Ausblick auf den Schweizer Werbemarkt der nächsten 12 Monate

(Zeitraum 2. Sem. 1016 / 1. Sem. 2017)

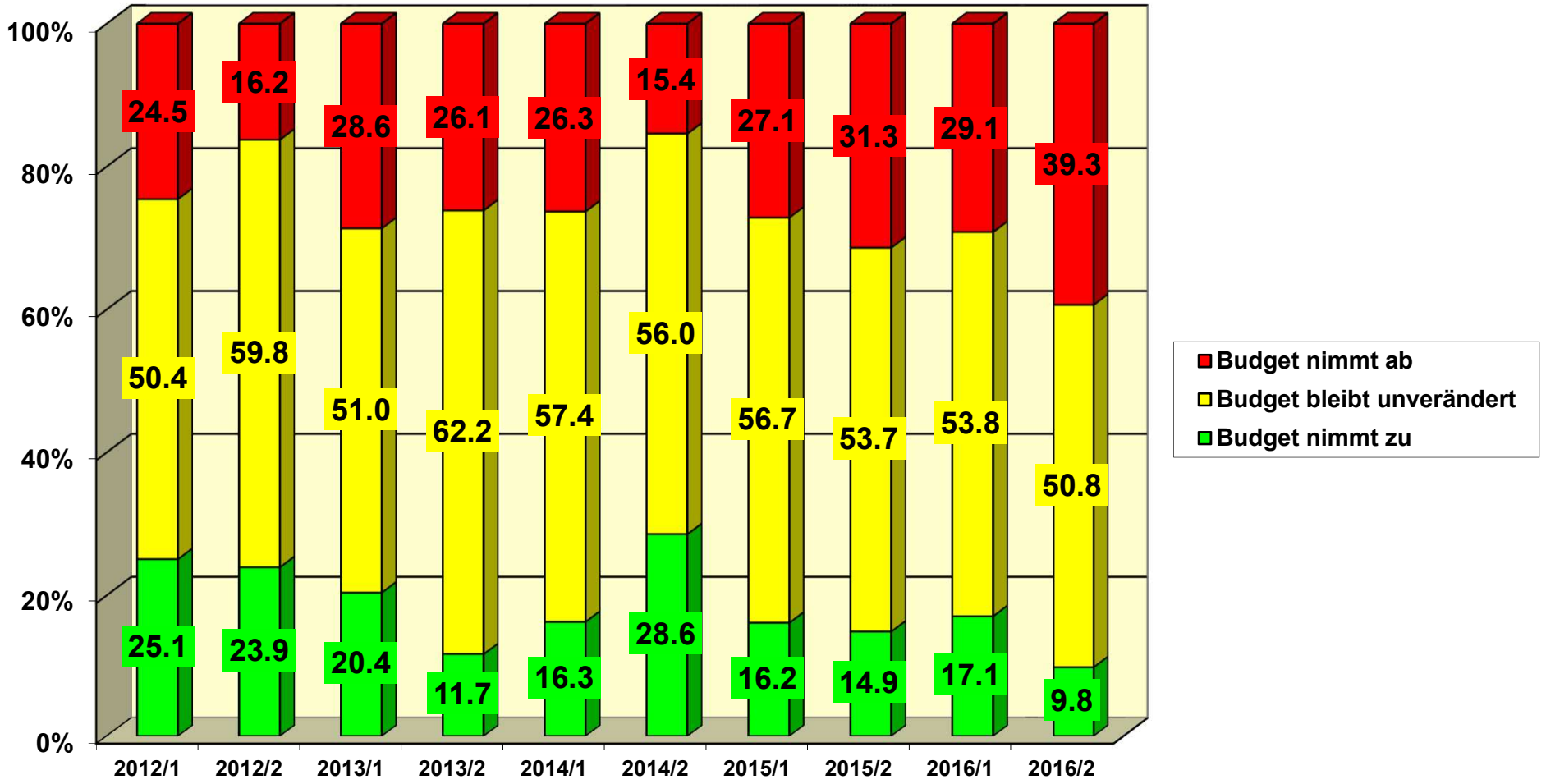
ermittelt auf der Basis der jährlichen Werbemarkt-Studie sowie der Halbjahres-Befragung bei den Top750-Auftraggebern im Schweizer Werbemarkt

Media.Research.Group

1. Die Entwicklung des Kommunikationsvolumens 2016/17

Zu-/Abnahme des Kommunikationsbudgets

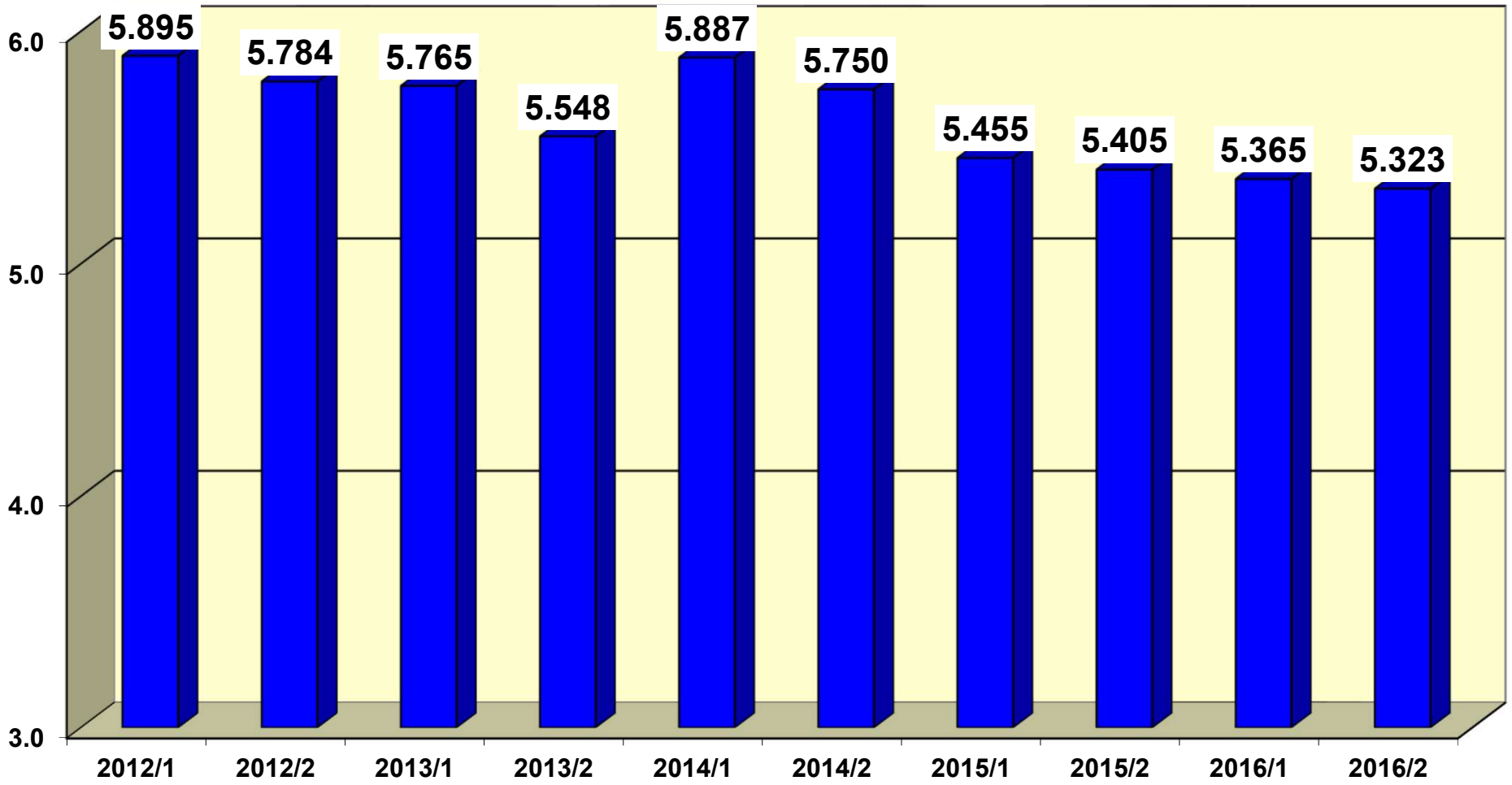
(Liegt ihr Kommunikationsbudget für die nächsten 12 Monate über oder unter demjenigen der letzten 12 Monate?)



Media.Research.Group

Entwicklung des Kommunikationsvolumens des Gesamtmarktes

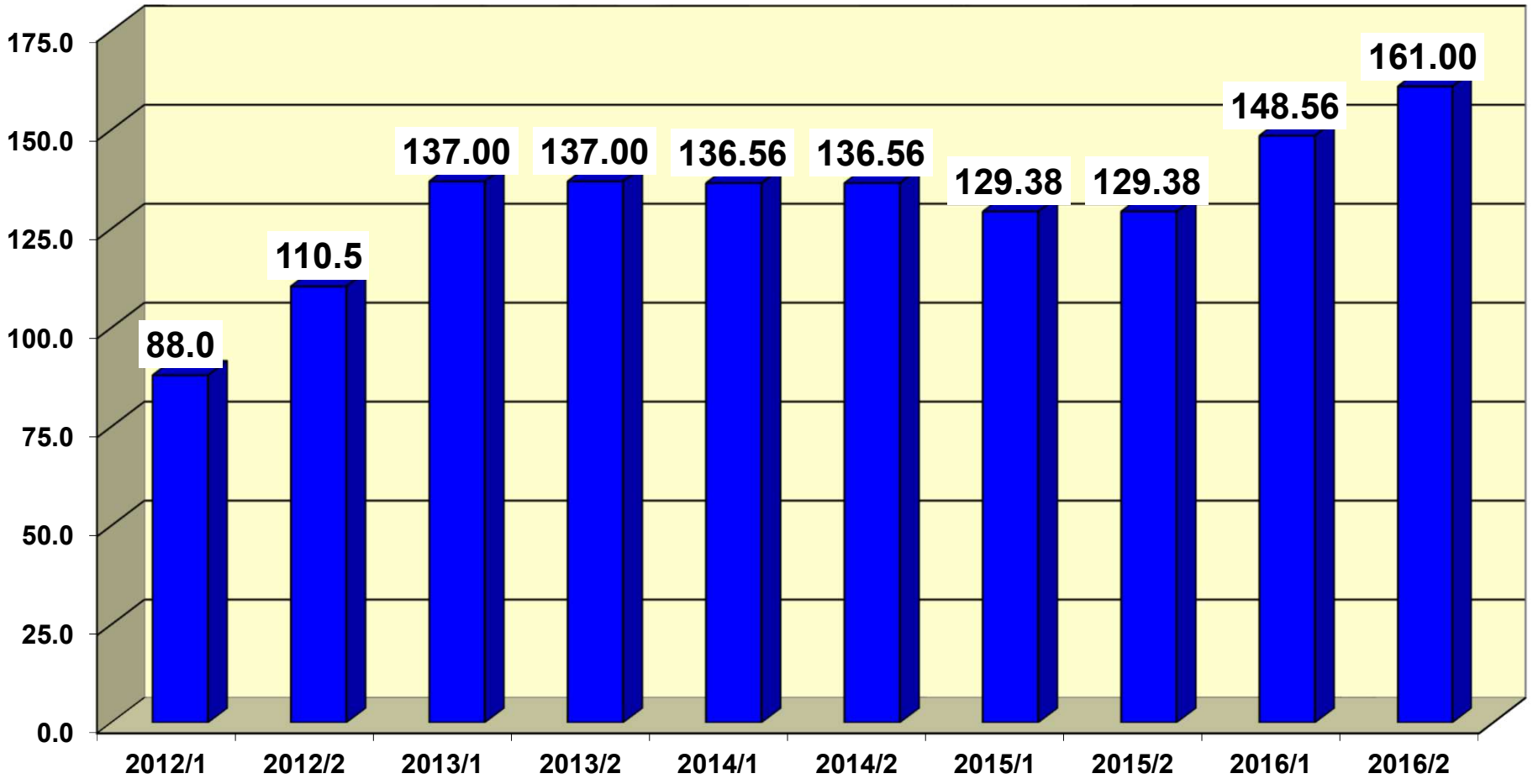
(in Mrd Franken)



Media.Research.Group

Entwicklung des Kommunikationsvolumens in der Branche alkoholfreie Getränke

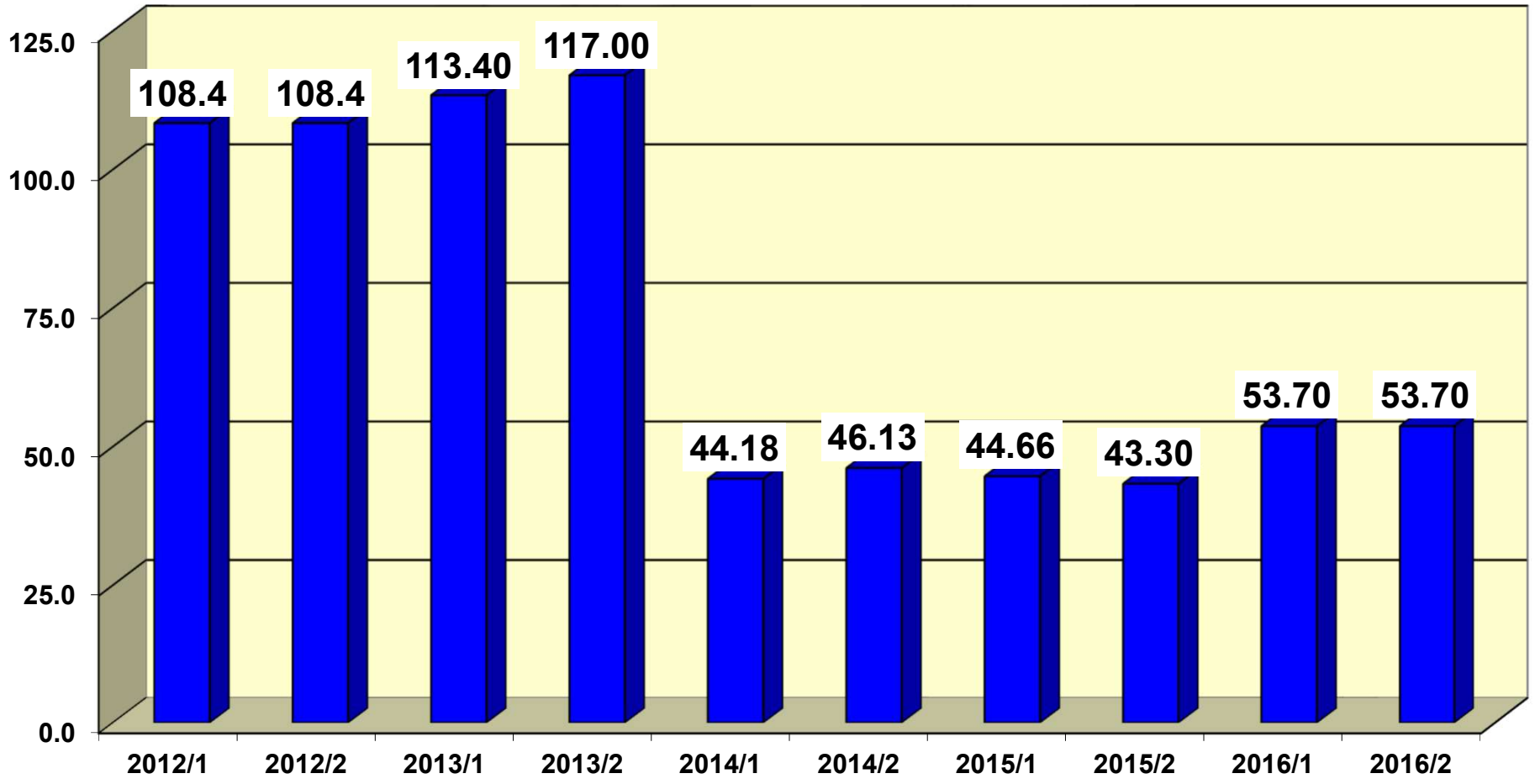
(in Mio Franken)



Media.Research.Group

Entwicklung des Kommunikationsvolumens in der Branche alkoholische Getränke

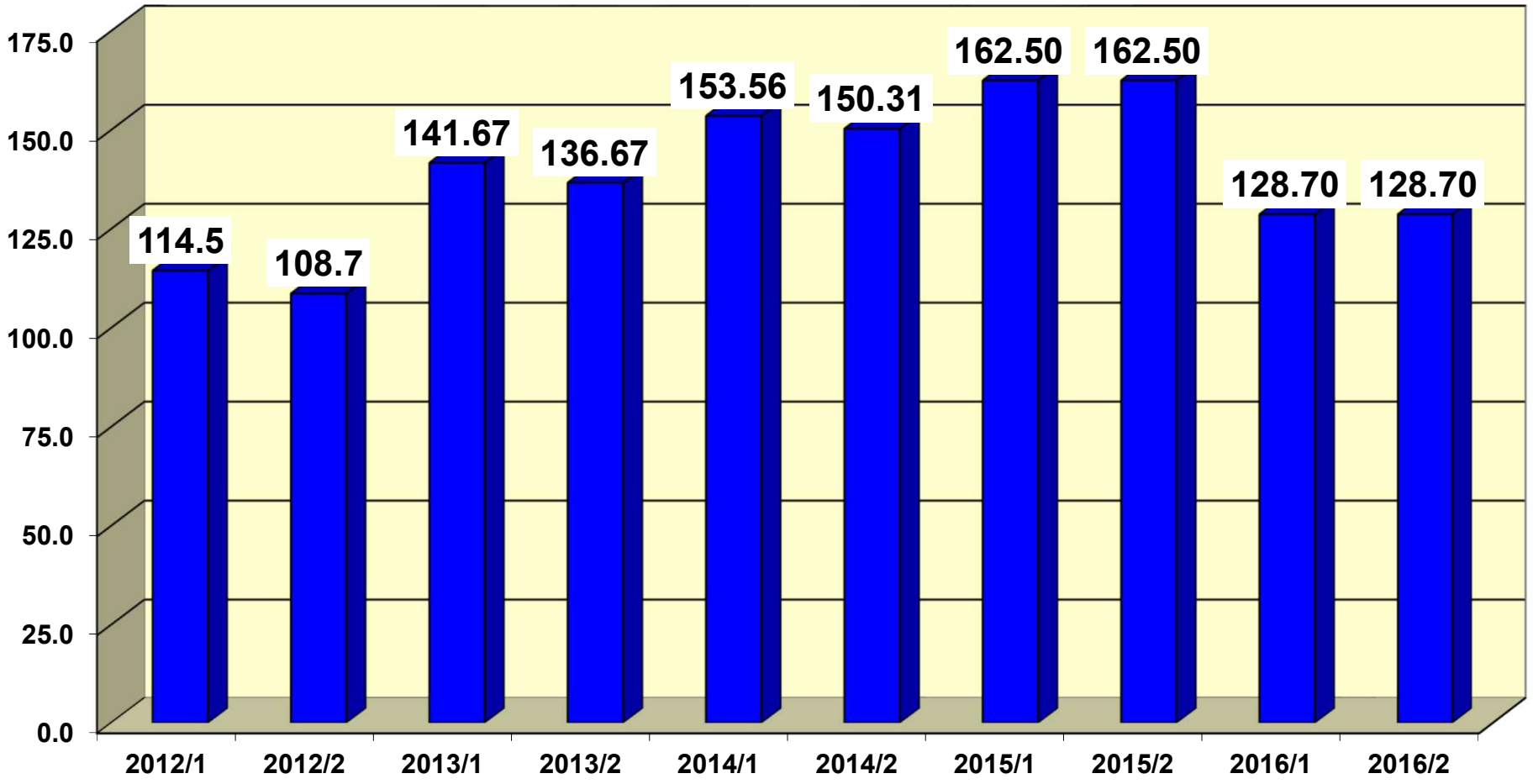
(in Mio Franken)



