

Automotive Advertising Market By Type (Location Independent Advertising, Location-Based Advertising), By Product (Online Advertising, Traditional Media, Pre-Roll Advertisements, Others), By End-User (Automotive Groups, Automotive Dealerships, Others): Global Opportunity Analysis and Industry Forecast, 2023-2032

Market Report | 2024-03-01 | 250 pages | Allied Market Research

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Report description:

Automotive advertising is defined as a marketing strategy that promotes cars, trucks, and other vehicles, along with the related components and accessories. This mode of advertising aims to convince individuals who are dealing in this market for a new or used vehicle to make a purchase decision. It targets both near-market audiences and in-market shoppers. Near-market audiences are shoppers who might be 3-6 months out from purchasing a car, while in-market shoppers are high-intent shoppers who are less than 3 months from purchasing a car. Further, automotive advertising activities are primarily undertaken by automotive companies, dealerships, and related businesses to promote their products and services to consumers. It often includes a wide range of advertising channels and strategies aimed at increasing brand awareness, driving sales, and influencing consumer purchasing decisions within the automotive industry.

In the ever-evolving landscape of the automotive industry, the continual growth in digital transformation has become a defining catalyst for innovation, efficiency, and consumer engagement. It facilitates automotive brands to reach a large target audience across multiple digital channels, including social media, search engines, and mobile apps. According to information from Google, about 95% of vehicle buyers utilize the web as one of their sources of information, with almost 60% of those searches coming from mobile devices. This implies that a simple website design helps customers gather ample information available through online sources. Further, automotive advertisers leverage digital marketing tactics, such as targeted advertising, retargeting, and influencer partnerships to engage consumers online. Thus, the rise in the level of digitalization through online sources is expected to fuel the growth of automotive advertising market across the globe.

Moreover, the widespread adoption of automotive advertising among original equipment manufacturers (OEMs) has emerged as a prime factor for boosting the growth opportunities of the automotive advertising market across the globe. Advertising serves as a

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strategic tool for automotive OEMs to differentiate their brand positioning, showcase product features, and innovations, and connect with target audiences in a crowded marketplace. In addition, OEMs employ analytics tools and metrics to track the performance of their advertising campaigns, including reach, engagement, conversions, and brand sentiment. They often utilize these insights to enhance campaign strategies, distribute budgets effectively, and upgrade messaging to improve and resonate with target audiences. These factors are projected to fuel the growth of the global automotive advertising market. However, the budget constraint is expected to be a prime limiting factor for the growth of the automotive advertising market, as advertising and marketing costs in the automotive sector are finite, requiring cautious allocation and prioritization of resources. Increase in return on investment and efficiency while managing costs presents a considerable risk for automotive advertisers, which in turn obstructs market growth. In addition, compliance issues with stringent regulations and advertising standards further add complexities to advertising campaigns, especially in the global market, resulting in slowed down market growth. The automotive advertising market is segmented into type, product, end user, and region. Depending on the type, it is categorized into location-independent advertising and location-based advertising. On the basis of product, it is divided into online advertising, traditional media, pre-roll advertisements, and others. By end user, it is fragmented into automotive groups, automotive dealerships, and others. Region-wise, the market is analyzed across North America, Europe, Asia-Pacific, Latin America, and Middle East & Africa.

Key players covered in the report include Adpearance, Inc., CMB Automotive Marketing Limited, Force Marketing, Google LLC by Alphabet Inc., HigherVisibility, Microsoft Corporation, Meta Platforms, Inc., Omnicom Group Inc., Social Media 55, and Visarc. These companies have adopted strategies such as product launches, product development, and others to improve their market positioning.

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- Additional company profiles with specific to client's interest
- Additional country or region analysis- market size and forecast
- Criss-cross segment analysis- market size and forecast
- Expanded list for Company Profiles
- SWOT Analysis

Key Market Segments

By Type

- Location Independent Advertising

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- Location-Based Advertising

By Product

- Online Advertising

- Traditional Media

- Pre-Roll Advertisements

- Others

By End-User

- Automotive Groups

- Automotive Dealerships

- Others

By Region

- North America

- U.S.

- Canada

- Mexico

- Europe

- UK

- Germany

- France

- Italy

- Rest of Europe

- Asia-Pacific

- China

- Japan

- India

- South Korea

- Rest of Asia-Pacific

- Latin America

- Brazil

- Argentina

- Colombia

- Rest of Latin America

- Middle East and Africa

- UAE

- Saudi Arabia

- South Africa

- Nigeria

- Rest Of Middle East Africa

- Key Market Players

- CMB Automotive Marketing Limited

- Force Marketing

- Google LLC by Alphabet Inc.

- HigherVisibility

- Microsoft Corporation

- Meta Platforms, Inc.

- Omnicom Group Inc.

- Social Media 55

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- Visarc
- Adpearance, Inc.

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