

## **Advertising in the Netherlands**

Industry Report | 2024-04-12 | 76 pages | MarketLine

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### **Report description:**

Advertising in the Netherlands

#### Summary

Advertising in the Netherlands 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 Dutch advertising industry had total revenues of \$4,285.1 million in 2023, representing a compound annual growth rate (CAGR) of 1.4% between 2018 and 2023.
- The retailer segment accounted for the industry's largest proportion in 2023, with total revenues of \$920.1 million, equivalent to 21.5% of the industry's overall value.
- The rise in the media and telecommunications sector notably influences the advertising industry as the broader reach and targeted advertising capabilities offered by these platforms contribute to the growth of the advertising industry. According to MarketLine, the media and telecommunications industry witnessed a significant rise of 3.3% in 2023, reaching \$782.3 million compared to the previous year.

#### Scope

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

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the advertising market in the Netherlands
- 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 Netherlands advertising market with five year forecasts by both value and volume

#### Reasons to Buy

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

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