Media.Research.Group

Entwicklung des Kommunikationsvolumens in der Branche Schokoladen, Süsswaren

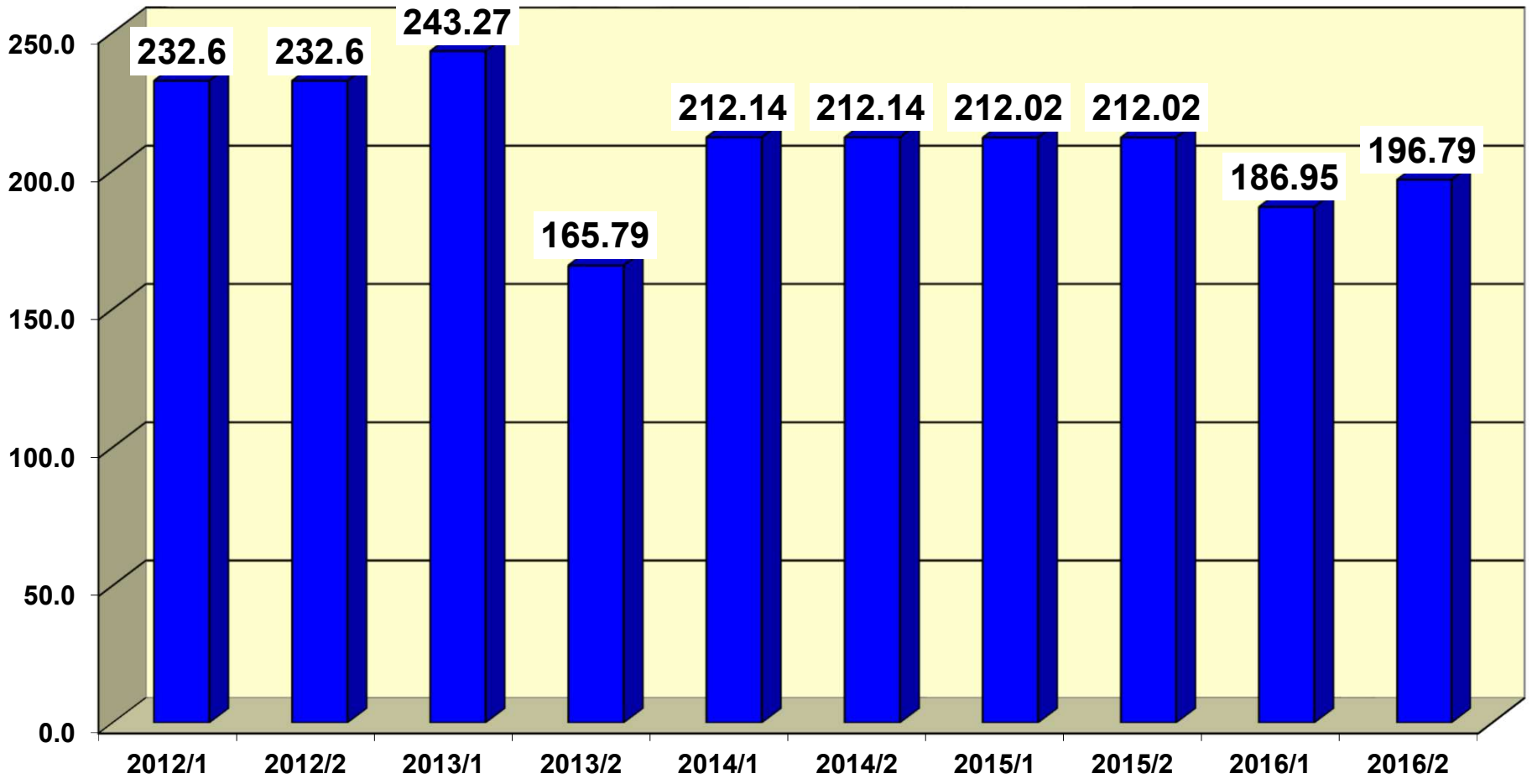
(in Mio Franken)



Media.Research.Group

Entwicklung des Kommunikationsvolumens in der Branche Milchprodukte

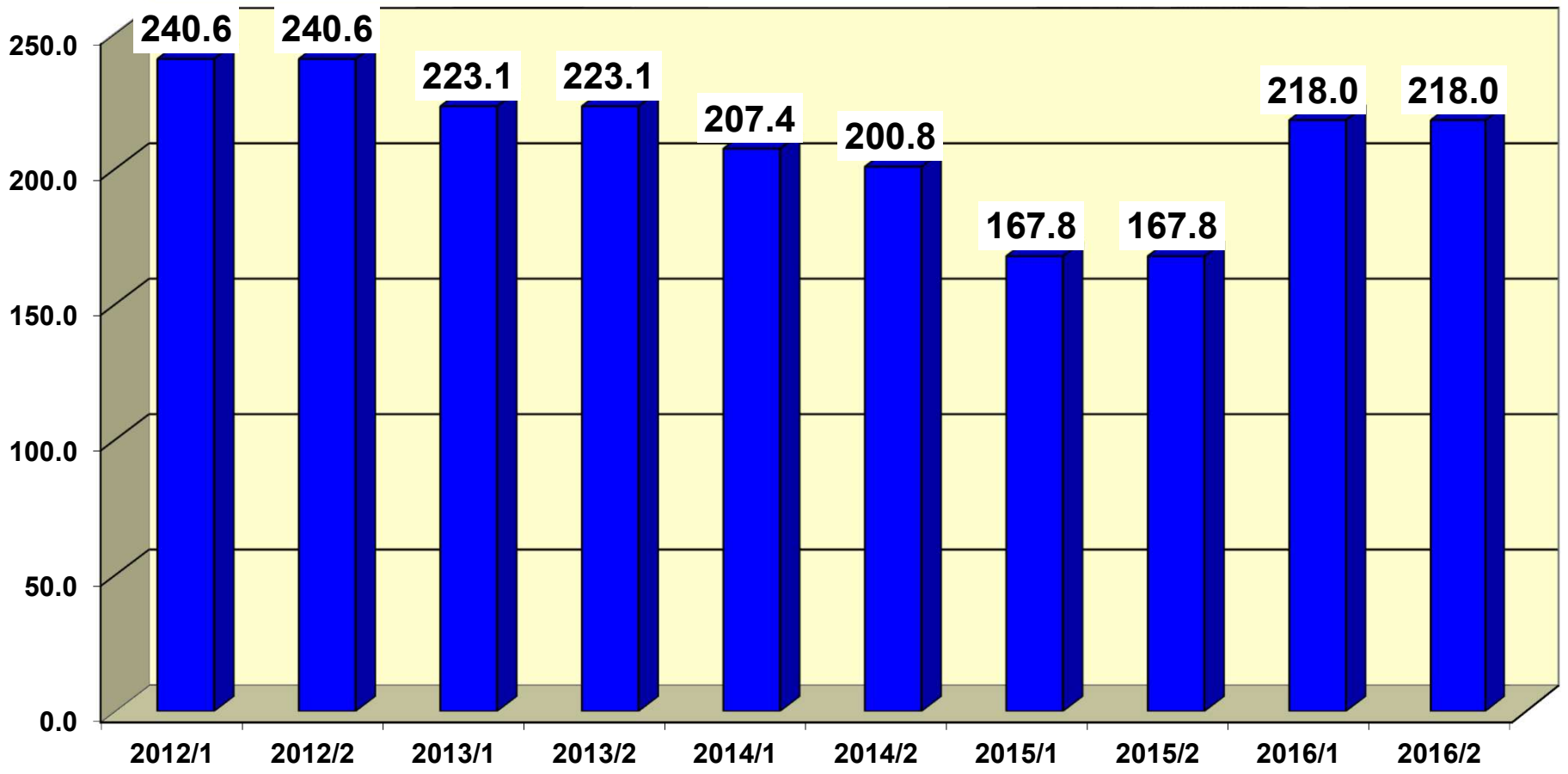
(in Mio Franken)



Media.Research.Group

Entwicklung des Kommunikationsvolumens in der Branche Fertigprodukte

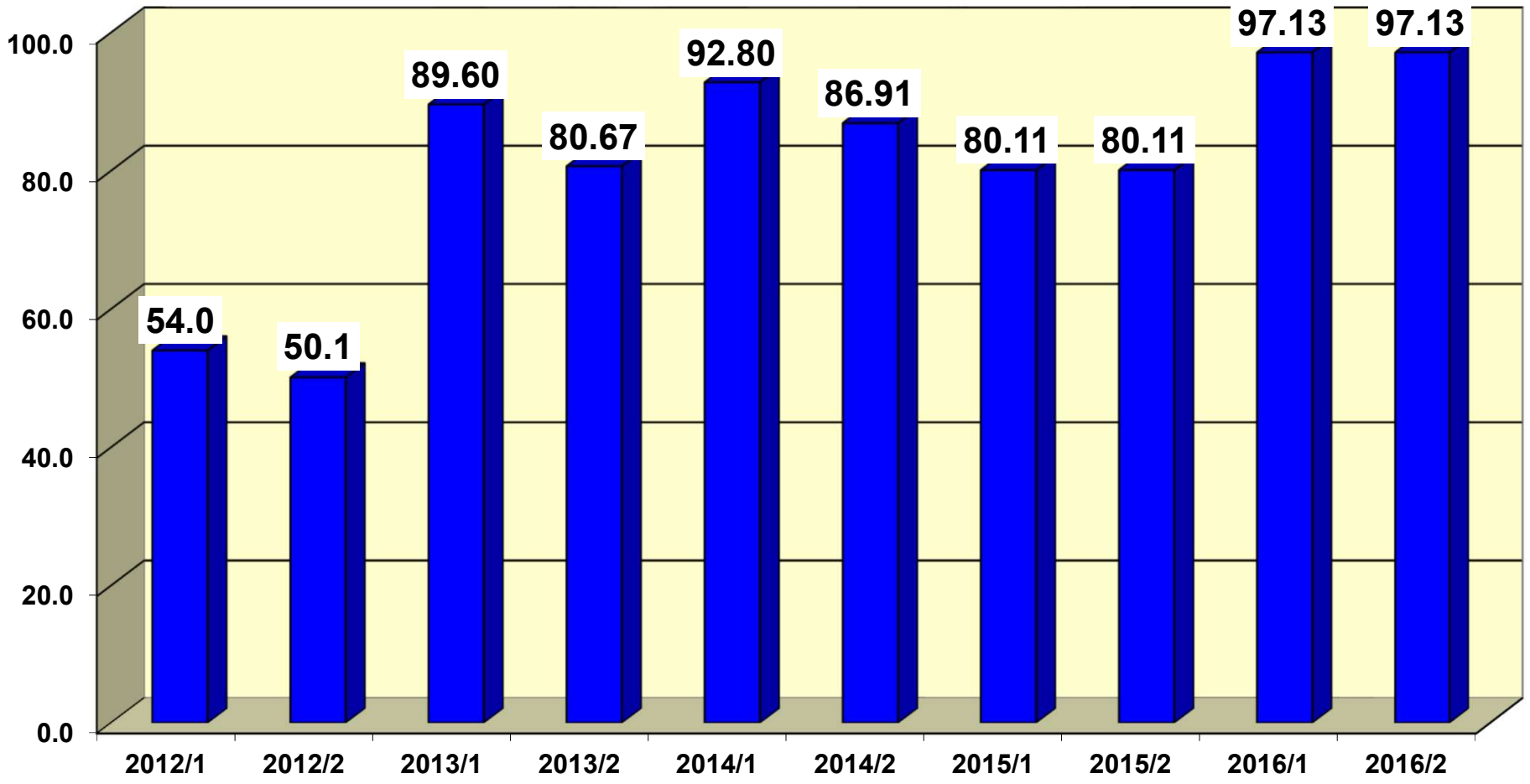
(in Mio Franken)



Media.Research.Group

Entwicklung des Kommunikationsvolumens in der Branche Frischprodukte

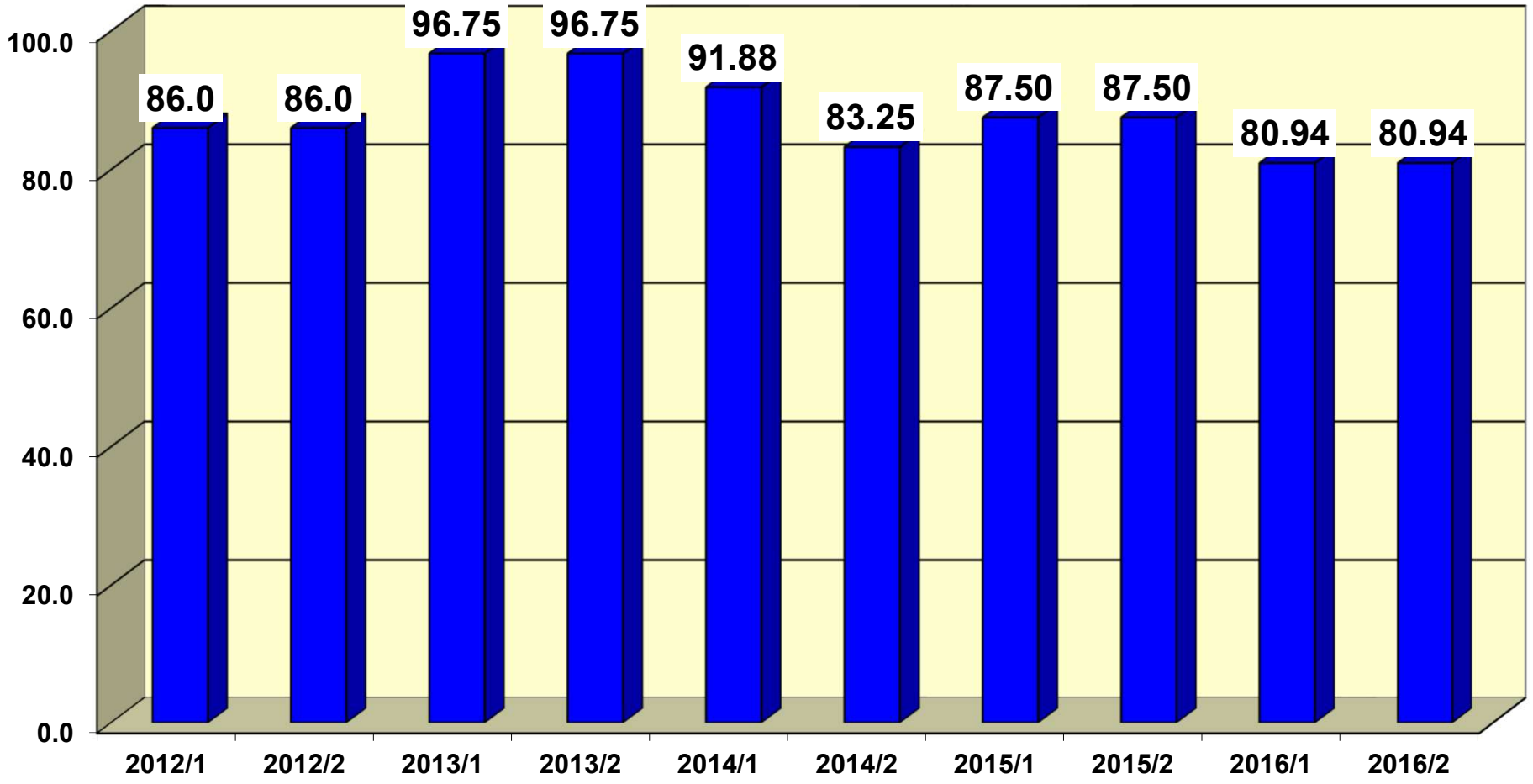
(in Mio Franken)



Media.Research.Group

Entwicklung des Kommunikationsvolumens in der Branche Tabakwaren

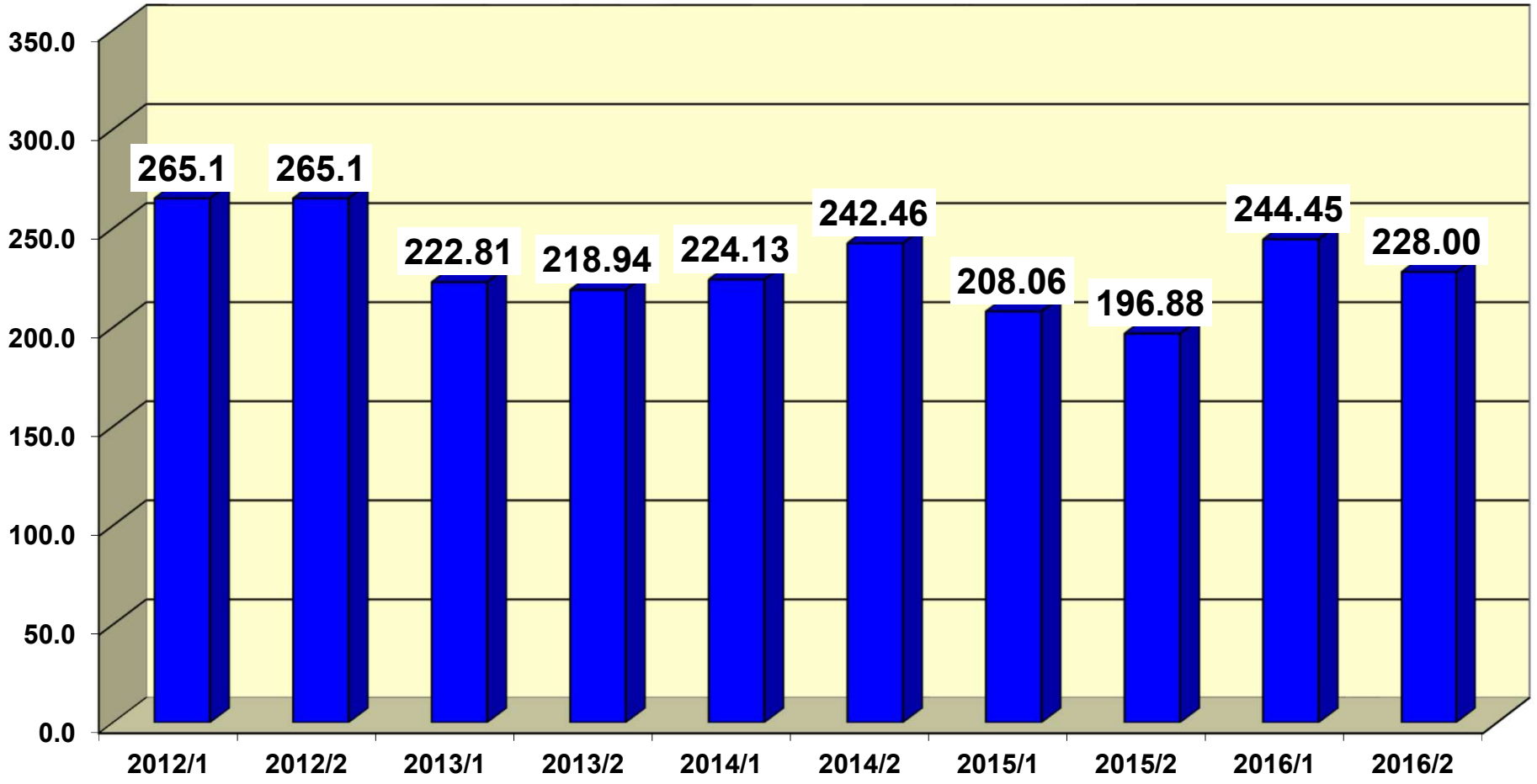
(in Mio Franken)



