



Euromonitor  
International

# Advertising in Australia: ISIC 743

January 2026

Table of Contents

## HEADLINES

### INDUSTRY OVERVIEW

Chart 1 - Key Industry's Indicators 2019-2029

### TURNOVER SCORECARD

Summary 1 - Scorecard of Turnover Pillar 2019-2029

Chart 2 - Turnover Developed Countries Comparison 2024

Chart 3 - Turnover per Capita Developed Countries Comparison 2024

Chart 4 - Turnover Growth Developed Countries Comparison 2019-2029

Chart 5 - Future and Absolute Growth of Turnover Developed Countries Comparison 2024-2029

Chart 6 - Turnover 2019-2029

Chart 7 - Turnover by Category 2019-2024

Chart 8 - Turnover by Category 2024-2029

Chart 9 - Turnover per Employee 2019-2024

### COST STRUCTURE

Chart 10 - Cost Structure Comparison 2024

Chart 11 - Cost Structure 2019-2024

Chart 12 - Profit and Profit Margin 2019-2024

Chart 13 - Average Salary 2019-2024

Chart 14 - Labour Costs and Employee Productivity Comparison 2019-2024

### FIRMOGRAPHICS

Chart 15 - Number of Companies by Size 2019/2024

Chart 16 - Competitive Landscape Structure by Company Size 2019/2024

Chart 17 - Top Companies' Ranking 2019-2024 and % of Turnover Value 2024

### MARKET OVERVIEW

Chart 18 - Market Structure by Buyer 2019-2024

### ATTRACTIVENESS INDEX

Chart 19 - Attractiveness Index in Selected Industries 2024

Chart 20 - Advertising Attractiveness Index Comparison Across All Industries 2024

Chart 21 - Attractiveness Index Methodology

### ECONOMIC CONTEXT AND LABOUR MARKET

Summary 2 - Economic Context and Labour Market 2024-2029

## 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-australia-isic-743/report](http://www.euromonitor.com/advertising-in-australia-isic-743/report).