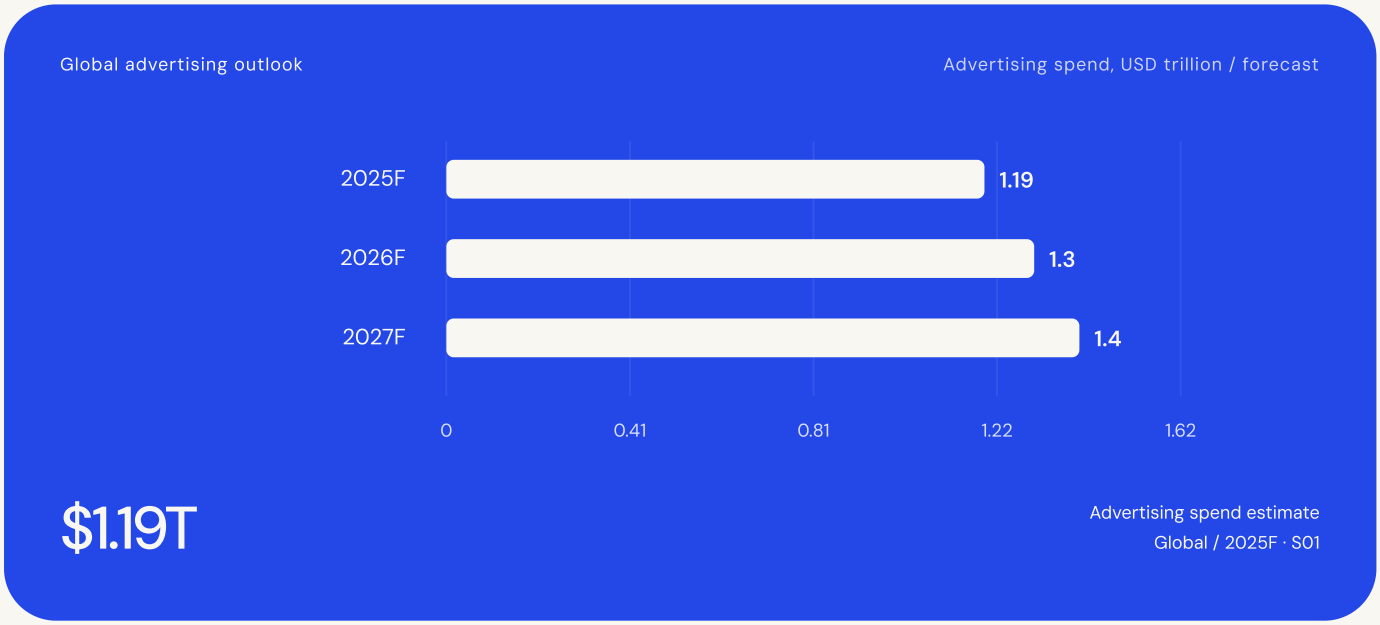
SECTOR MARKET BRIEF

OCTOBER 2026 EDITION

Commercial photography & video studios

Market indicators, potential customer segments and practical routes to new business.
Global market.



PUBLIC-SOURCE RESEARCH / EDITORIAL SERIES

A short guide to the market, potential customers and useful first conversations. Published figures retain their dates and scope.

29 OCTOBER 2026
Global market

01 / EXECUTIVE SUMMARY

Understand the market.
Choose a focused segment.

A useful photography or video brief explains where the content will be used and what it needs to show. Product and location shoots are different assignments.

$1.19T
Advertising spend estimate
Global / 2025F [S01]

+8.9%
Expected annual growth
Global / 2025F [S01]

$1.30T
Next-year forecast
Global / 2026F [S01]

01 What you can offer

Present a shoot that fits your portfolio, with clear deliverables and intended uses.

02 Where to start

Start with a product or business type you have photographed before.

03 What to ask

Ask about location and required content.

About this brief

Market
Global market

Data periods
Shown beside each indicator.

Purpose
Understand the context and choose a relevant customer group.

Your next step

Choose one customer group from this brief. Write down what you could offer and what you need to learn in the first conversation.

02 / MARKET INDICATORS

What the numbers tell us.

Advertising forecasts indicate the scale of brand spending on communication. For an agency or studio, the useful question is which part of that work fits its expertise.

Advertising spend estimate

Global / 2025F [S01]

$1.19T

Expected annual growth

Global / 2025F [S01]

+8.9%

Next-year forecast

Global / 2026F [S01]

$1.30T

What these figures cover

These are WARC forecasts published in December 2025, not observed 2026 or 2027 results. Advertising expenditure is different from fees paid to an agency.

Consider international customers

Foreign brands may commission work locally or send products; location production and remote post-production have different delivery models.

03 / CHARTS AND MARKET REACH

Compare the figures. Choose where to start.