Media.Research.Group

Entwicklung des Kommunikationsvolumens in der Branche Bekleidung, Wäsche

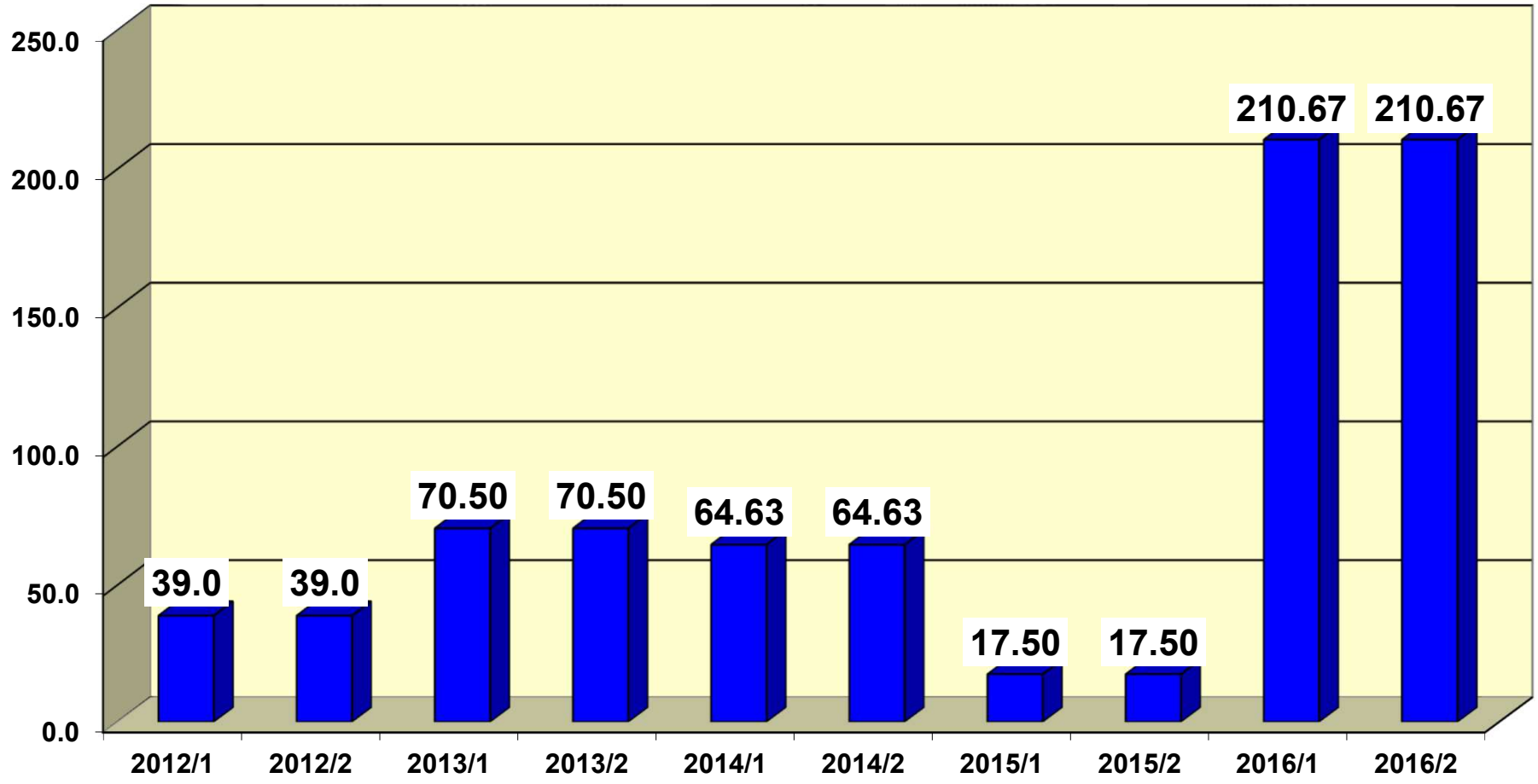
(in Mio Franken)



Media.Research.Group

Entwicklung des Kommunikationsvolumens in der Branche Luxusgüter

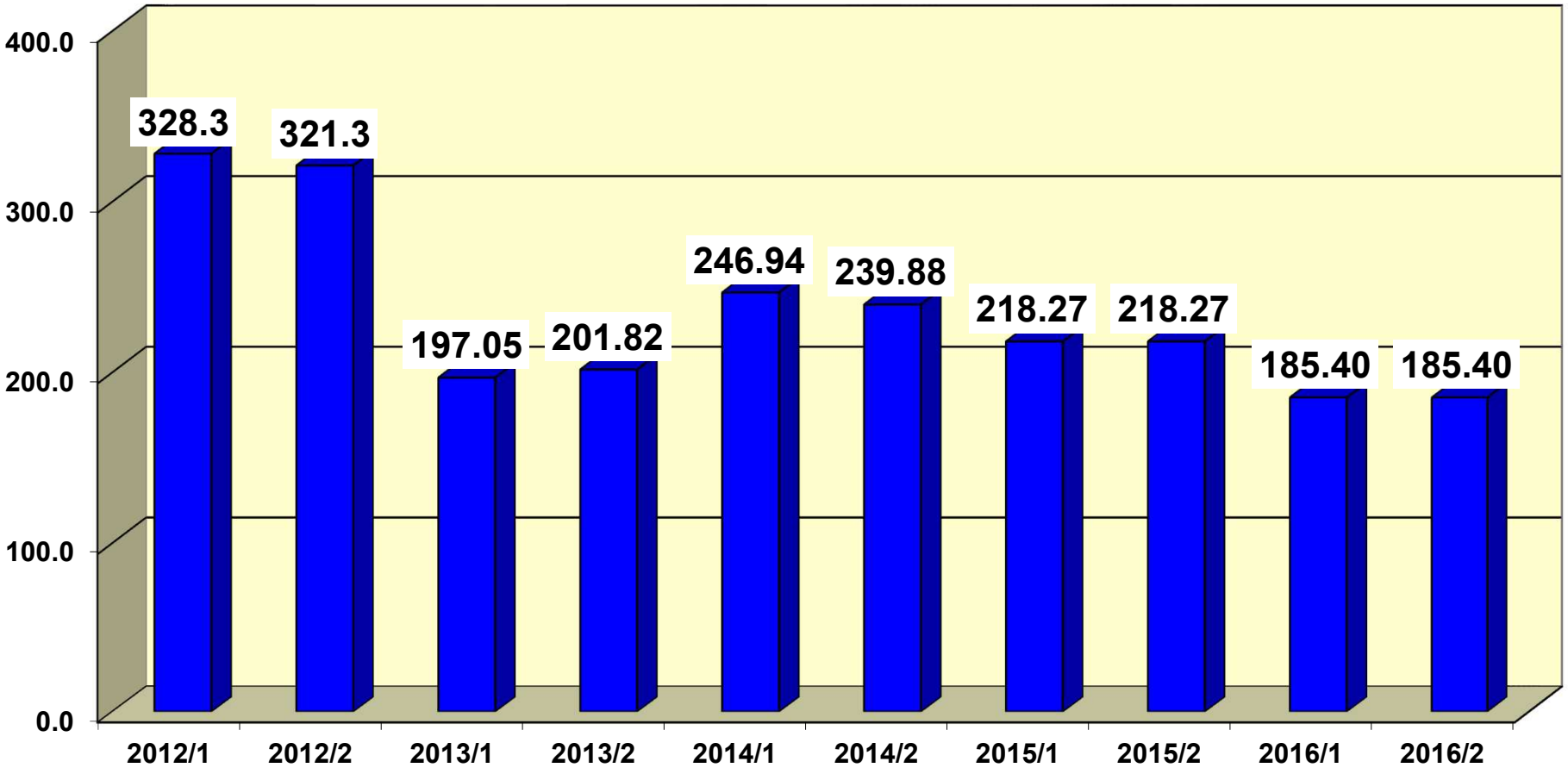
(in Mio Franken)



Media.Research.Group

Entwicklung des Kommunikationsvolumens in der Branche Kosmetik, Körperpflege

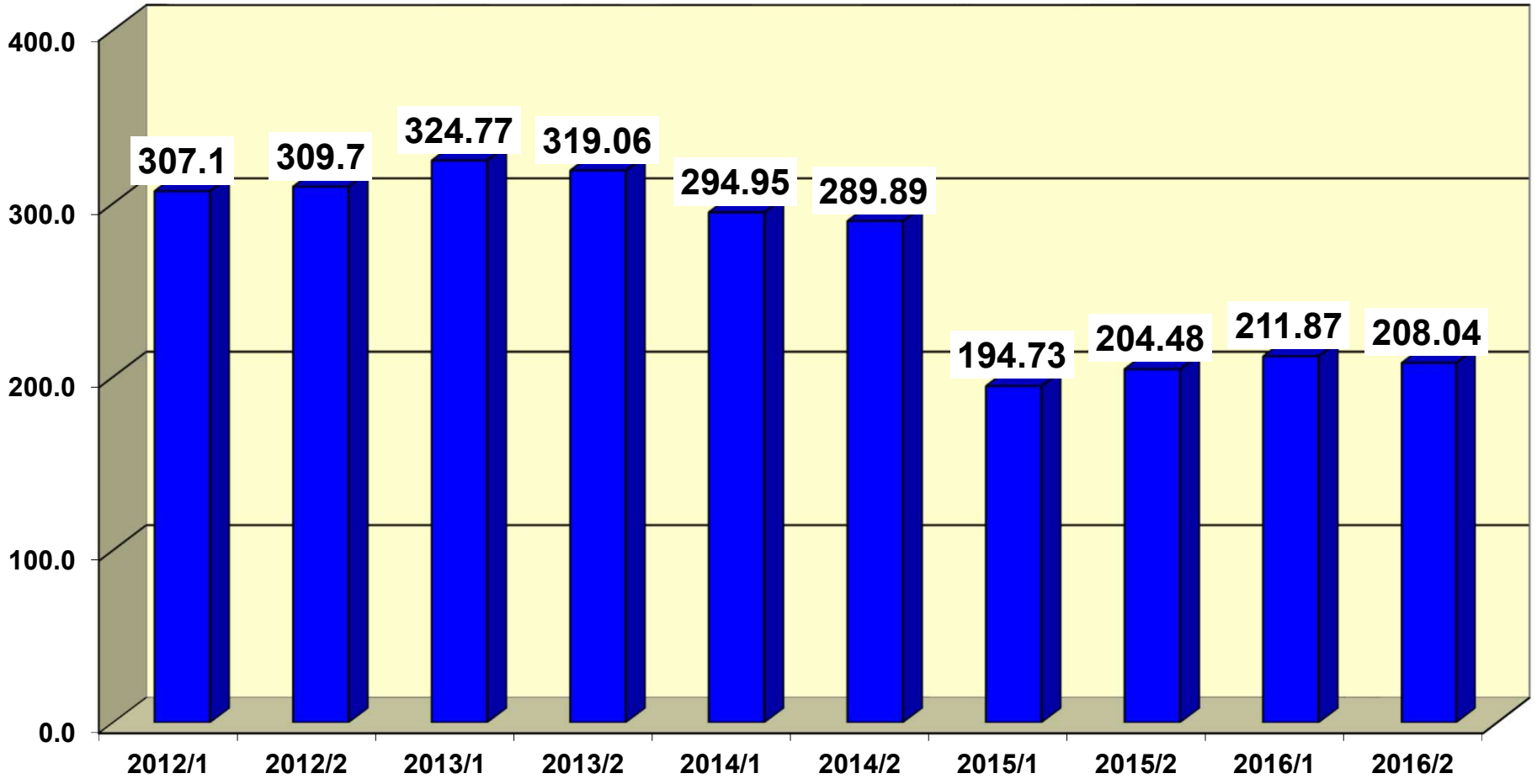
(in Mio Franken)



Media.Research.Group

Entwicklung des Kommunikationsvolumens in der Branche Pharma, Gesundheit

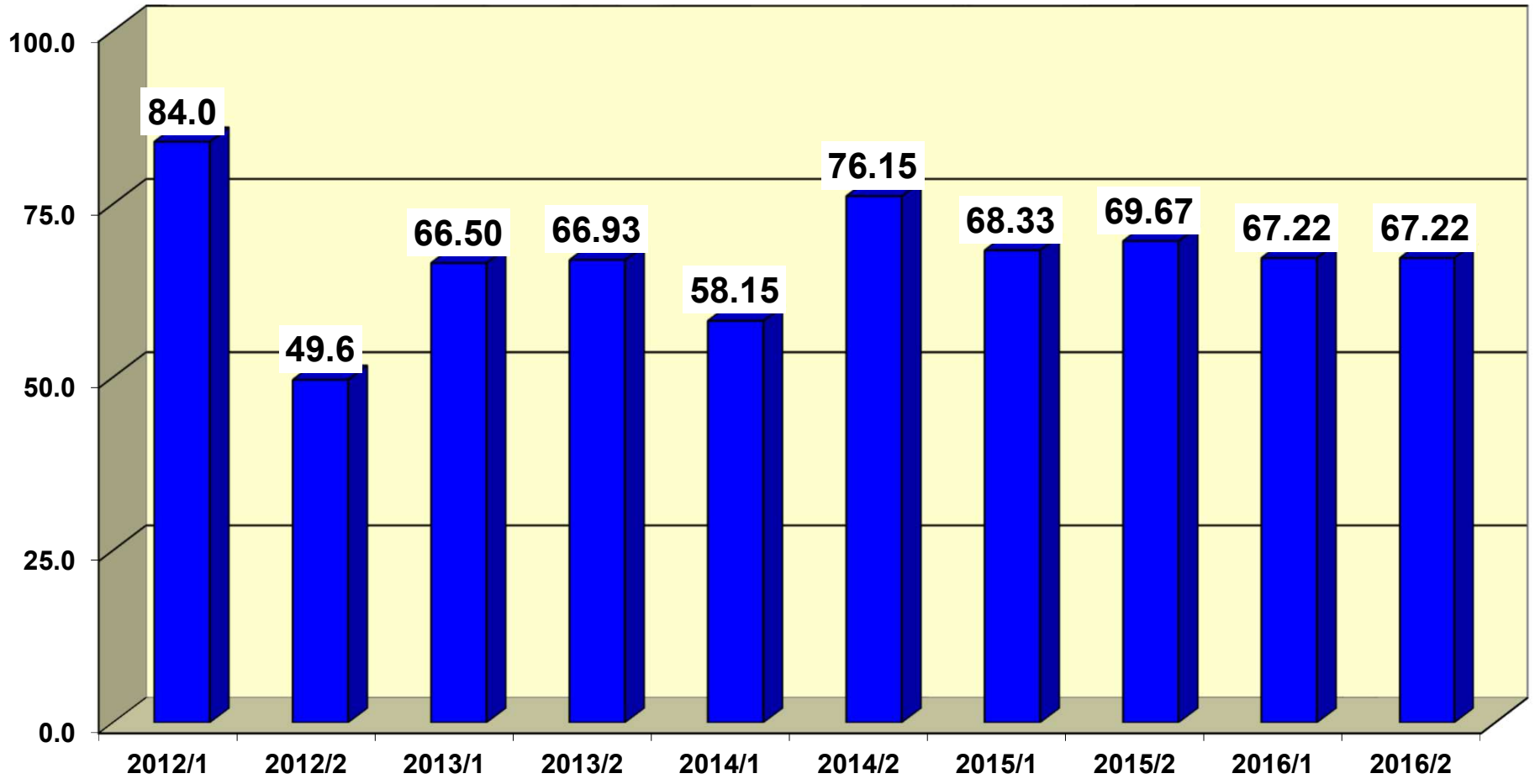
(in Mio Franken)



Media.Research.Group

Entwicklung des Kommunikationsvolumens in der Branche Haushaltsartikel/-geräte

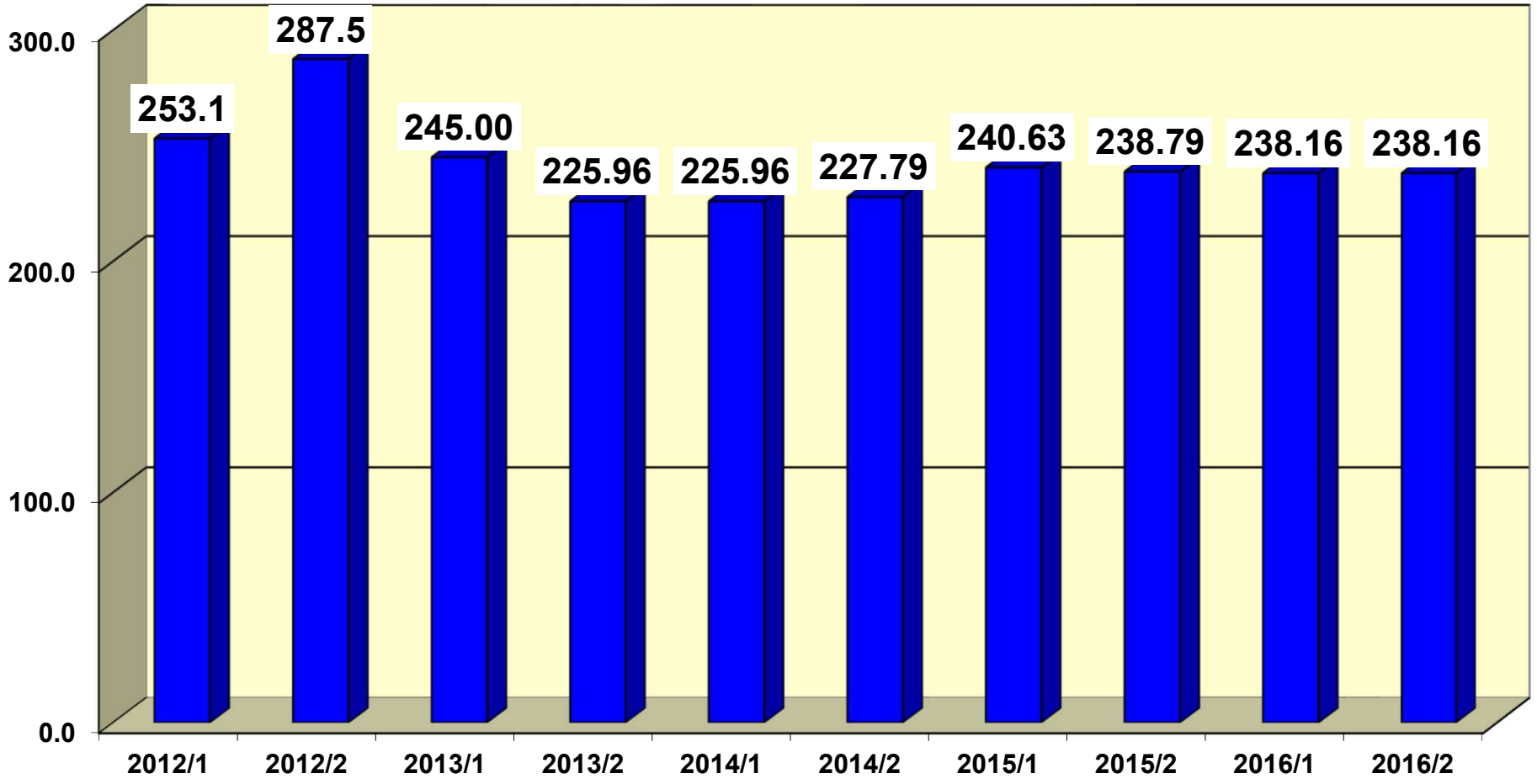
(in Mio Franken)



Media.Research.Group

Entwicklung des Kommunikationsvolumens in der Branche Wohnungseinrichtungen

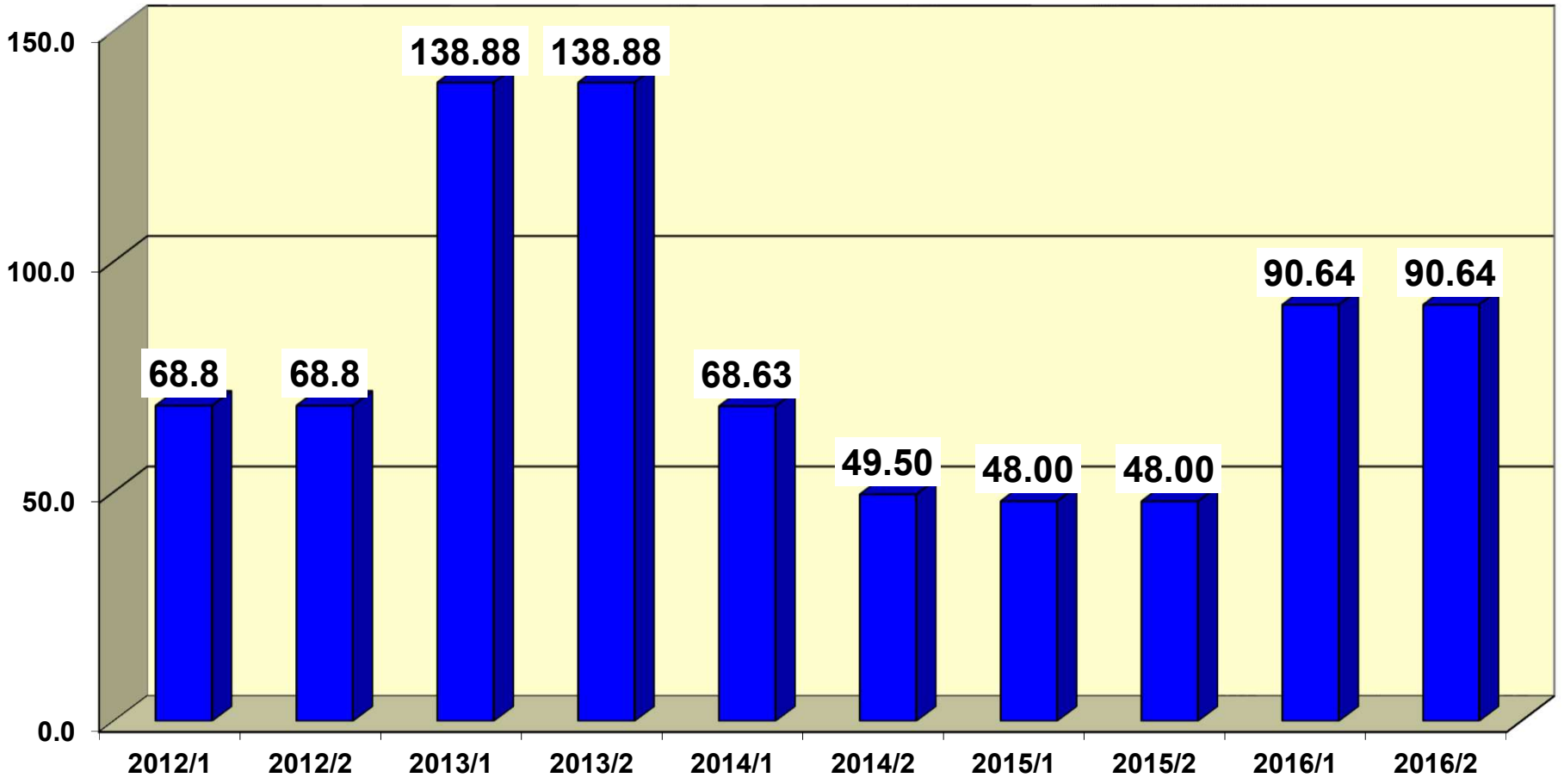
(in Mio Franken)



