

Advertising in Italy

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

AVAILABLE LICENSES:

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

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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 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?

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. Omnicom Group, Inc.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

8.2. Publicis Groupe SA

8.3. WPP plc

8.4. Havas SA

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

Advertising in Italy

Industry Report | 2024-04-12 | 51 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="2026-02-11"/>
		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