

Advertising in Russia

Industry Report | 2024-04-12 | 58 pages | MarketLine

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Report description:

Advertising in Russia

Summary

Advertising in Russia 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 Russian advertising industry had total revenues of \$8,192.9 million in 2023, representing a compound annual growth rate (CAGR) of 4.1% between 2018 and 2023.
- The food, beverage & personal/healthcare segment accounted for the industry's largest proportion in 2023, with total revenues of \$3,871.9 million, equivalent to 47.3% of the industry's overall value.
- The growth in the Russian advertising industry is influenced by several macroeconomic factors, such as rising GDP, growing consumer confidence, and an increase in advertising spending. For instance, the real GDP annual growth rate of Russia in 2023 stood at 2.2%, according to MarketLine.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the advertising market in Russia
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the advertising market in

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Russia

- 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 Russia advertising market with five year forecasts by both value and volume

Reasons to Buy

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

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