Media.Research.Group

Entwicklung des Kommunikationsvolumens in der Branche Reinigungs-/Putzmittel

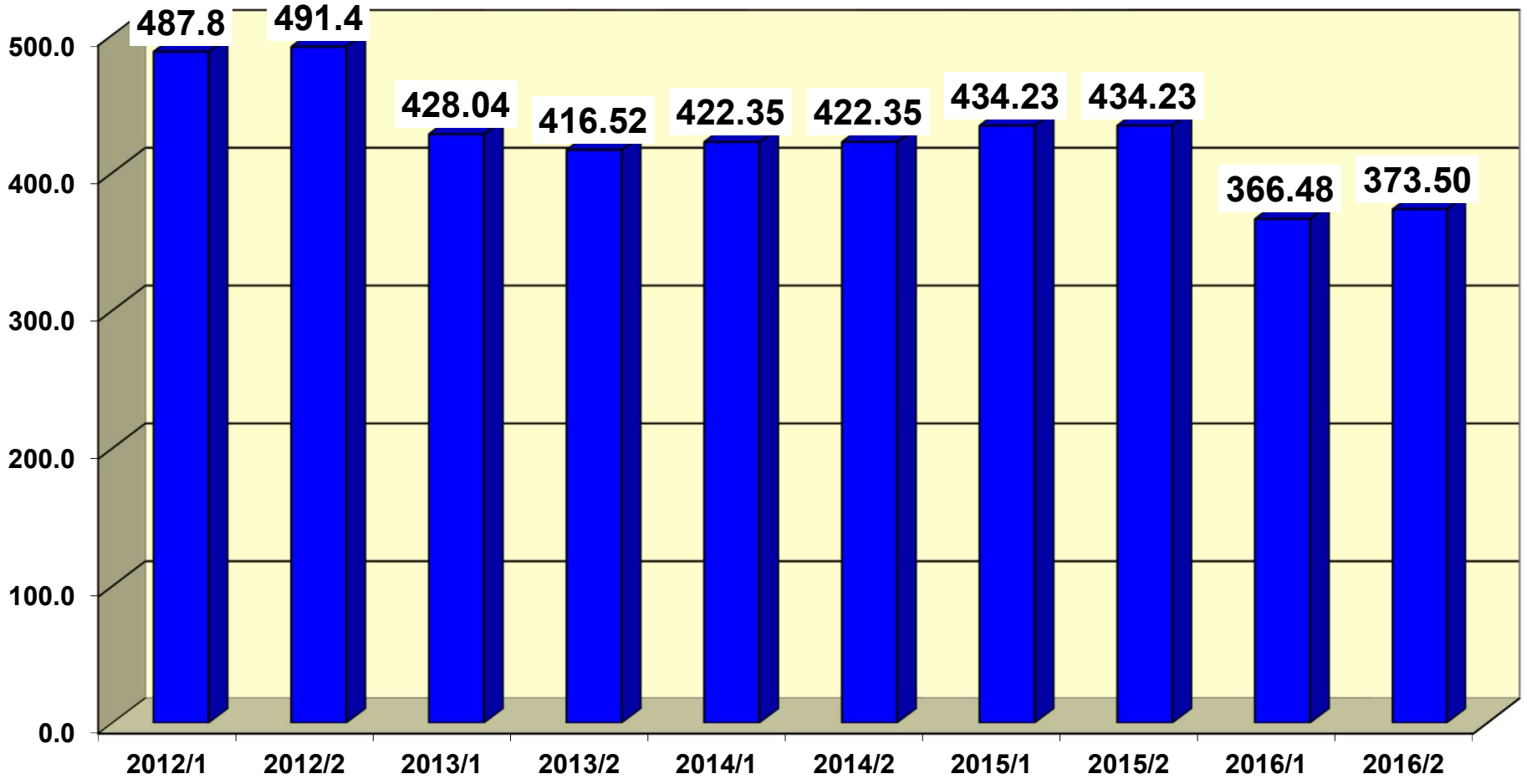
(in Mio Franken)



Media.Research.Group

Entwicklung des Kommunikationsvolumens in der Branche Fahrzeuge (Auto, Zweiräder)

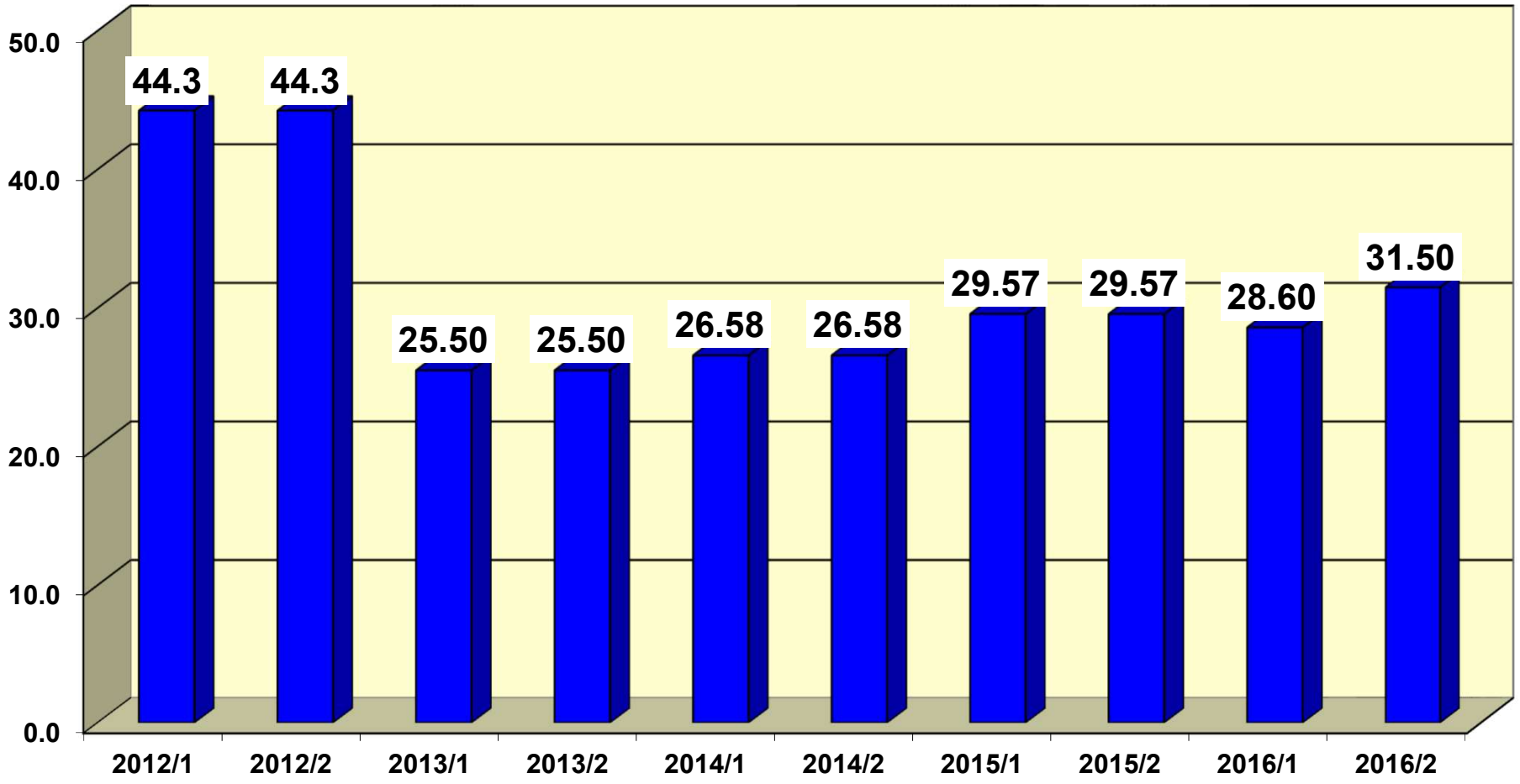
(in Mio Franken)



Media.Research.Group

Entwicklung des Kommunikationsvolumens in der Branche Verkehr (Benzin, Reifen)

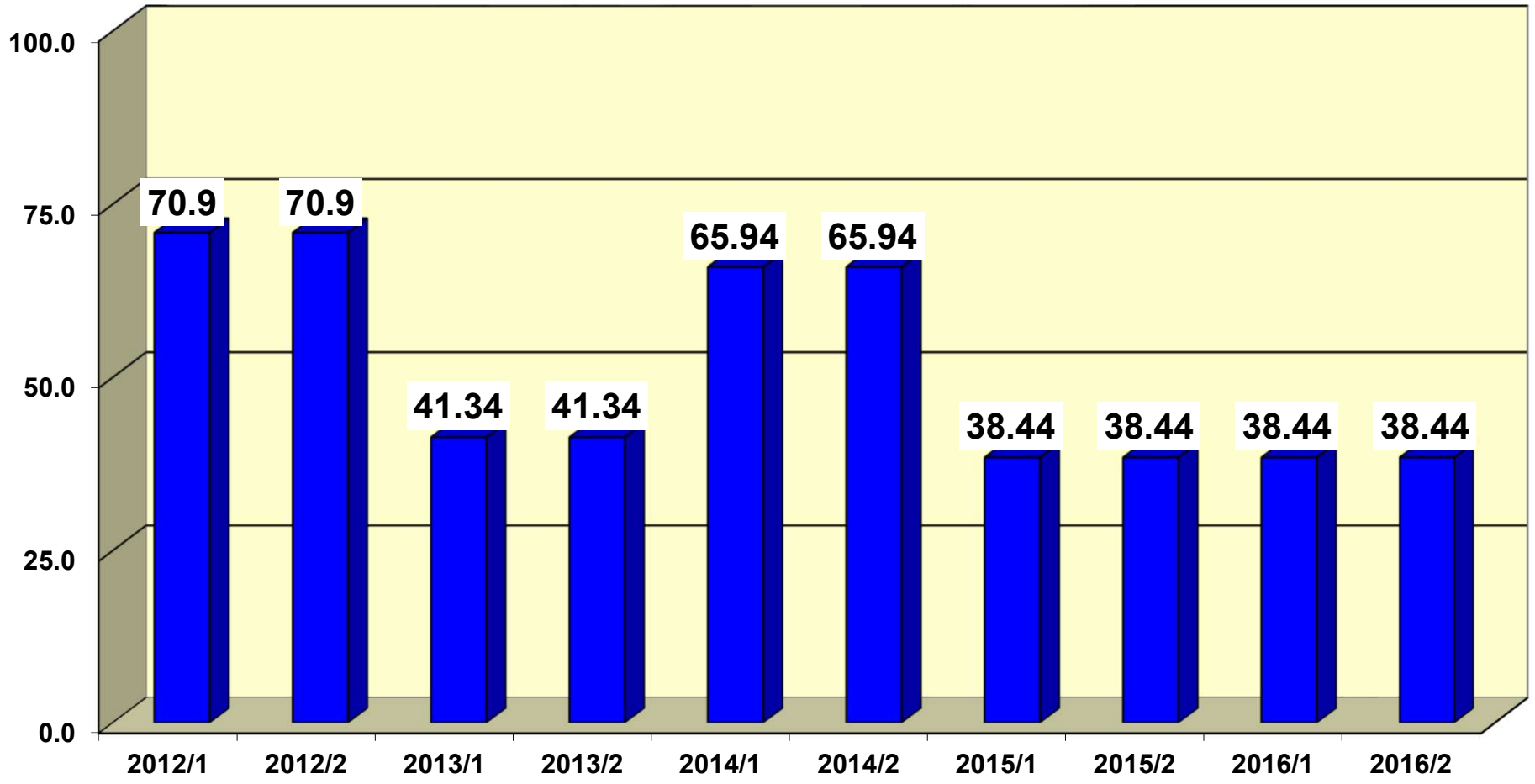
(in Mio Franken)



Media.Research.Group

Entwicklung des Kommunikationsvolumens in der Branche Verkehrsbetriebe

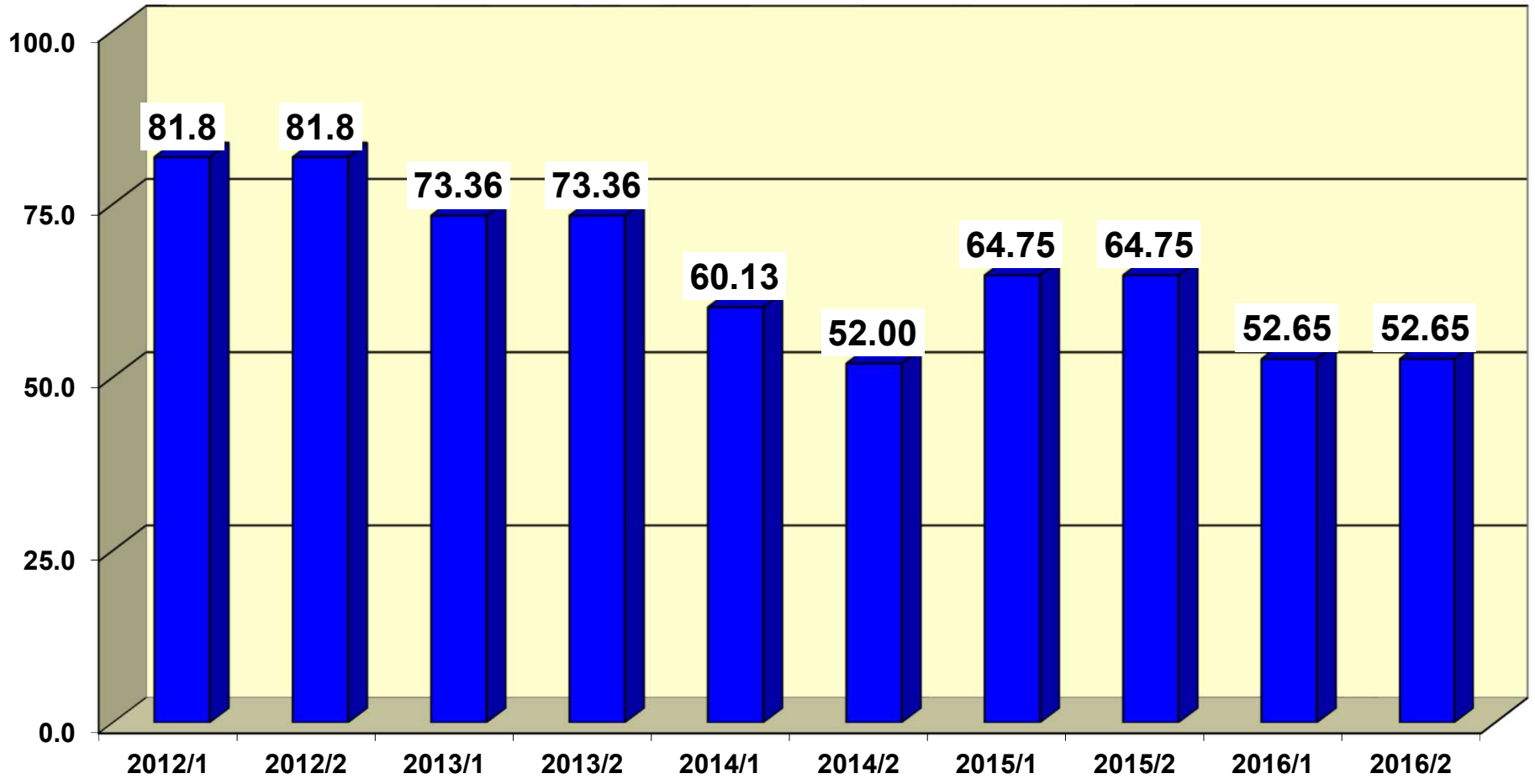
(in Mio Franken)



Media.Research.Group

Entwicklung des Kommunikationsvolumens in der Branche Fluggesellschaften

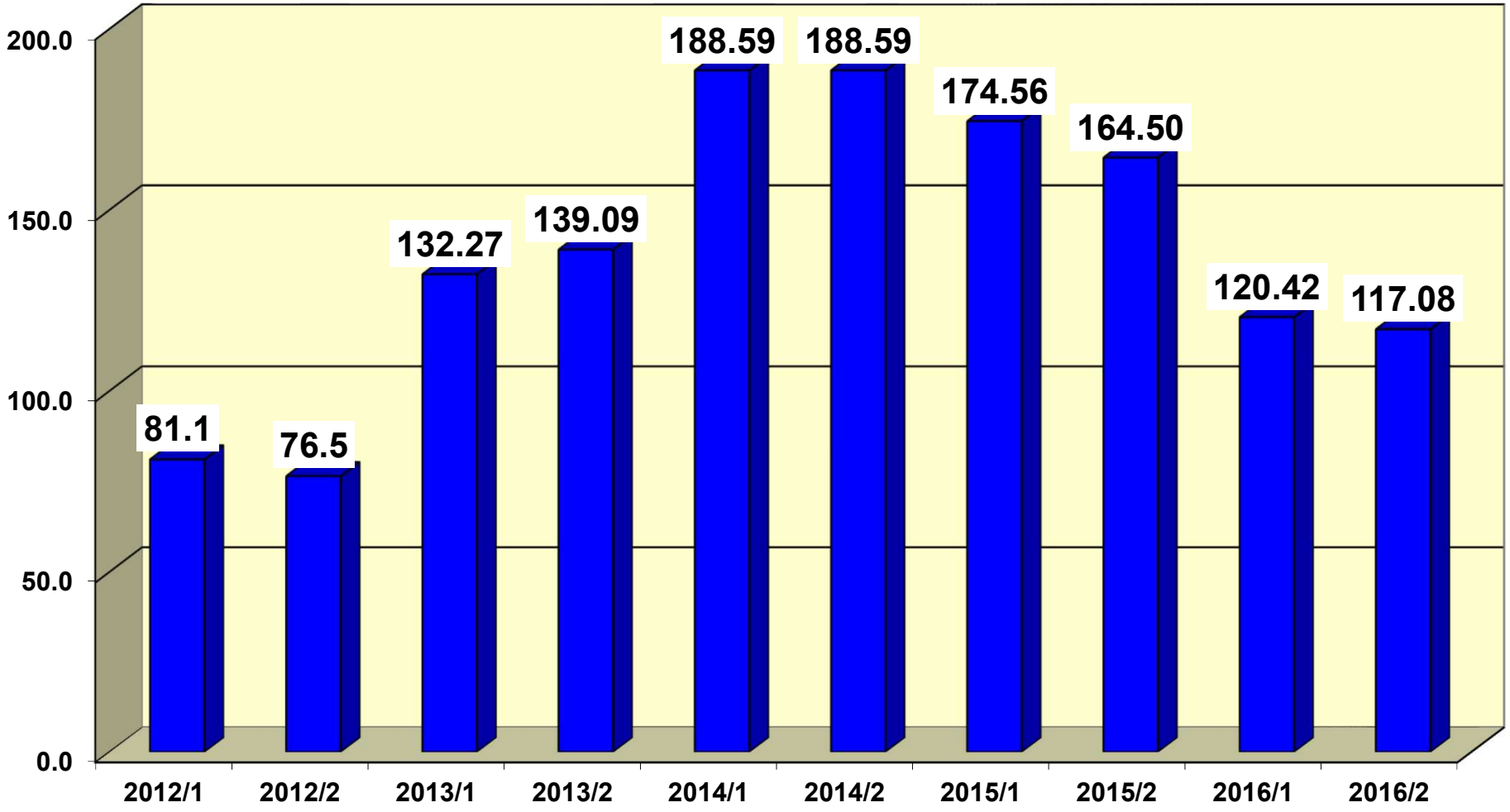
(in Mio Franken)



