

## **Advertising in Italy**

Industry Report | 2024-04-12 | 51 pages | MarketLine

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### **Report description:**

Advertising in Italy

Summary

Advertising in Italy 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 Italian advertising industry had total revenues of \$5,768.5 million in 2023, representing a negative compound annual growth rate (CAGR) of 2.2% between 2018 and 2023.
- The food, beverage & personal/healthcare segment accounted for the industry's largest proportion in 2023, with total revenues of \$1,099.1 million, equivalent to 19.1% of the industry's overall value.
- The growth in the Italian advertising industry is influenced by several macroeconomic factors, such as rising GDP, growing consumer confidence, and an increase in advertising spending. For instance, according to the National Institute of Statistics (ISTAT), consumer confidence in Italy increased to 105.5 in April 2023, the highest level since February 2022, from 105.1 the previous month, which was in line with market predictions.

Scope

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

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the advertising market in Italy
- 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 Italy advertising market with five year forecasts

#### Reasons to Buy

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

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