

Indian Advertising Market Report and Forecast 2024-2032

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Report description:

Indian Advertising Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the Indian advertising market reached a value of nearly INR 916.32 billion in 2023. Aided by the increasing penetration of smartphones and the internet and rapid urbanisation, the market is projected to further grow at a CAGR of 11.0% during the forecast period of 2024-2032 to reach INR 2344.01 billion by 2032. Advertising is a quintessential tool for brand communication, awareness, and promotion. In India, advertising plays a pivotal role, given the vast and diverse demographic tapestry of the nation. Through various mediums, such as television, radio, print, and digital platforms, advertising seeks to inform, persuade, and remind potential consumers about products, services, and ideas. One of the significant Indian advertising market trends is a dynamic shift with the proliferation of digital platforms. The era of digitalisation, coupled with high internet penetration and smartphone accessibility, has paved the way for online advertising, leading to immense growth opportunities for advertisers to tap into the ever-evolving consumer base. Additionally, the growing disposable income of the Indian middle class has brought about a shift in consumer behaviour, creating a demand for diverse products and services. This shift bolsters the Indian advertising market demand, as businesses focus on capturing consumer attention, foster brand loyalty, and drive sales in an increasingly competitive marketplace. Apart from the burgeoning digital space, television continues to dominate the Indian advertising landscape. Given the country's expansive geographic spread and cultural diversity, television advertising remains a potent medium, offering advertisers the reach and impact that few other mediums can match. The Indian advertising market growth is also fuelled by the nation's socio-economic fabric. As India continues its journey towards becoming an economic powerhouse, sectors like e-commerce, real estate, automotive, and FMCG have been bolstering their advertising efforts, thereby catalysing the market's expansion. The integration of technology and data analytics has further transformed the advertising domain. Personalisation and targeted advertising, leveraging consumer behaviour and preferences, have gained popularity. Brands are now equipped with insights and tools that enable them to create more focused and impactful campaigns, ensuring higher returns on advertising investments. The Indian advertising market analysis also reveals the contribution of regional and vernacular content towards rapid market growth. With a plethora of languages and cultures in India, regional advertising has taken centre stage. Advertisers are

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increasingly tapping into regional sentiments, languages, and nuances to connect more authentically with their target audience, thereby amplifying their brand's resonance.

Market Segmentation

The market can be divided based on medium and region.

Market Breakup by Medium

- Television Advertising
- Radio Advertising
- Print Advertising
- Internet/Online Advertising
- Outdoor Advertising
- Mobile Advertising

Market Breakup by Region

- North India
- East and Central India
- West India
- South India

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 Indian advertising market. Some of the major players explored in the report by Expert Market Research are as follows:

- Crayons Advertising Limited
- The DDB Mudra Group
- Creation Infoways Pvt. Ltd
- Avail Advertising India Pvt Ltd
- Triverse Advertising Pvt. Ltd
- Purnima Advertising Agency Pvt. Ltd
- Web Cures Digital
- Urja Communications Pvt. Ltd
- SocialPulsar
- Dentsu India
- Others

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