Media.Research.Group

Entwicklung des Kommunikationsvolumens in der Branche Reisen

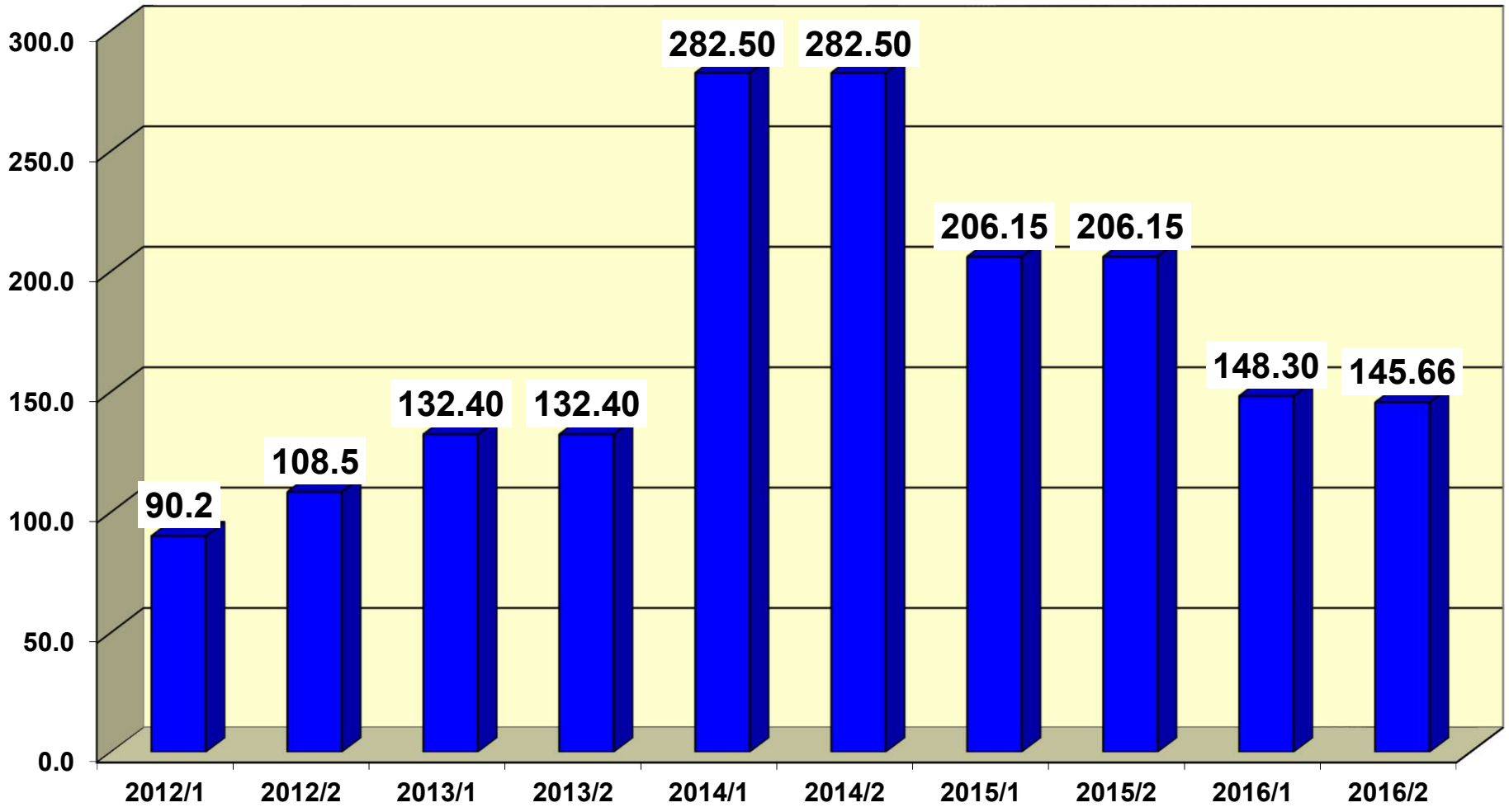
(in Mio Franken)



Media.Research.Group

Entwicklung des Kommunikationsvolumens in der Branche Freizeit, Sport

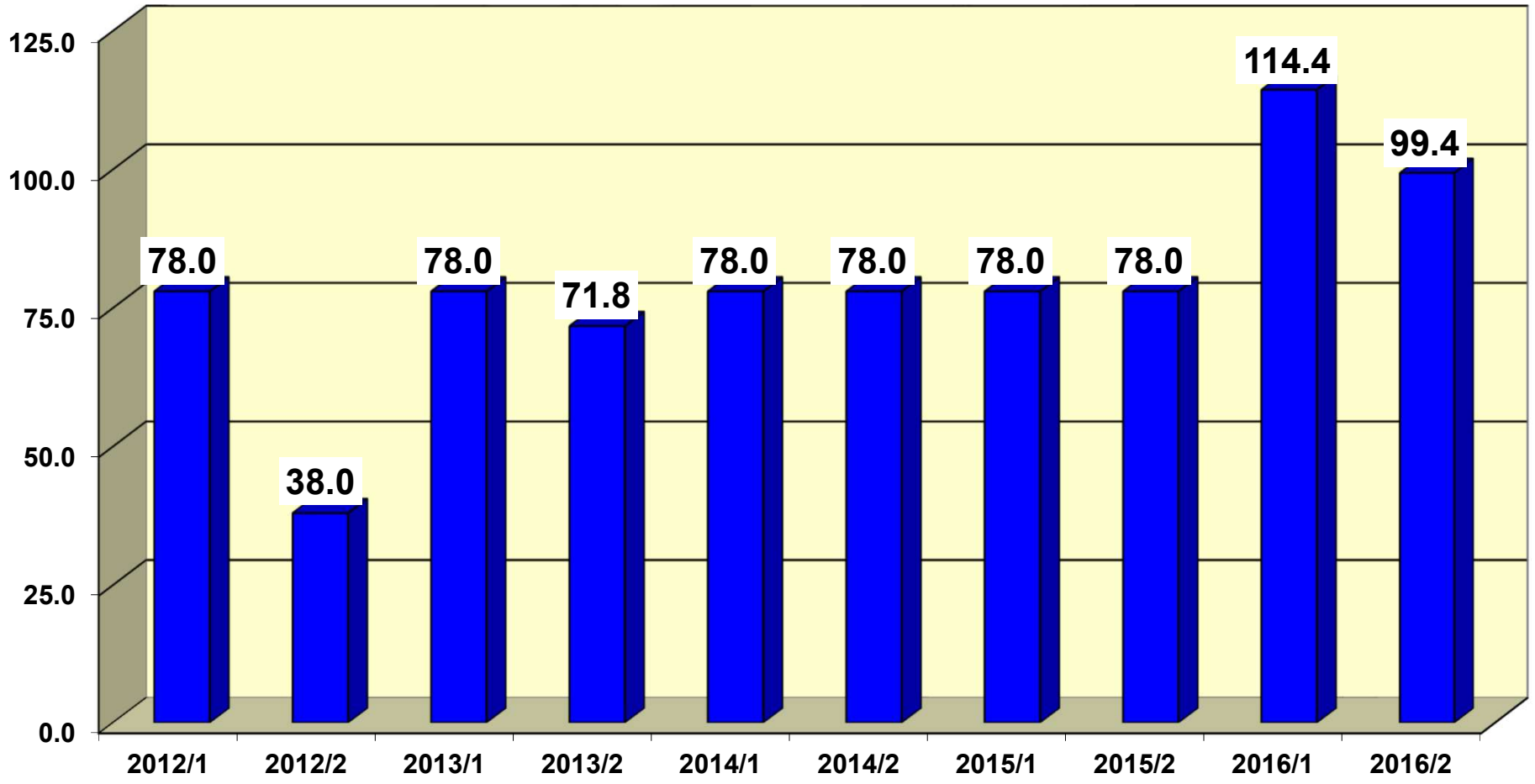
(in Mio Franken)



Media.Research.Group

Entwicklung des Kommunikationsvolumens in der Branche Spielbanken, Lotterien

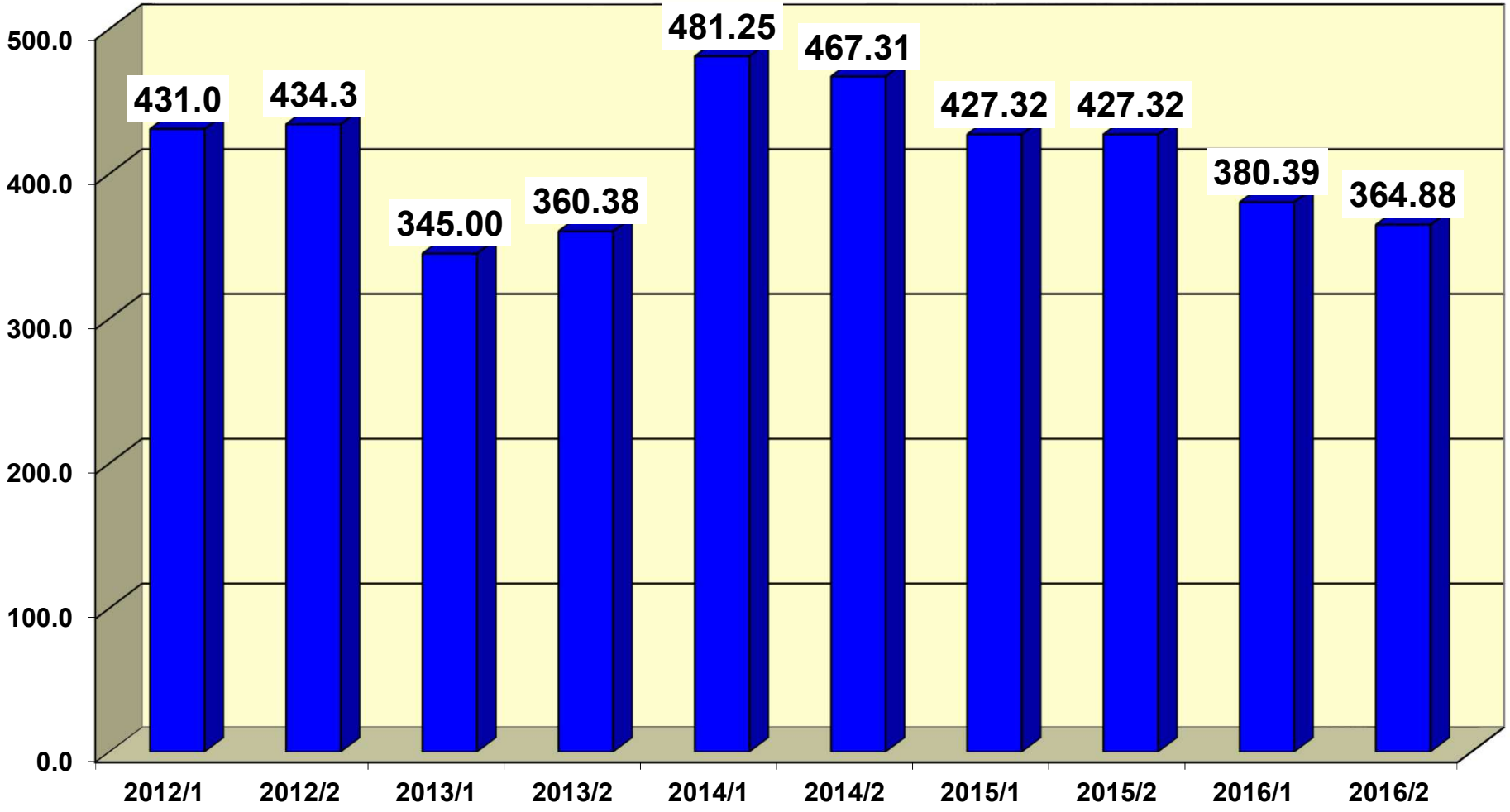
(in Mio Franken)



Media.Research.Group

Entwicklung des Kommunikationsvolumens in der Branche Banken

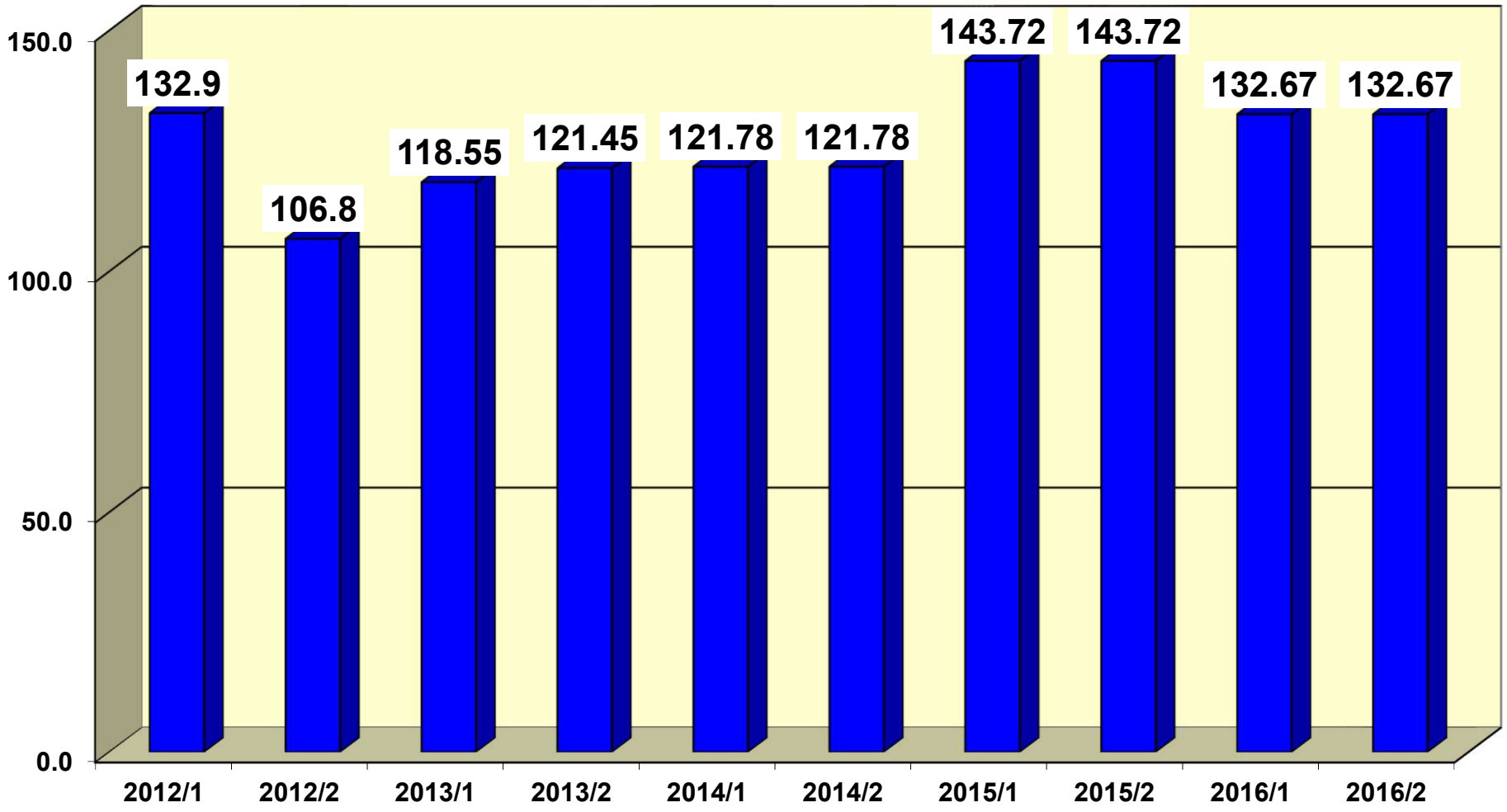
(in Mio Franken)



Media.Research.Group

Entwicklung des Kommunikationsvolumens in der Branche Versicherungen

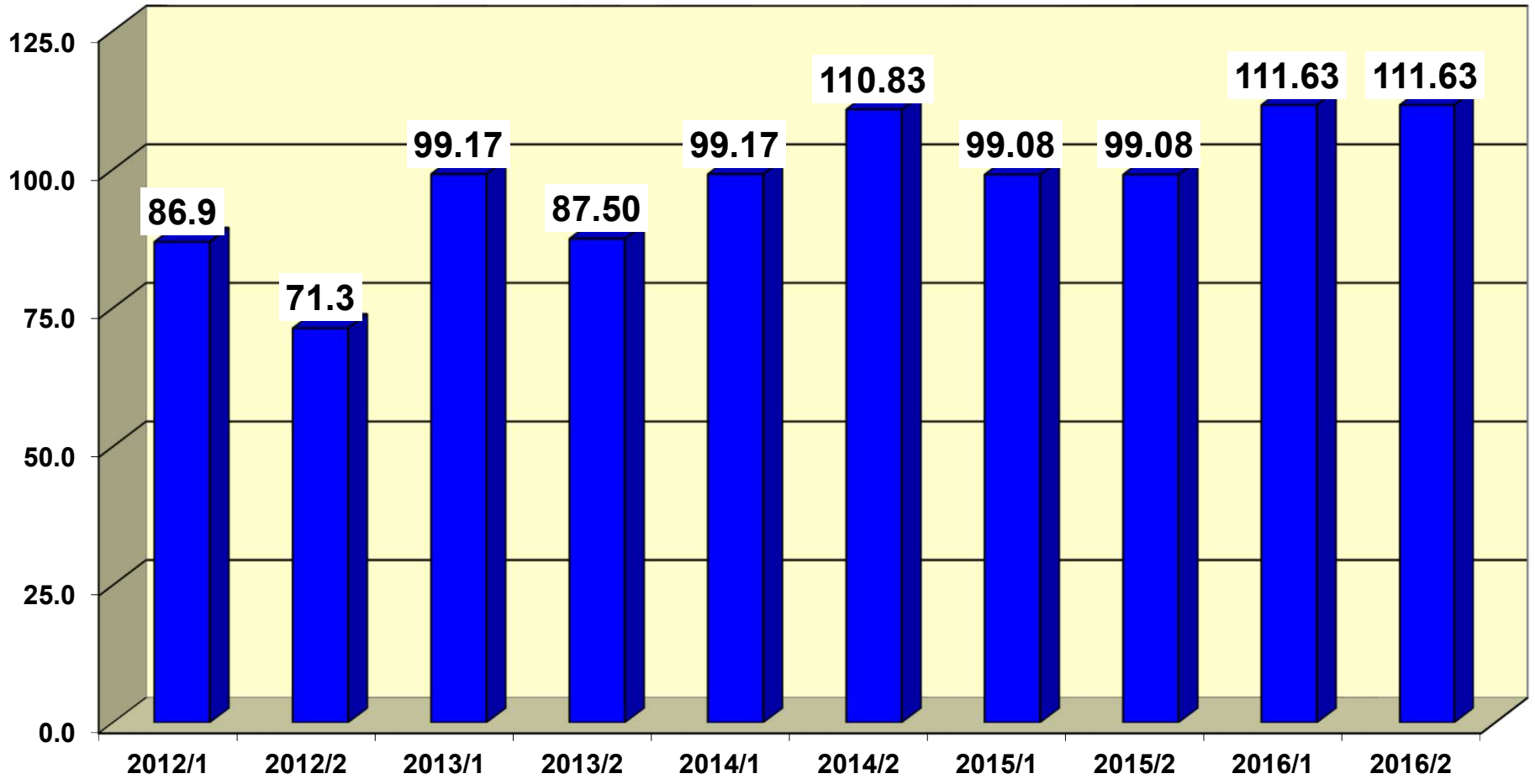
(in Mio Franken)



