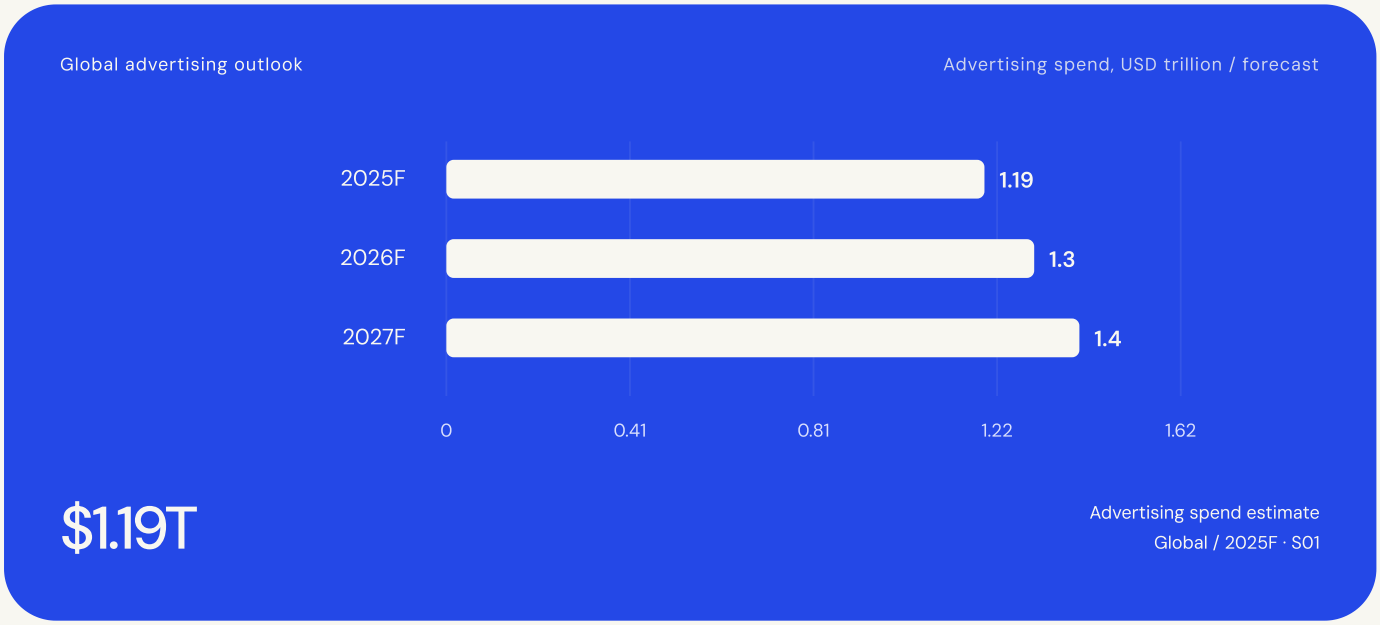
SECTOR MARKET BRIEF

OCTOBER 2026 EDITION

Digital marketing agencies

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.

Digital marketing projects begin with different business goals. A product launch, market entry and branch opening each call for a different conversation.

$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

Offer a defined campaign service to a type of client whose market you understand.

02 Where to start

Start in a sector where you have relevant work to show.

03 What to ask

Ask what the campaign should achieve and who will manage it.

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

Offer one defined campaign service in markets where the agency understands the language and channel mix.

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

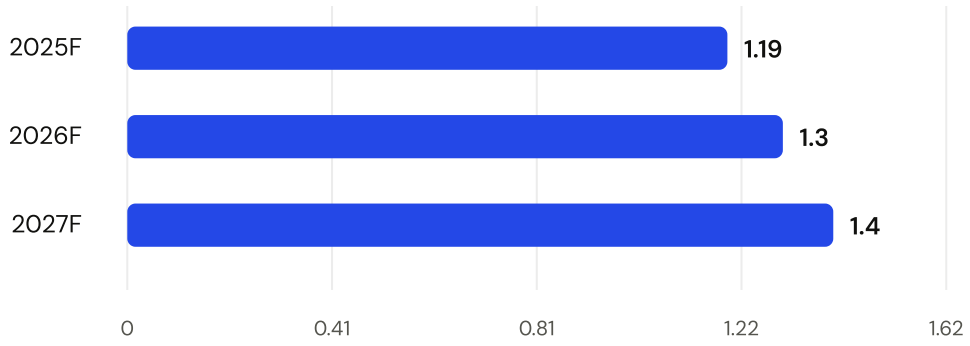


Figure 01 · Source: [S01]

01 / FIRST CUSTOMER GROUP

Start with a specific job

Start in a sector where you have relevant work to show. Review the company's products and current promotion before suggesting a project.

02 / INTERNATIONAL CUSTOMERS

Consider international customers

Offer one defined campaign service in markets where the agency understands the language and channel mix.

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
Approach brands launching products with a campaign offer suited to that product category.

Who to speak with
Marketing lead or business owner

PROFILE 02
Potential buyer

B2B manufacturers

What to discuss
Help manufacturers explain technical products through content and promotion their buyers can understand.

Who to speak with
Marketing lead or business owner

PROFILE 03
Potential buyer

Multi-location services

What to discuss
Discuss how multi-location operators divide promotion between central teams and individual branches.

Who to speak with
Marketing lead or business owner

PROFILE 04
Potential buyer

Online retailers

What to discuss
Offer online retailers a defined project around product presentation or campaign content.

Who to speak with
Marketing lead or business owner

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 in a sector where you have relevant work to show. Review the company's products and current promotion before suggesting a project.

Next step

Research a small group of relevant firms.

02

Define the work together

Ask what the campaign should achieve and who will manage it. Build the proposal around a specific service and deliverable.

Next step

Write down the agreed requirements.

03

Look across borders

Offer one defined campaign service in markets where the agency understands the language and channel mix.

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/digital-marketing-agencies/

Sources accessed 29 October 2026 · OCTOBER 2026 EDITION