

## Advertising in Australia

Industry Report | 2024-04-12 | 54 pages | MarketLine

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### **Report description:**

Advertising in Australia

Summary

Advertising in Australia industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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 Australian advertising industry registered total revenues of \$13,832.6 million in 2023, representing a compound annual growth rate (CAGR) of 3.6% between 2018 and 2023.
- The food, beverage & personal/healthcare segment accounted for the industry's largest proportion in 2023, with total revenues of \$4,230.8 million, equivalent to 30.6% of the industry's overall value.
- Australia captured a share of 6.0% share in the Asia-Pacific advertising industry in 2023.

### **Scope**

- Save time carrying out entry-level research by identifying the size, growth, and leading players in the advertising market in Australia
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the advertising market in Australia
- Leading company profiles reveal details of key advertising market players' global operations and financial performance

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- Add weight to presentations and pitches by understanding the future growth prospects of the Australia advertising market with five year forecasts by both value and volume

## Reasons to Buy

- What was the size of the Australia advertising market by value in 2023?
- What will be the size of the Australia advertising market in 2028?
- What factors are affecting the strength of competition in the Australia advertising market?
- How has the market performed over the last five years?
- Who are the top competitors in Australia's advertising market?

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