Media.Research.Group

Entwicklung des Kommunikationsvolumens in der Branche Krankenversicherungen

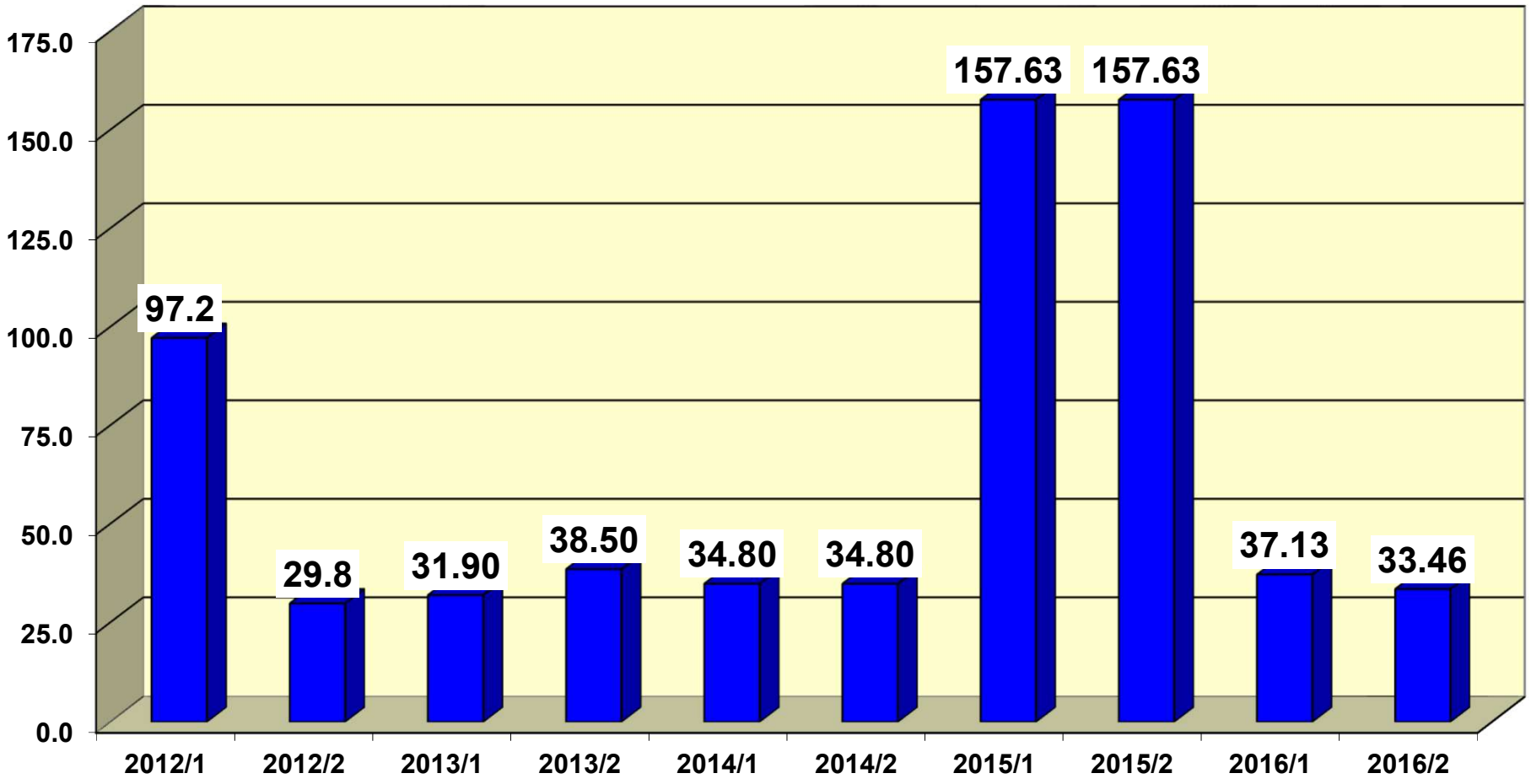
(in Mio Franken)



Media.Research.Group

Entwicklung des Kommunikationsvolumens in der Branche Kreditkarten

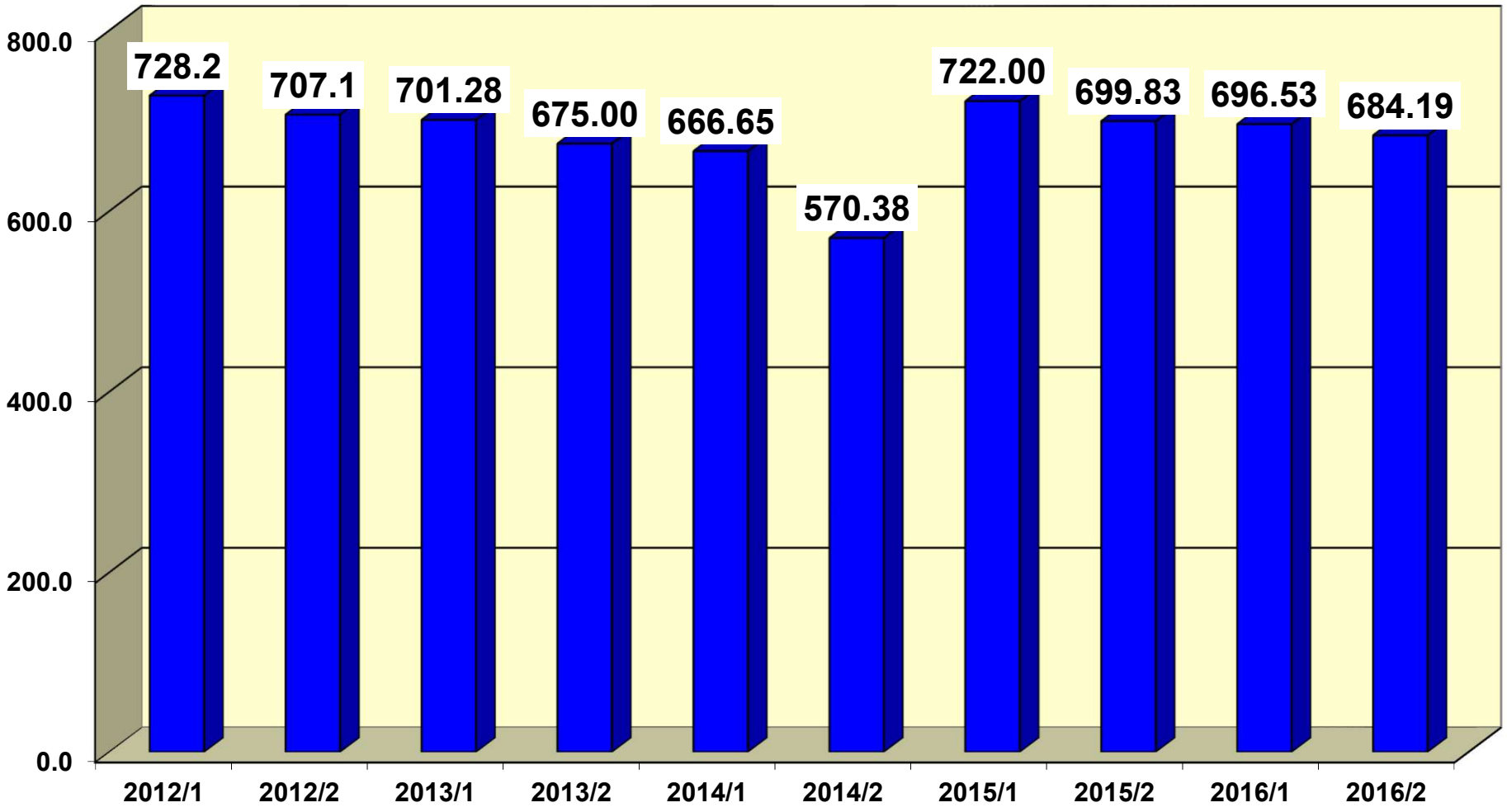
(in Mio Franken)



Media.Research.Group

Entwicklung des Kommunikationsvolumens in der Branche Einzelhandel

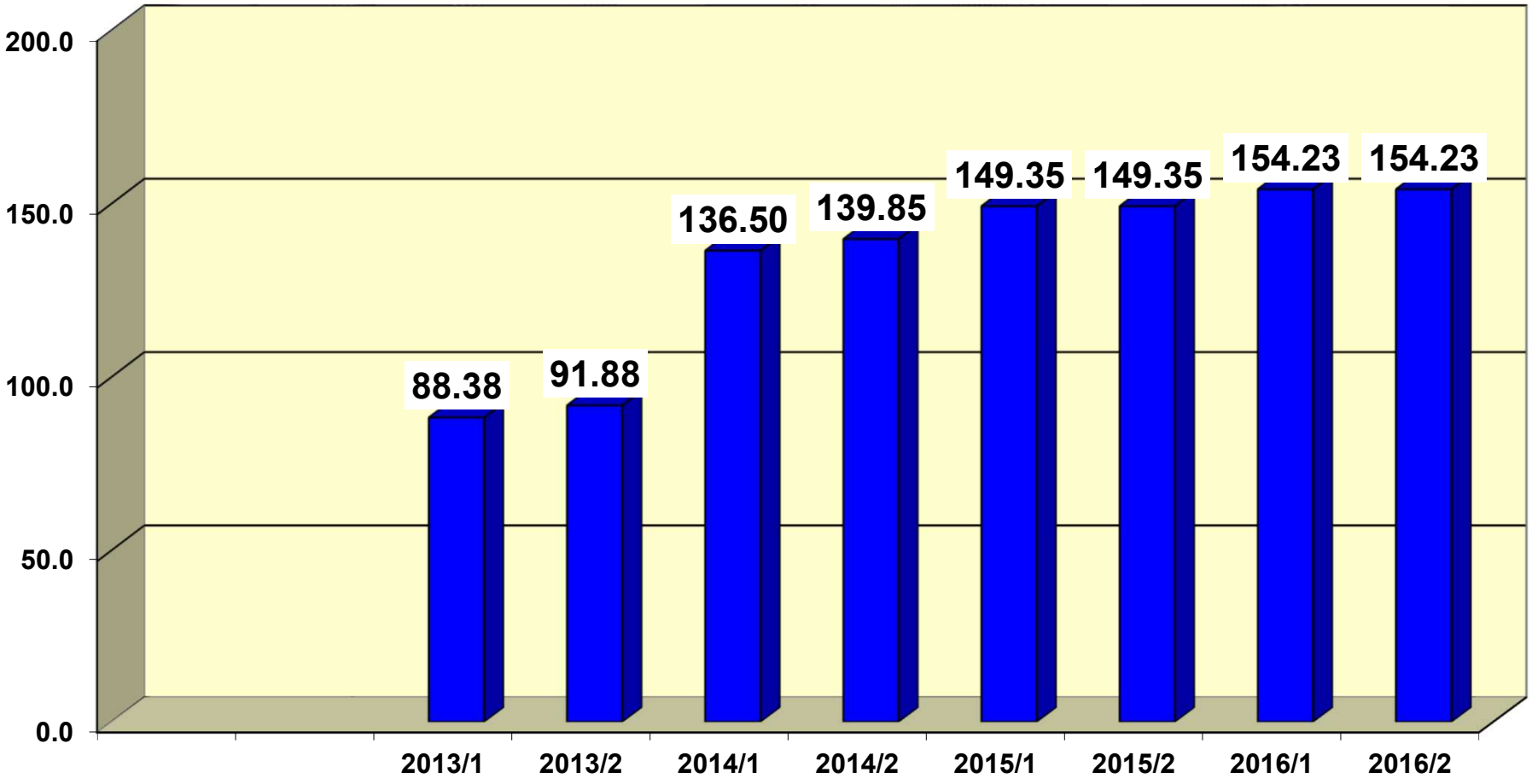
(in Mio Franken)



Media.Research.Group

Entwicklung des Kommunikationsvolumens in der Branche e-Commerce

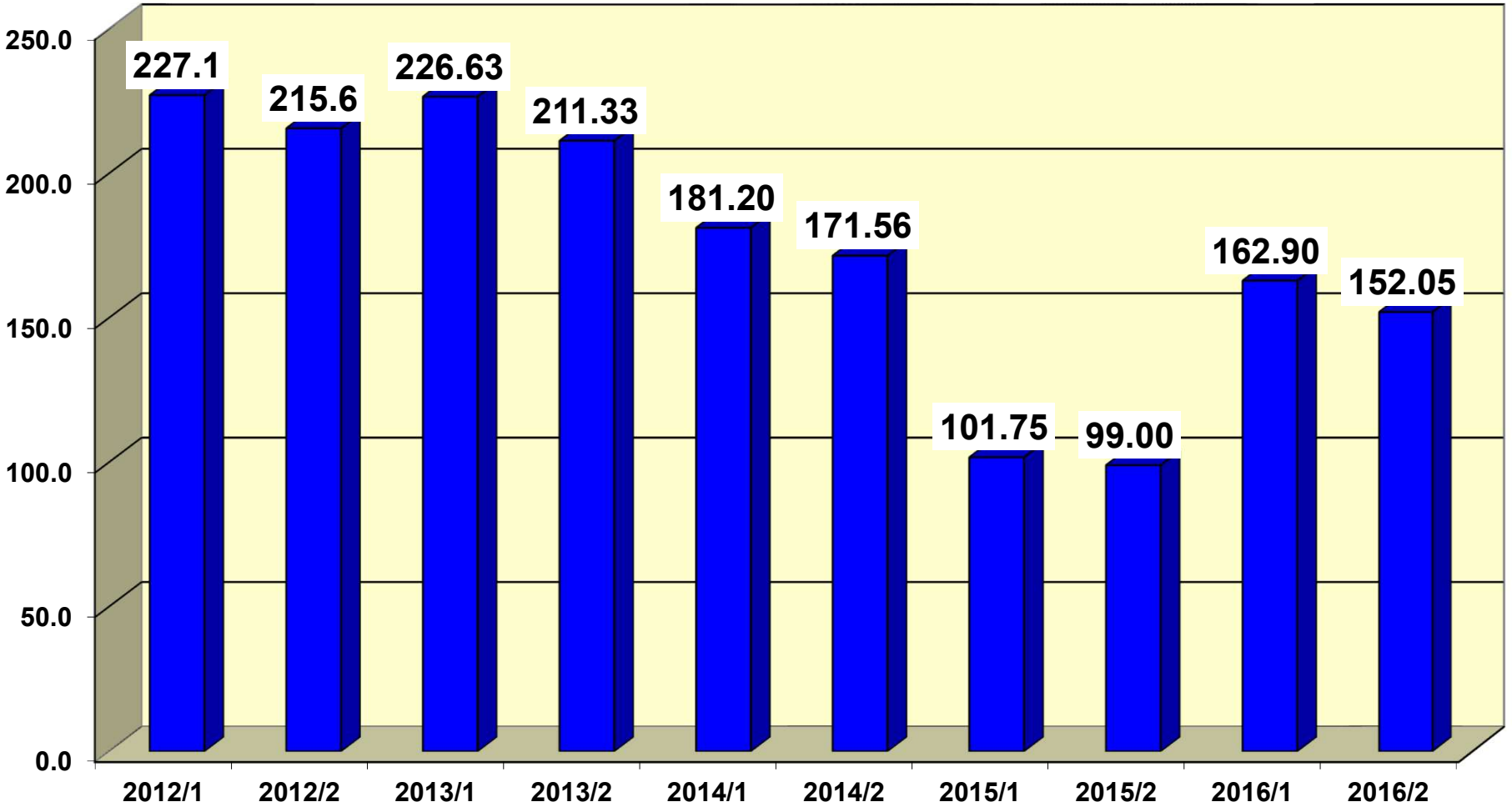
(in Mio Franken)



Media.Research.Group

Entwicklung des Kommunikationsvolumens in der Branche Industrie

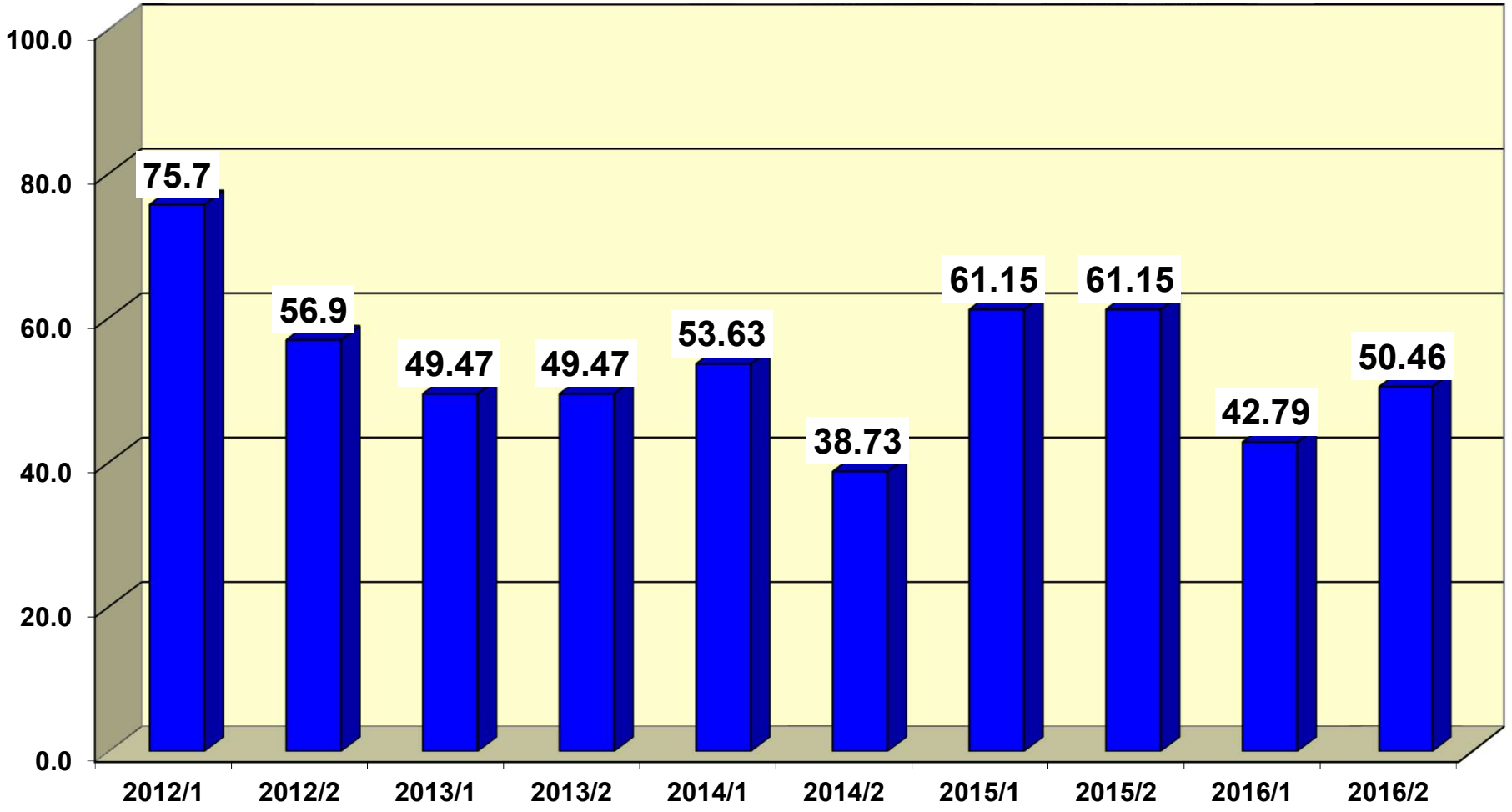
(in Mio Franken)



Media.Research.Group

Entwicklung des Kommunikationsvolumens in der Branche Energie

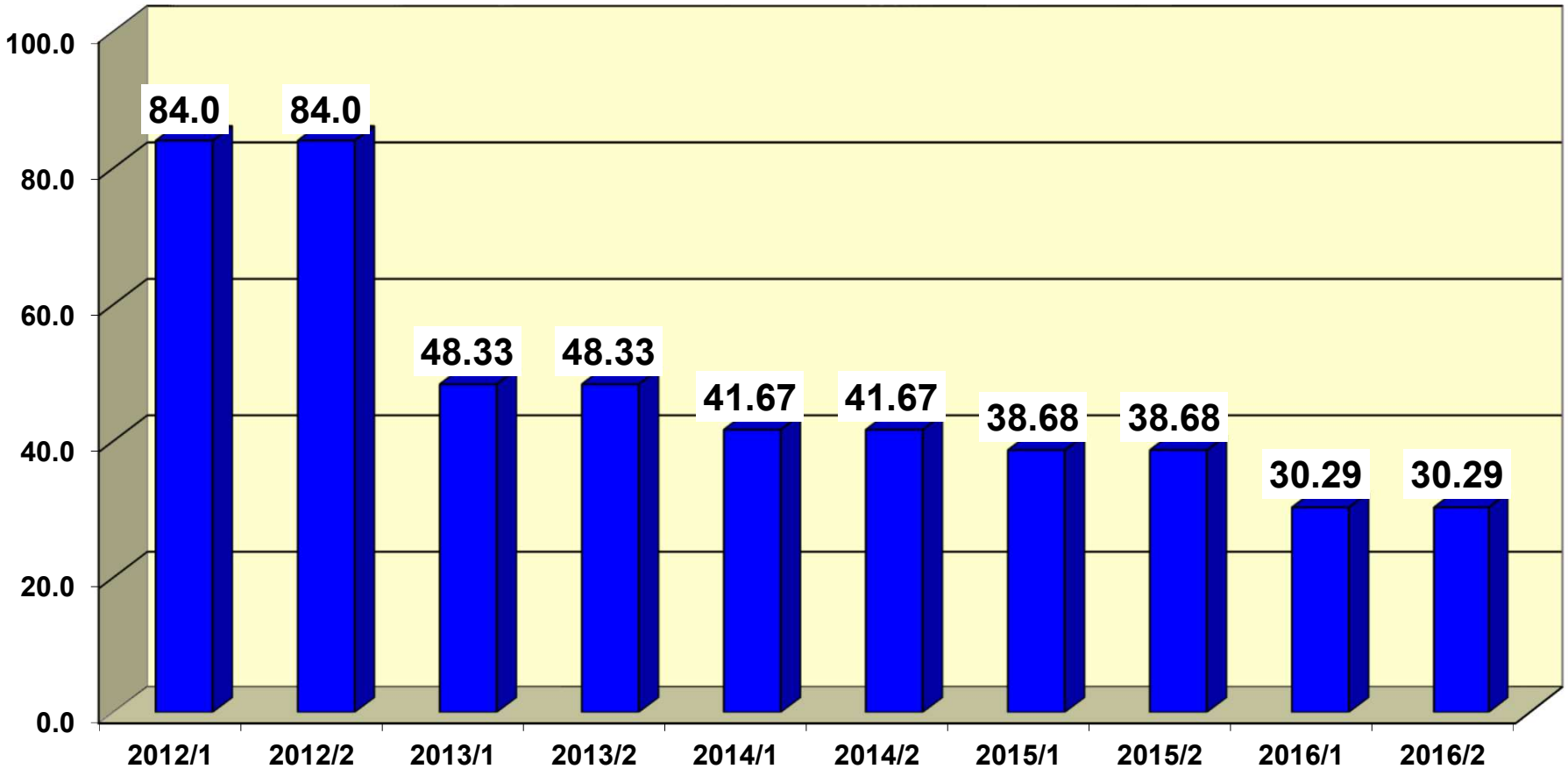
(in Mio Franken)



