

**Advertising in North America**

Industry Report | 2024-04-12 | 52 pages | MarketLine

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**Report description:**

Advertising in North America

## Summary

Advertising in North America 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 North American advertising industry had total revenues of \$321,663.3 million in 2023, representing a compound annual growth rate (CAGR) of 2.8% between 2018 and 2023.
- The food, beverage & personal/healthcare segment accounted for the industry's largest proportion in 2023, with total revenues of \$73,649.4 million, equivalent to 22.9% of the industry's overall value.
- The US accounted for a share of 93% of America's advertising industry and 40.7% globally in 2023.

## Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the advertising market in North America
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the advertising market in North America
- Leading company profiles reveal details of key advertising market players' global operations and financial performance

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- Add weight to presentations and pitches by understanding the future growth prospects of the North America advertising market with five year forecasts by both value and volume

## Reasons to Buy

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

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