

Advertising in Turkey

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

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Report description:

Advertising in Turkey

Summary

Advertising in Turkey industry profile provides top-line qualitative and quantitative summary information including: 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 Turkish advertising industry had total revenues of \$779.1 million in 2023, representing a compound annual growth rate (CAGR) of 9.4% between 2018 and 2023.
- The media & telecommunication segment accounted for the industry's largest proportion in 2023, with total revenues of \$83.5 million, equivalent to 10.7% of the industry's overall value.
- The growth in the Turkish advertising industry is influenced by several macroeconomic factors, such as rising GDP, growing consumer confidence, and an increase in advertising spending. For instance, Turkey's increasing GDP per capita has expanded consumer confidence. According to the Turkish Statistical Institute, the Turkish economy grew 4% year-on-year in Q4 2023.

Scope

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

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Turkey

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

Reasons to Buy

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

7.4. What has been the rationale behind recent strategic partnerships and M&A activity?

8 Company Profiles

8.1. The Interpublic Group of Companies, Inc.

8.2. Publicis Groupe SA

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- 8.3. Omnicom Group, Inc.
- 8.4. WPP plc
- 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

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