Media.Research.Group

Entwicklung des Kommunikationsvolumens in der Branche IT, Unterhaltungselektronik

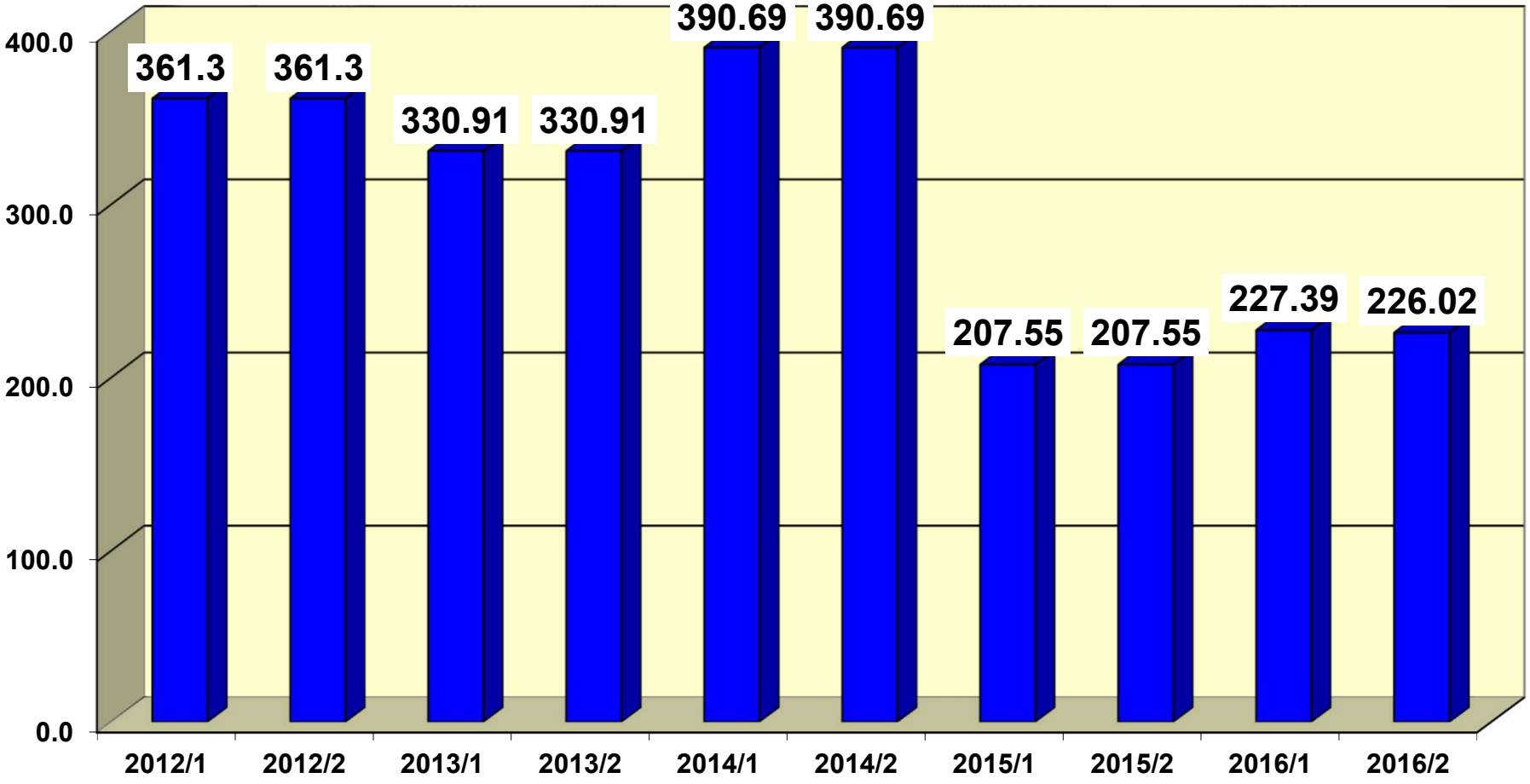
(in Mio Franken)



Media.Research.Group

Entwicklung des Kommunikationsvolumens in der Branche Telekommunikation

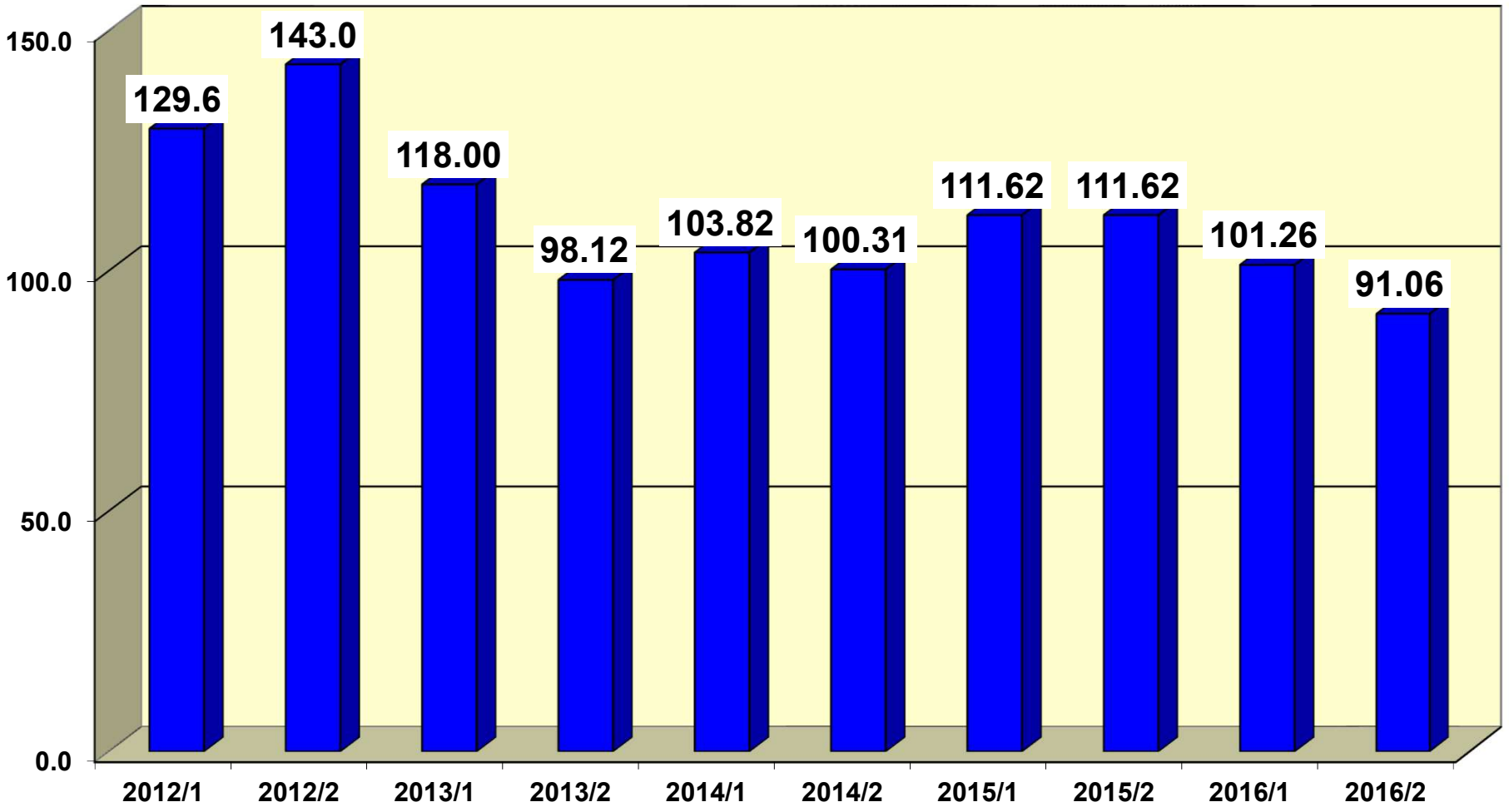
(in Mio Franken)



Media.Research.Group

Entwicklung des Kommunikationsvolumens in der Branche Medien

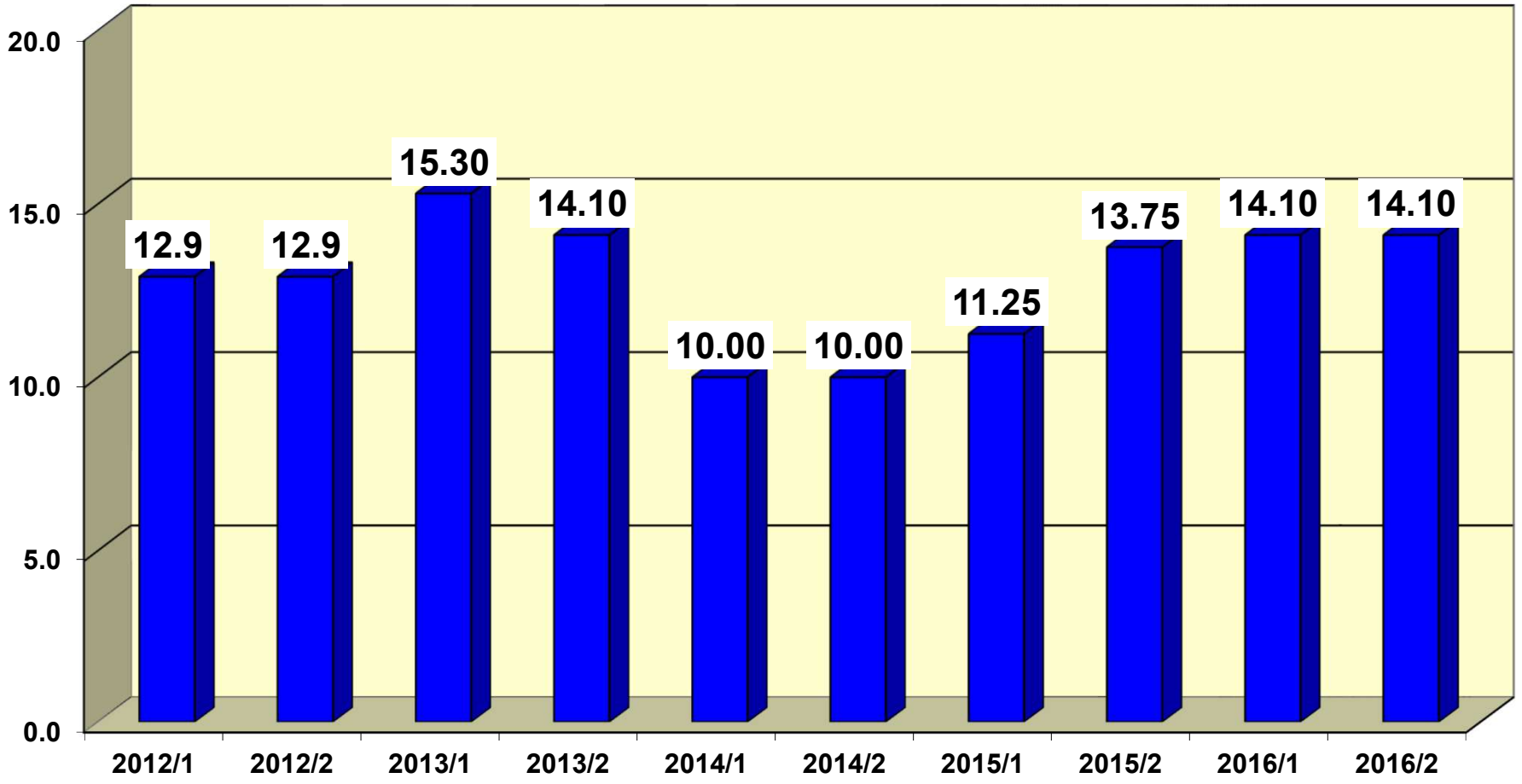
(in Mio Franken)



Media.Research.Group

Entwicklung des Kommunikationsvolumens in der Branche Messen, Ausstellungen

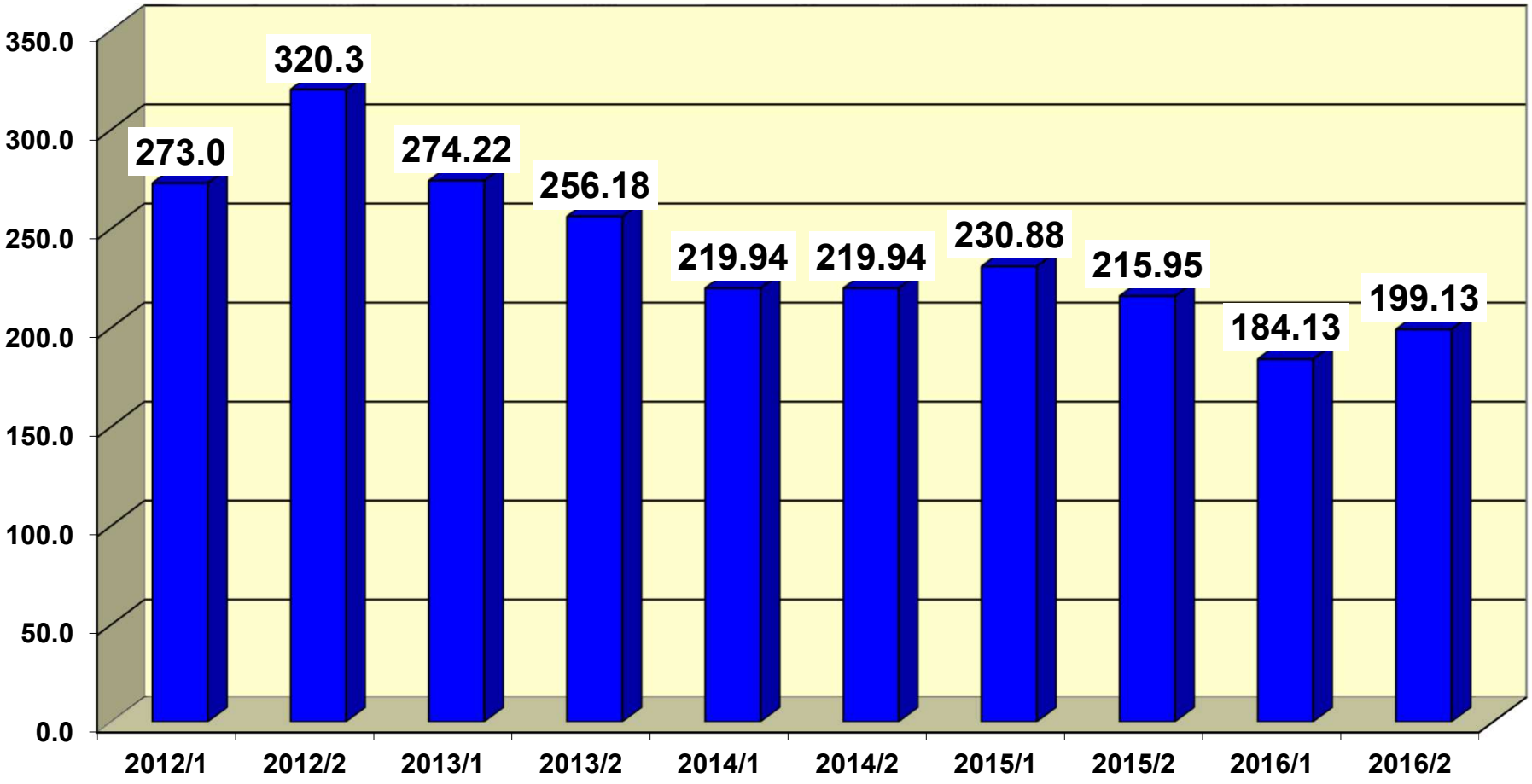
(in Mio Franken)



Media.Research.Group

Entwicklung des Kommunikationsvolumens in der Branche Dienstleistungen

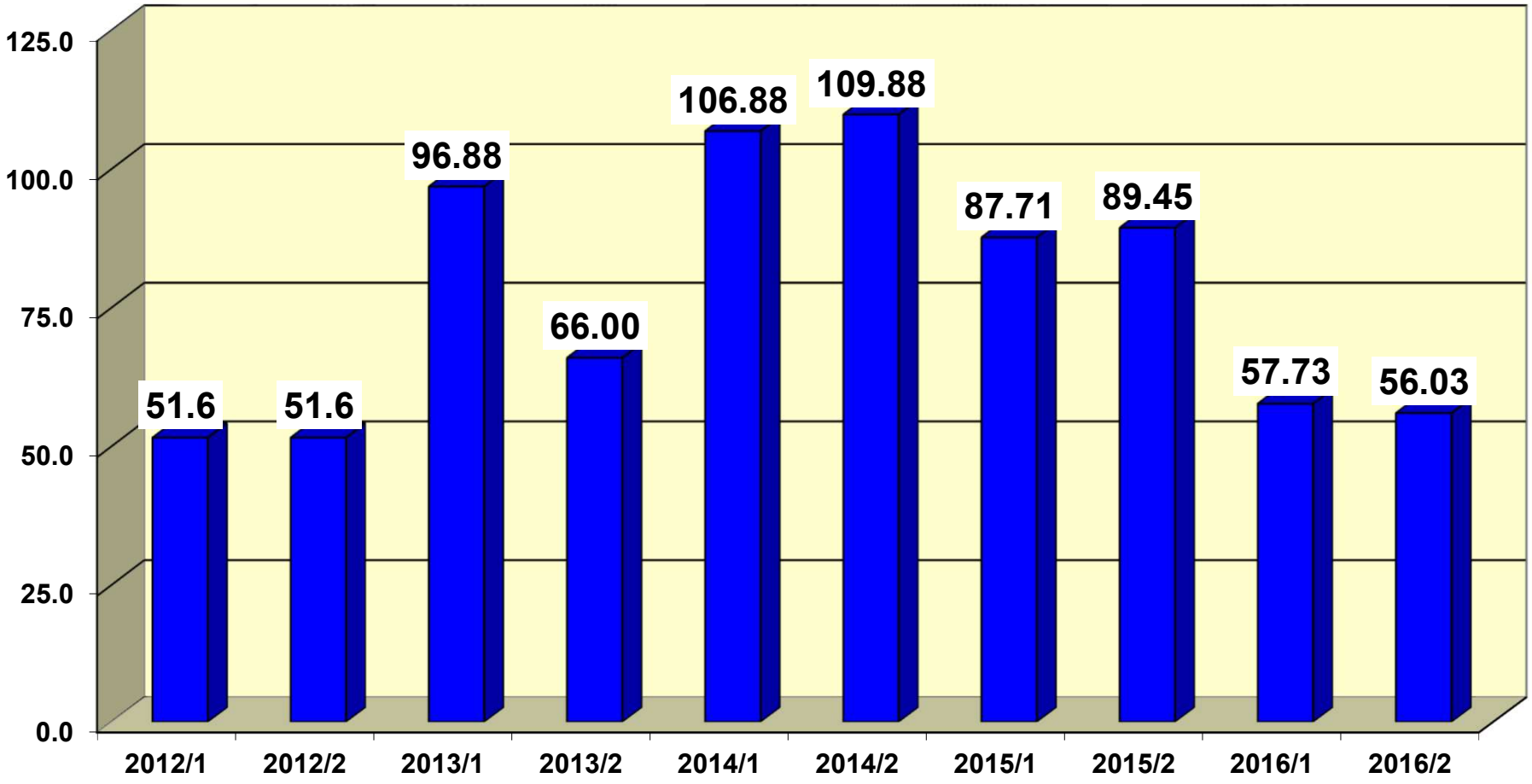
(in Mio Franken)



