

India Advertising Market Growth Analysis Report - Market Size, Share, Forecast Trends and Outlook (2025-2034)

Market Report | 2025-08-13 | 137 pages | EMR Inc.

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Report description:

The India advertising market attained a value of INR 916.32 Billion in 2024. The industry is expected to grow at a CAGR of 11.00% during the forecast period of 2025-2034. By 2034, the market is expected to reach INR 2601.82 Billion.

The popularity of social media platforms is contributing primarily to content viewing among the young generation, contributing to the growth of the India advertisement market. The users are devoting more hours to such platforms compared to conventional media, including television and print, further presenting immense scope for advertisers for direct access to them. As per industry reports, India witnessed 462 million active social media users during January 2024, of which 32% were aged 18 years and over. This is highlighting the importance of relatable as well as authentic content in advertising strategies.

With increased usage of the internet in the local space, voice search and AI-driven native chatbots have become increasingly popular within the India ad market. Towards that purpose, various companies are using customized content strategy and AI-based translation to appeal to non-English-speaking consumers for increased accessibility and inclusivity within advertising. In May 2025, Appy Pie launched PixelYatra, India's first Hindi AI design tool for allowing users to generate visually rich content via simple Hindi prompts, adding to the industry growth.

The robust expansion of retail media networks is also influencing the India advertising market outlook. Of late, consumers are shifting their shopping behaviours to online channels and engaging with e-commerce platforms. Capitalizing on this trend, retailers are building powerful in-house advertising ecosystems. As per industry reports, the number of online shoppers in India touched 300 million in 2023. This is urging platforms to monetize their first-party customer data to provide highly measurable and targeted advertising solutions.

Key Trends and Recent Developments

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June 2025

Tata Play collaborated with ZEE Entertainment Enterprises Limited for extending its addressable advertising capabilities. This partnership made way for precision-targeted advertising on Zee Cinema by deploying Tata Play's platform to render customized advertisements for specific audience segments.

May 2025

DermaCool teamed up with Wondrlab India to launch India's first fully AI-generated FMCG ad film, "DermaCool Warriors." With a futuristic video-game theme as well as nostalgia, the campaign deployed generative AI for showcasing the brand's cooling effect to target digital-savvy audiences in a bid to drive a creative advancement in AI-driven advertising.

February 2025

JioHotstar partnered with Nielsen for implementing a robust ad measurement system for the Indian Premier League 2025. This collaboration helped to provide real-time as well as campaign-level insights into ad performance to render a comprehensive view of the campaign effectiveness to advertisers.

July 2024

Graphisads and the Indian Institutes of Management Lucknow signed a partnership for launching a startup accelerator focused on the marketing and media technology sectors, the G Force. The program helped to empower media and mar-tech entrepreneurs while gaining attention from leaders in Indian media.

Digital Advertising Dominance

The rising popularity of digital advertising, led by the increasing reliance on online platforms for targeted as well as measurable strategies is boosting the India advertising market expansion. As per industry reports, the internet user populace of India is estimated to cross 900 million by 2025. This is assisting businesses to reach specific audiences whilst tracking the performance of their campaigns in real time. Several companies are further shifting their advertising budgets to digital channels from traditional media as more consumers are spending their time on online platforms, driving rapid market growth.

Rise of Programmatic Advertising

Programmatic advertising is a significant factor boosting the India advertising market growth. This automated approach offers real-time bidding as well as precise audience targeting for enhancing campaign efficiency. According to industry reports, programmatic advertising contributed to about ₹20,686 crore to digital ad spending in India in 2024. The adoption of programmatic methods is further expected to surge as advertisers are seeking more data-driven and cost-effective solutions.

Emergence of Quick Commerce

The growth in quick commerce platforms for revolutionizing the retail space is driving the India advertising industry. Highlighting this trend, in December 2024, Amazon launched Amazon Now, its new 15-minute quick commerce pilot across India to provide ultrafast delivery of essentials to match the rising demands. These platforms are further giving brands immense opportunities for hyper-targeted campaigns on the basis of user location and purchase history.

Integration of AI and Automation

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The surging adoption of artificial intelligence for enabling real-time targeting, dynamic ad creation, and predictive analytics is increasing the India advertising market share. In May 2025, Tata Gluco+ unveiled Piyo Goodness. Karo Greatness, a fully AI-crafted thematic ad film that exhibited its energy-good message post-stadium cleanup, favouring the technology demand. Tools, such as ChatGPT are also deployed to generate high-quality content at scale for limiting time-to-market for campaigns.

Growth of OTT Advertising

The rise in over-the-top platforms is providing advertisers with new avenues to engage with the growing tech-savvy audiences, subsequently adding to the India advertising market revenue. In February 2025, Netflix disclosed plans for an impressive content expansion across India by 2025, surging its yearly budget to USD 18 billion. The increasing preference for these platforms has resulted in the rise in advertising investments for targeting specific viewer segments.

India Advertising Industry Segmentation

The EMR's report titled "India Advertising Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Market Breakup by Medium

- Television Advertising
- Radio Advertising
- Print Advertising
- Internet/Online Advertising
- Outdoor Advertising
- Mobile Advertising

Key Insight: Television is the dominant segment in the India advertising market due to its vast reach and cultural influence. As per industry reports, the TV penetration in household across India is estimated to touch 248 million by 2026. This can be attributed to the unmatched mass visibility offered by television, especially in rural and regional markets. Major events, such as the Indian Premier League are also driving huge ad revenues as sponsors are investing millions for prime-time slots. Moreover, TV advertising is accounting for a major share of ad spends with strong impact and emotional engagement with viewers.

