

# Advertising in the US: ISIC 743

September 2023

Table of Contents

## HEADLINES

## INDUSTRY OVERVIEW

Chart 1 - Key Industry's Indicators 2017-2027

## TURNOVER SCORECARD

Summary 1 - Scorecard of Turnover Pillar 2017-2027

Chart 2 - Turnover Developed Countries Comparison 2022

Chart 3 - Turnover per Capita Developed Countries Comparison 2022

Chart 4 - Turnover Growth Developed Countries Comparison 2017-2027

Chart 5 - Future and Absolute Growth of Turnover Developed Countries Comparison 2022-2027

Chart 6 - Turnover 2017-2027

Chart 7 - Turnover by Category 2017-2022

Chart 8 - Turnover by Category 2022-2027

Chart 9 - Turnover per Employee 2017-2022

## INDUSTRY'S GROWTH DRIVERS

Chart 10 - External Demand Factors

Chart 11 - Top Industry's Suppliers and Buyers

Summary 2 - Key Buyer Industries in the US 2017-2027

Summary 3 - Key Supplier Industries in the US 2017-2027

## COST STRUCTURE

Chart 12 - Cost Structure Comparison 2022

Chart 13 - Cost Structure 2017-2022

Chart 14 - B2B Costs and Growth 2022, USD million

Chart 15 - Prices of Selected Commodities 2022 Q3-2023 Q4, Index

Chart 16 - Profit and Profit Margin 2017-2022

Chart 17 - Average Salary 2017-2022

Chart 18 - Labour Costs and Employee Productivity Comparison 2017-2022

## FIRMOGRAPHICS

Chart 19 - Number of Companies by Size 2017/2022

Chart 20 - Competitive Landscape Structure by Company Size 2017/2022

Chart 21 - Top Companies' Ranking 2017-2022 and % of Turnover Value 2022

## MARKET OVERVIEW

Chart 22 - Market Structure by Buyer 2017-2022

Chart 23 - B2B Buyers and Growth 2022, USD million

## ATTRACTIVENESS INDEX

Chart 24 - Attractiveness Index in Selected Industries 2022

Chart 25 - Advertising Attractiveness Index Comparison Across All Industries 2022

Chart 26 - Attractiveness Index Methodology

## ECONOMIC CONTEXT AND LABOUR MARKET

Summary 4 - Economic Context and Labour Market 2022-2027

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/advertising-in-the-us-isic-743/report](http://www.euromonitor.com/advertising-in-the-us-isic-743/report).