The chart brings the published figures together. Below it are two ways to turn this context into a more focused customer search.

Global advertising outlook

Advertising spend, USD trillion / forecast

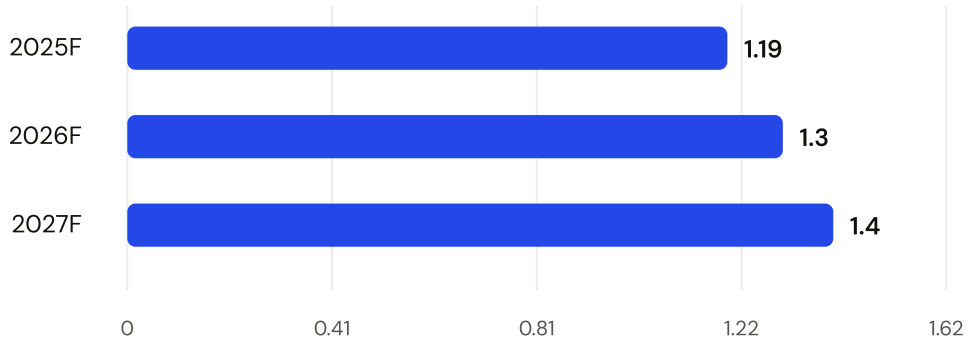


Figure 01 · Source: [S01]

01 / FIRST CUSTOMER GROUP

Start with a specific job

Start with a product or business type you have photographed before. Approach similar companies with a short, relevant example of your work.

02 / INTERNATIONAL CUSTOMERS

Consider international customers

Foreign brands may commission work locally or send products; location production and remote post-production have different delivery models.

These are WARC forecasts published in December 2025, not observed 2026 or 2027 results. Advertising expenditure is different from fees paid to an agency.

04 / POTENTIAL CUSTOMER SEGMENTS

Find a buyer group you can serve well.

These four groups offer different starting points. Choose one that fits your experience, then use the suggested discussion topic to learn about the company's needs.

PROFILE 01
Potential buyer

Consumer brands

What to discuss
Offer consumer brands product photography, catalogue images or content for a defined campaign.

Who to speak with
Marketing lead or creative producer

PROFILE 02
Potential buyer

Manufacturers

What to discuss
Discuss shoots that explain a manufacturer's products or production process.

Who to speak with
Marketing lead or creative producer

PROFILE 03
Potential buyer

Hospitality operators

What to discuss
Ask hospitality operators where they will use images of rooms, shared spaces and services.

Who to speak with
Marketing lead or creative producer

PROFILE 04
Potential buyer

Creative agencies

What to discuss
Work with creative agencies on shooting or editing that fits their client assignments.

Who to speak with
Marketing lead or creative producer

These are suggested buyer groups. Confirm the company's current needs and the right contact before preparing a proposal.

05 / SECTOR OPPORTUNITIES

Turn the context into a useful conversation.

Use one of these approaches to begin a focused discussion. Learn what the customer needs before deciding whether to prepare a proposal.

01

Choose your starting point

Start with a product or business type you have photographed before. Approach similar companies with a short, relevant example of your work.

Next step

Research a small group of relevant firms.

02

Define the work together

Ask about location and required content. Agree on formats, schedule and usage before preparing the proposal.

Next step

Write down the agreed requirements.

03

Look across borders

Foreign brands may commission work locally or send products; location production and remote post-production have different delivery models.

Next step

Check how you would deliver the work.

ANIVO / PRACTICAL WORKFLOW

From research to the first conversation.

1. **Define the search.** Describe your service, target customer and market in Anivo.
2. **Review the plan.** Check the proposed research approach before starting.
3. **Assess the firms.** Review company information and save suitable firms to the CRM with your notes.
4. **Prepare your introduction.** Review the email draft before sending. Track replies and the next step in the company record.

Make the message relevant

In your introduction, explain why you are contacting this company and which part of its work you can support. Ask one clear question that can start a useful conversation.

06 / SOURCES AND NOTES

Read the original sources.

Use these links to read the original publications. The date beside each indicator is its measurement period, which may be earlier than this report.

S01 **Global ad market prospects upgraded to 8.9% (US$1.19trn)**

WARC · 11 December 2025

www.warc.com ↗

How we prepared this brief

We selected published indicators to explain the market context. Customer groups and suggested approaches are Anivo's practical interpretation of that context.

When using the figures

Keep the stated dates and geography when sharing a figure. Wider-sector data do not measure every specialist service. Source updates may change the published values.

Choose one group. Begin one conversation.

Use the customer profiles to select a manageable starting point. Learn about the company's needs, then decide whether your service is a fit.

Related sector workflow · anivoapp.com/for/commercial-photography-video-studios/

Sources accessed 29 October 2026 · OCTOBER 2026 EDITION