

Advertising in India

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

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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

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- 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?

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