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Global advertising spend to rise by +3% in 2013 and +5.4% in 2014

London, 11th April 2013

Warc (www.warc.com), the marketing intelligence service, expects global advertising spend (based on 12 major markets) to increase by +3.0% at current prices in 2013 and by +5.4% in 2014, according to its latest *International Ad Forecast*.

If forecast inflation is taken into account, global adspend is expected to rise by just +0.6% this year and by +2.4% in 2014.

This follows estimated adspend growth of +3.8% at current prices in 2012. The predicted slowdown for 2013 is due to the absence of last year's adspend boost from the Olympics and the US presidential election, alongside on-going concerns about the health of the global economy, particularly in relation to the eurozone debt crisis.

Forecast adspend growth in 2013, % change year-on-year

	Current prices	Constant 2005 prices*	Percentage point change vs November (current prices)
Australia	2.2	-0.4	-0.4
Brazil	9.5	3.4	0.0
Canada	2.7	1.2	-2.0
China	9.0	5.3	-3.5
France	-0.7	-2.3	-2.0
Germany	0.9	-0.9	-0.8
India	7.9	-0.2	-1.1
Italy	-2.9	-4.8	-4.6
Japan	1.3	1.3	+0.3
Russia	12.4	5.6	-2.2
UK	3.1	0.7	-0.9
US	2.2	0.3	-0.3

*Constant 2005 price forecasts take into account predicted inflation.

Forecast growth calculated in local currency. Source: Warc's International Ad Forecast

The BRICs are expected to be the fastest-growing adspend markets both this year and next. Russia is predicted to record the biggest increase in adspend (+12.4%) in 2013, followed by Brazil (+9.5%), China (+9.0%) and India (+7.9%).



With the exceptions of Brazil and Japan, all featured markets have seen downgrades to their forecasts for 2013 compared with our November report. The eurozone countries will all see flat or negative growth in advertising spend for 2013.

Suzy Young, Data and Journals Director at Warc, commented: "With few major political or sporting events this year, global advertising spend growth was always expected to be slower than in 2012. The eurozone debt crisis also continues to depress growth both among member countries and abroad. To offset this, global adspend will be reliant on a solid performance from the US and strong growth from emerging markets."

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About Warc Forecasts & Data

Warc (www.warc.com) has produced trusted and independent data on advertising expenditure and media costs for more than 25 years. It has partnerships with leading advertising organisations in more than 80 countries.

The *Warc International Ad Forecast* is updated four times a year and provides estimates for total advertising expenditure and expenditure on seven individual media for 12 markets. The markets covered by the forecast are: Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Russia, UK and US.

The media covered by Warc's forecasts are: TV, newspapers, magazines, internet, outdoor, radio and cinema. Totals for individual media include both display and classified advertising. The figures for internet advertising expenditure incorporate display, classified and search.

Warc data products are available on subscription from www.warc.com. They are used by leading advertisers, media agencies and media owners in all markets.

To find out more about Warc's data products and its flagship online service, www.warc.com, visit www.warc.com/Topics/ForecastsandData.topic or take a free trial at www.warc.com/trial

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