Market Breakup by Region

- North India
- East and Central India
- West India
- South India

Key Insight: North India leads the India advertising market, driven by the presence of metro cities and the rapidly growing urban hubs. Delhi NCR is home to leading broadcasters, ad agencies, and marketing events. High consumer spending and the dense population are fueling advertising in the FMCG, education, real estate, and government sectors. Supporting with industry reports, Delhi's metro area population reached 33,807,000 in 2024, up by 2.63% from 2023. Moreover, government ad budgets for awareness as well as policy outreach are heavily focused in North India, making it the primary region for national advertising revenues.

India Advertising Market Share

Internet/Online & Print Advertising to Gain Popularity in India

The internet/online advertising segment of the India advertising industry is growing rapidly. This can be credited to the surge in internet users along with the hefty digital ad investments, mainly in OTT platforms, social media, and search engines. E-commerce firms are widely deploying personalized ads, influencer marketing, and content-driven campaigns. Through expanding usage of mobiles and data, digital advertising is attaining popularity, backed by the need for measurable performance and precision targeting combined with the surging regional content consumption.

Print advertising is recording popularity in the India advertising market, due to its growing presence, especially in Tier 2 and Tier 3 cities. As per industry reports, India recorded over 146,000 registered periodicals as well as newspapers in 2023, turning them into trusted sources of information. Leading publications are working on attracting advertisers for political ads, real estate, and education sectors. The deep local penetration offered by prints is further keeping printing prominent in specific demographics, adding to the segment growth.

India Advertising Market Regional Analysis

Surging Advertising Demand in West & South India

West India is a major contributor to the India advertising market as it is home to top agencies, such as Ogilvy, DDB Mudra, and Lowe Lintas. Mumbai has emerged as India's financial and entertainment capital, attracting substantial ad spend from Bollywood, retail, banking, and luxury brands. Events including IPL matches in Mumbai are attracting high-value sponsorships and brand placements. Mumbai further serves as the headquarters for many corporate advertisers and media houses, boosting higher advertising demand. The West region further excels in high-value corporate and entertainment-driven advertising.

South India is impacting the India advertising market revenue due to the rising start-ups, strong IT sector, and cultural diversity in Hyderabad, Bengaluru, and Chennai. This region is witnessing rapid advances in digital, mobile, and vernacular advertising. In October 2024, Khushi Advertising partnered with PVR INOX for boosting the regional advertising sales and brand visibility in major markets across South India. The strong growth potential, especially with the rising popularity of OTT content is driving consumer engagement in the region.

Competitive Landscape

Major players in the India advertising market are utilizing efforts towards increasing regional diversity and digitalization to appeal to the growing youth population. Increasing internet penetration and mobile adoption is forcing advertisers to change their strategies with digital media from traditional practices. This is pushing the spending in social media marketing, programmatic buying, and content customized for OTT. Personalization and analytics of data have also become important to target and engage the users appropriately.

Brands are also proactively localizing their messaging for connecting with the cultural and tastes of local languages by identifying the vast and diverse Indian consumer base. This localizing is assisting in building the confidence and expanding the market penetration, especially at Tier 2 and Tier 3 cities. Influencer marketing is also enabling brands to collaborate with micro-influencers and celebrities for their credibility and reach leverage. These collaborations are providing authenticity while assisting in creating community-level engagement.

Crayons Advertising Limited

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Established in 1994 and based in Mumbai, Crayons Advertising Limited offers a full menu of services-from branding and media buying to digital outreach and eye-catching creative work. Clients across many sectors prefer this agency for its fresh ideas, strategic planning, and track record of turning hard goals into memorable campaigns.

The DDB Mudra Group

Launched in 1980 and headquartered in Mumbai, the DDB Mudra Group delivers integrated marketing communications that cover advertising, media planning, digital work, and retail design. With offices in 15 major cities and coverage in more than 22 other locations, the network is one of the most visible marketing partners in India.

Creation Infoways Pvt. Ltd:

Founded in 2000 and based in India, Creation Infoways Pvt. Ltd focuses on digital marketing and e-commerce projects for offering SEO, SEM, social-media support, and complete website builds. Backed by over 50 specialists, the firm has launched more than 2,500 sites for clients around the globe.

Avail Advertising India Pvt Ltd

Founded in 1989 with headquarters in Pune, India, Avail Advertising India Pvt. Ltd. delivers a vast portfolio of advertising services, including branding, design strategy, media buying, and digital marketing. The agency is actively working on building strong client relationships to offer innovative advertising solutions.

Other players in the India advertising market are Triverse Advertising Pvt. Ltd, Purnima Advertising Agency Pvt. Ltd, Web Cures Digital, Urja Communications Pvt. Ltd, SocialPulsar, and Dentsu India, among others.

Key Features of the India Advertising Market Report

- In-depth market size and growth forecasts till 2034 with historical data analysis.
- Segmentation by platform: TV, print, radio, digital, outdoor, and mobile.
- Competitive landscape covering leading advertising agencies and key market players.
- Regional performance insights across North, South, East, as well as West India.
- Emerging trends and innovations, such as influencer marketing and AI-driven campaigns
- Investment analysis and outlook via scenario-based forecasting models.

Why Choose Expert Market Research?

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Call to Action

Unlock the latest insights into India's thriving ad industry?download your free sample report now! Stay ahead with updated India advertising market trends 2025 , growth projections and key player analysis. Whether you are an agency, investor, or brand, this report delivers the data you need for strategically planning and outperforming the competition.

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More Insights On

Mobile Advertising Market

Online Advertising Market

In-Game Advertising Market

United States Healthcare Advertising?Market

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