

## Advertising in India

Industry Report | 2024-04-12 | 53 pages | MarketLine

### AVAILABLE LICENSES:

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

### Report description:

Advertising in India

Summary

Advertising in India industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### Key Highlights

- The advertising industry consists of revenues gained by any advertising activities or agencies providing advertising services, including display advertising services.
- The Indian advertising industry recorded revenues of \$11,683.5 million in 2023, representing a compound annual growth rate (CAGR) of 8.5% between 2018 and 2023.
- The food, beverage & personal/healthcare segment accounted for the industry's largest proportion in 2023, with total revenues of \$4,512.7 million, equivalent to 38.6% of the industry's overall value.
- The advertising industry in India is transforming due to the growth of digital platforms and changing consumer preferences. Platforms like Facebook, Instagram, and Google have become essential for advertising strategies, offering extensive reach and precise targeting. Short video platforms like TikTok and MX TakaTak have provided new avenues for brands to connect with audiences through engaging content.

### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the advertising market in India

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the advertising market in India
- Leading company profiles reveal details of key advertising market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the India advertising market with five year forecasts

## Reasons to Buy

- What was the size of the India advertising market by value in 2023?
- What will be the size of the India advertising market in 2028?
- What factors are affecting the strength of competition in the India advertising market?
- How has the market performed over the last five years?
- What are the main segments that make up India's advertising market?

## Table of Contents:

- Table of Contents
- 1 Executive Summary
  - 1.1. Market value
  - 1.2. Market value forecast
  - 1.3. Category segmentation
  - 1.4. Geography segmentation
  - 1.5. Market rivalry
  - 1.6. Competitive landscape
- 2 Market Overview
  - 2.1. Market definition
  - 2.2. Market analysis
- 3 Market Data
  - 3.1. Market value
- 4 Market Segmentation
  - 4.1. Category segmentation
  - 4.2. Geography segmentation
- 5 Market Outlook
  - 5.1. Market value forecast
- 6 Five Forces Analysis
  - 6.1. Summary
  - 6.2. Buyer power
  - 6.3. Supplier power
  - 6.4. New entrants
  - 6.5. Threat of substitutes
  - 6.6. Degree of rivalry
- 7 Competitive Landscape
  - 7.1. Who are the leading players in the market?
  - 7.2. What are the strengths of leading players?
  - 7.3. What trends are impacting the market?
  - 7.4. Have there been any recent developments in the market?
- 8 Company Profiles
  - 8.1. The Interpublic Group of Companies, Inc.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

8.2. Publicis Groupe SA

8.3. Omnicom Group, Inc.

8.4. WPP plc

9 Macroeconomic Indicators

9.1. Country data

10 Appendix

10.1. Methodology

10.2. Industry associations

10.3. Related MarketLine research

10.4. About MarketLine

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

## Advertising in India

Industry Report | 2024-04-12 | 53 pages | MarketLine

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single user licence (PDF)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-17"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)