided by the rising consumption of digital media and the growing shift towards programmatic advertising, the market is expected to grow significantly by 2032.

Media planning and buying involve identifying and selecting optimal media platforms for a client's brand or product to use, arranging for media space, and negotiating deals. This strategic process plays a crucial role in reaching the target audience effectively, enhancing brand visibility, and boosting sales. Media planning and buying cover a wide range of media types, including television, radio, newspapers, magazines, websites, and social media platforms.

The rising consumption of digital media is driving the Asia Pacific media planning and buying market growth. With the proliferation of the internet and smart devices, there has been a significant shift towards digital media in the Asia Pacific region. As a result, businesses are increasingly leveraging digital platforms for advertising, leading to a surge in demand for media planning and buying services.

In addition, the growing shift towards programmatic advertising plays a significant role in propelling the market growth.

Programmatic advertising automates the decision-making process of media buying by targeting specific audiences and demographics. It allows advertisers to buy impressions on a specific website or app that their target audience might visit, thereby enhancing the efficiency and effectiveness of their campaigns.

The expanding applications of data analytics in media planning also contribute to the Asia Pacific media planning and buying market outlook. By analysing vast amounts of consumer data, businesses can make informed decisions about when, where, and how to place their ads for optimal impact. This has led to an increased demand for data-driven media planning and buying services in the Asia Pacific region.

Further, the growing trend of personalised advertising is expected to boost the Asia Pacific media planning and buying market demand. As consumers increasingly prefer ads tailored to their preferences and behaviours, businesses are turning to media planning and buying services that can deliver personalised ad experiences, thereby driving their popularity.

Market Segmentation

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The market can be divided based on type, enterprise size, application, and country.

Market Breakup by Type

- Traditional
- Digital

Market Breakup by Enterprise Size

- Small and Medium Enterprises
- Large Enterprises

Market Breakup by Application

- FMCG
- BFSI
- Automotive
- IT and Telecom
- Education
- Healthcare
- Food and Beverage
- Media and Entertainment
- Others

Market Breakup by Country

- China
- Japan
- India
- ASEAN
- Australia
- Others

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the Asia Pacific media planning and buying market. Some of the major players explored in the report by Expert Market Research are as follows:

- Publicis Groupe
- Mindshare Media Ltd.
- PHD Media
- Dentsu International
- Starcom Worldwide, Inc.
- Others

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