

## **Advertising in Brazil**

Industry Report | 2025-12-31 | 43 pages | MarketLine

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### **Report description:**

Advertising in Brazil

Summary

Advertising in Brazil industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). 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 Brazilian advertising industry recorded revenues of \$16.6 billion in 2024, representing a compound annual growth rate (CAGR) of 9.6% between 2019 and 2024.
- The food, beverage & personal/healthcare segment accounted for the industry's largest proportion in 2024, with total revenues of \$3.4 billion, equivalent to 20.3% of the industry's overall value.
- In 2024, the Brazilian advertising industry recorded an annual growth of 11.5%. The growth is attributed to the continued expansion of internet users, which has directly supported the growth of online advertising. According to the World Bank, in 2024, the number of internet users in Brazil reached 178.4 million, up 3.8% annually.

Scope

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

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## Brazil

- 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 Brazil advertising market with five year forecasts

## Reasons to Buy

- What was the size of the Brazil advertising market by value in 2024?
- What will be the size of the Brazil advertising market in 2029?
- What factors are affecting the strength of competition in the Brazil advertising market?
- How has the market performed over the last five years?
- What are the main segments that make up Brazil's advertising market?

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