Media.Research.Group

Entwicklung des Kommunikationsvolumens in der Branche Verbände, Organisationen

(in Mio Franken)

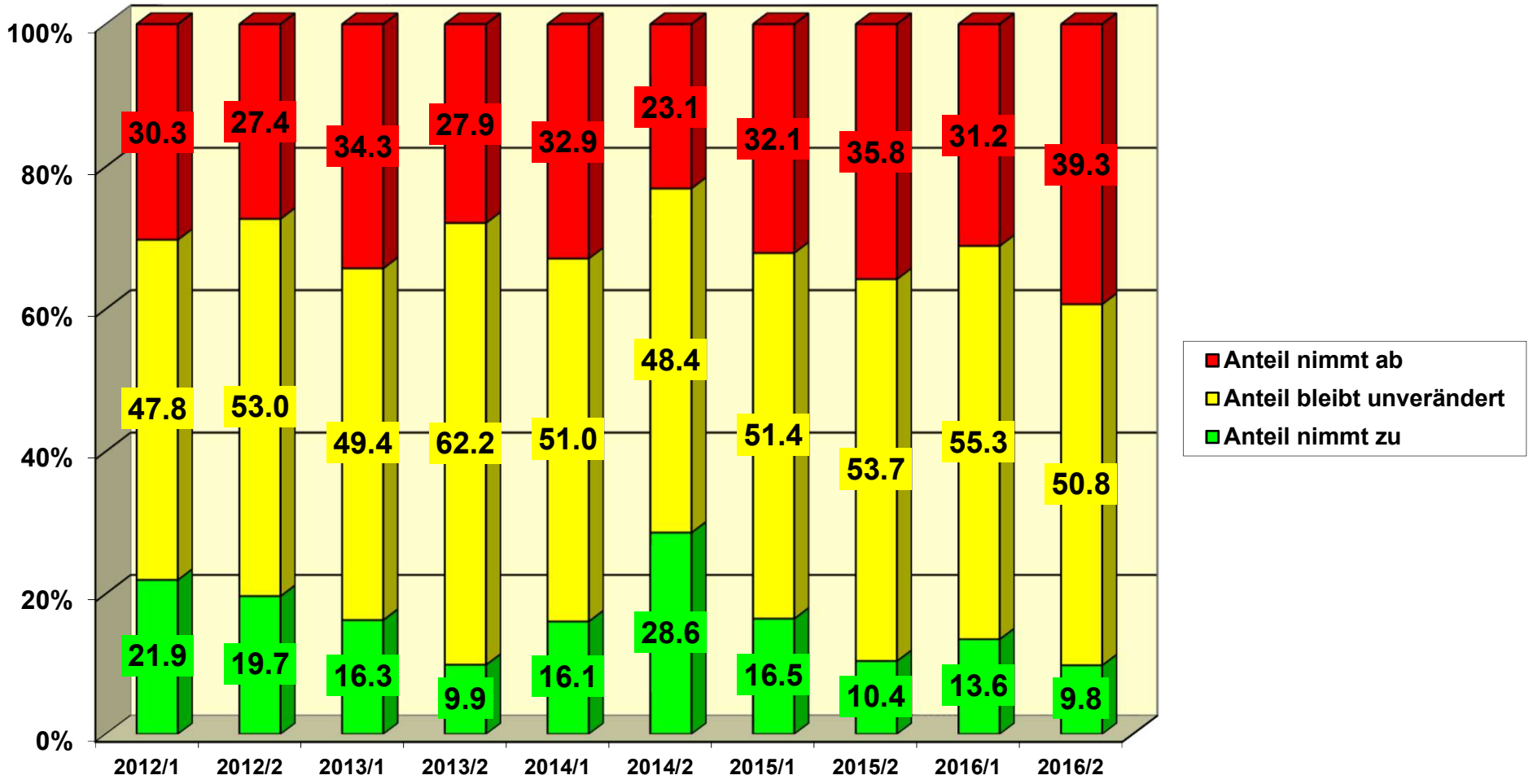


Media.Research.Group

2. Die Entwicklung des Media-Volumens 2016

Zu-/Abnahme des Media-Volumens

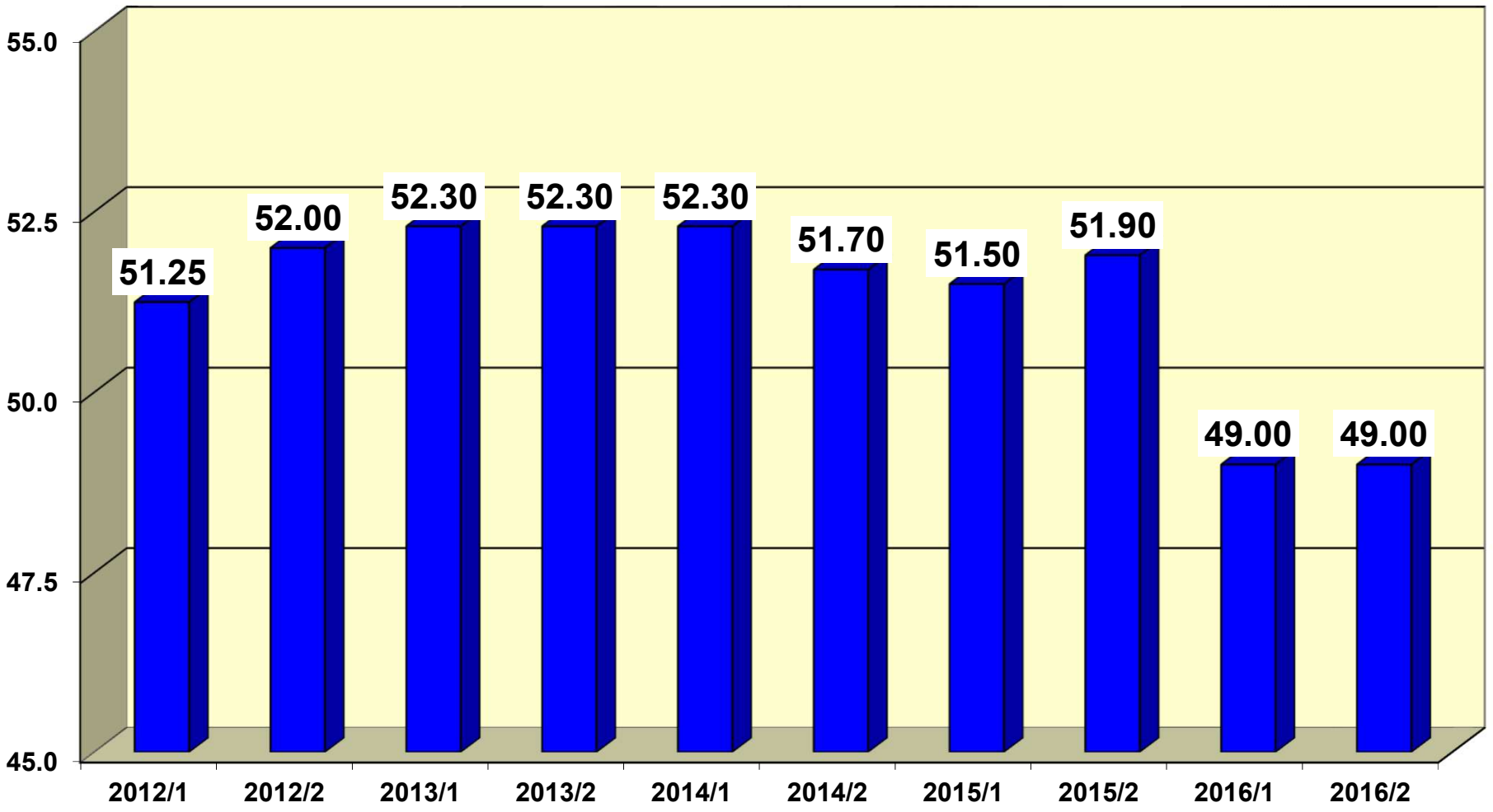
(Liegt der Anteil der Klassischen Werbung in den nächsten 12 Monaten über oder unter demjenigen der letzten 12 Monate?)



Media.Research.Group

Anteil Media an der Gesamtkommunikation

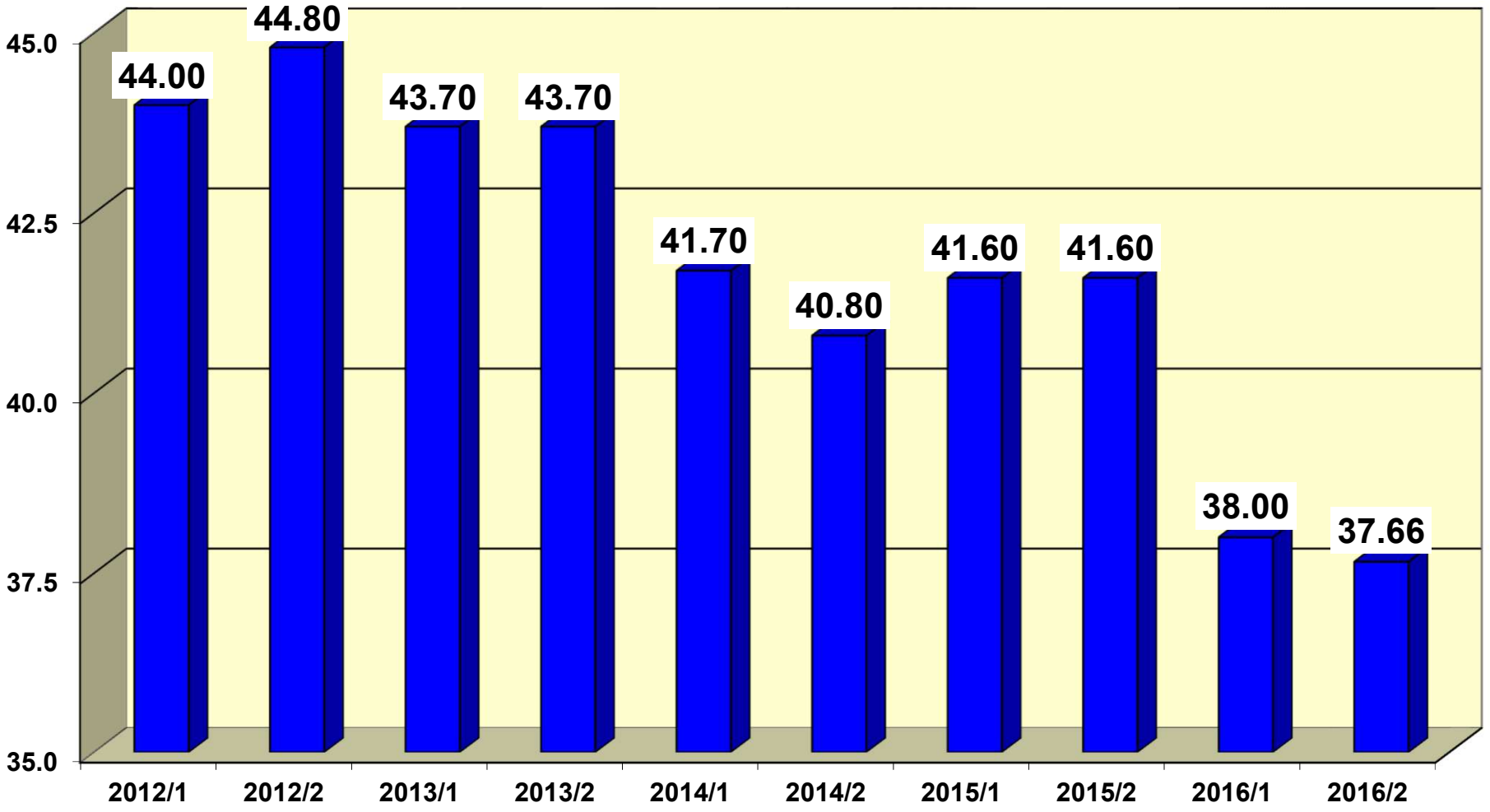
(in Prozenten)



Media.Research.Group

Anteil trad. Klass. Media an der Gesamtkommunikation

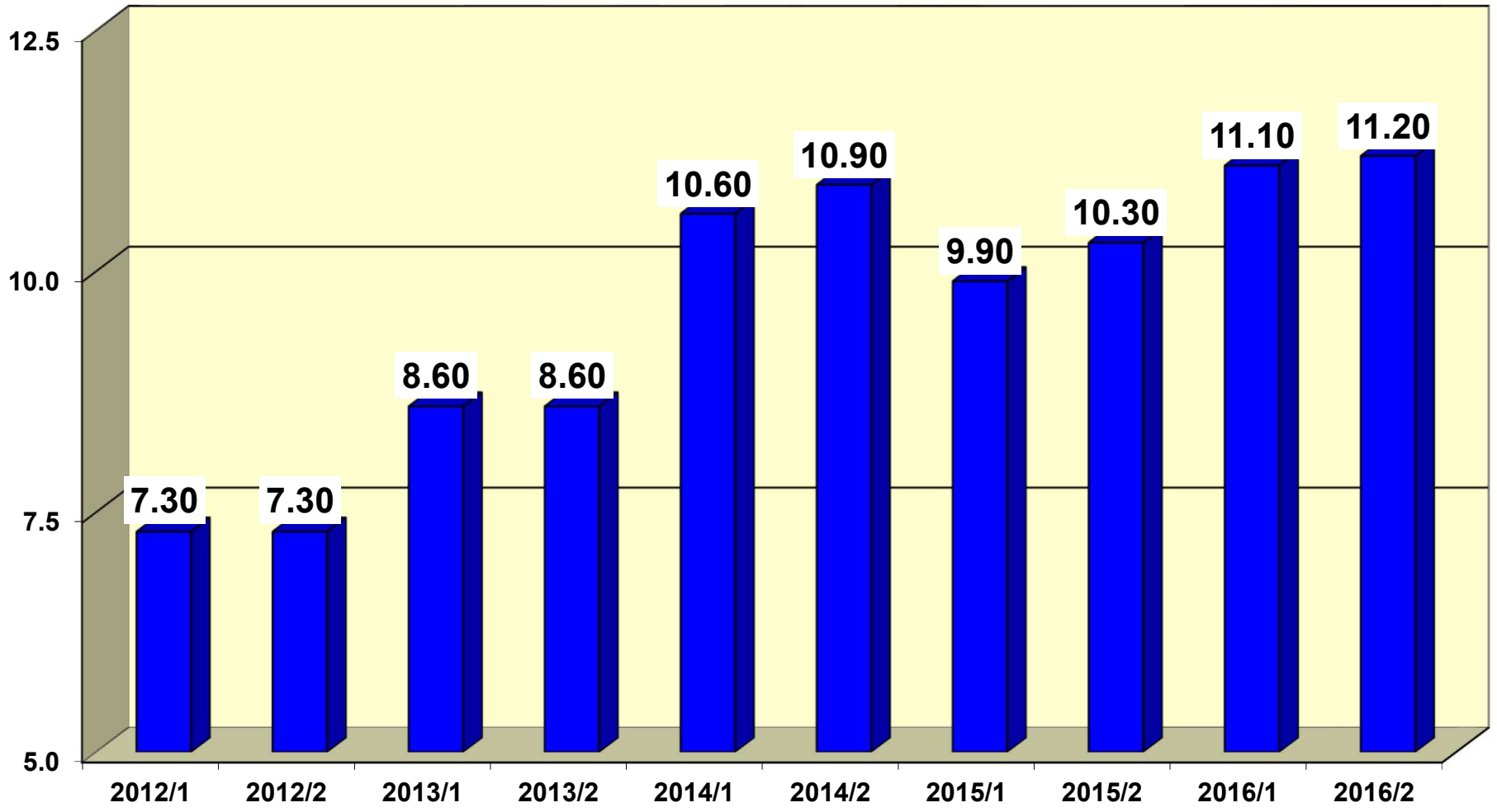
(in Prozenten)



Media.Research.Group

Anteil Online-Werbung an der Gesamtkommunikation

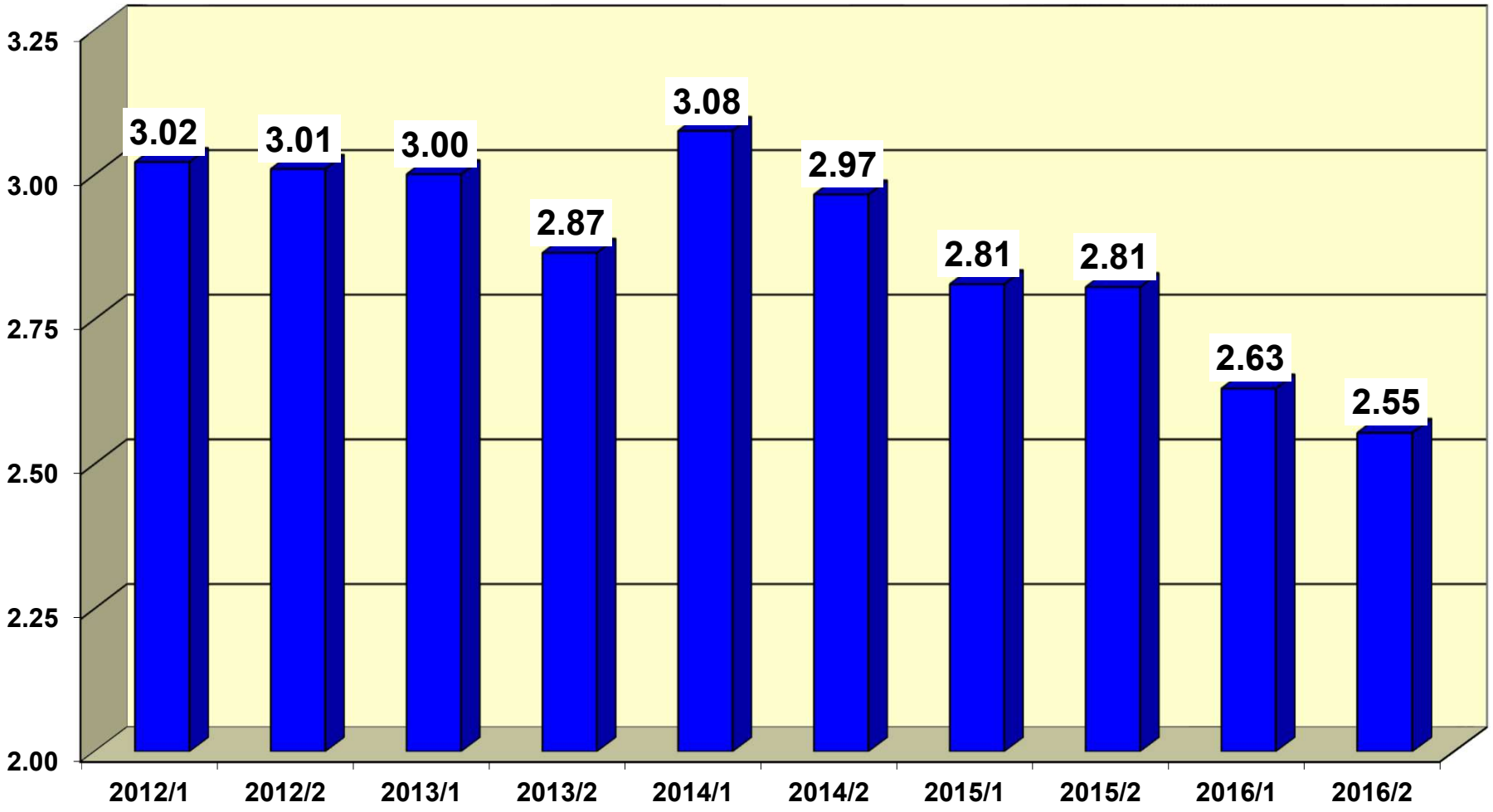
(in Prozenten)



Media.Research.Group

Entwicklung des Media-Volumens des Gesamtmarktes

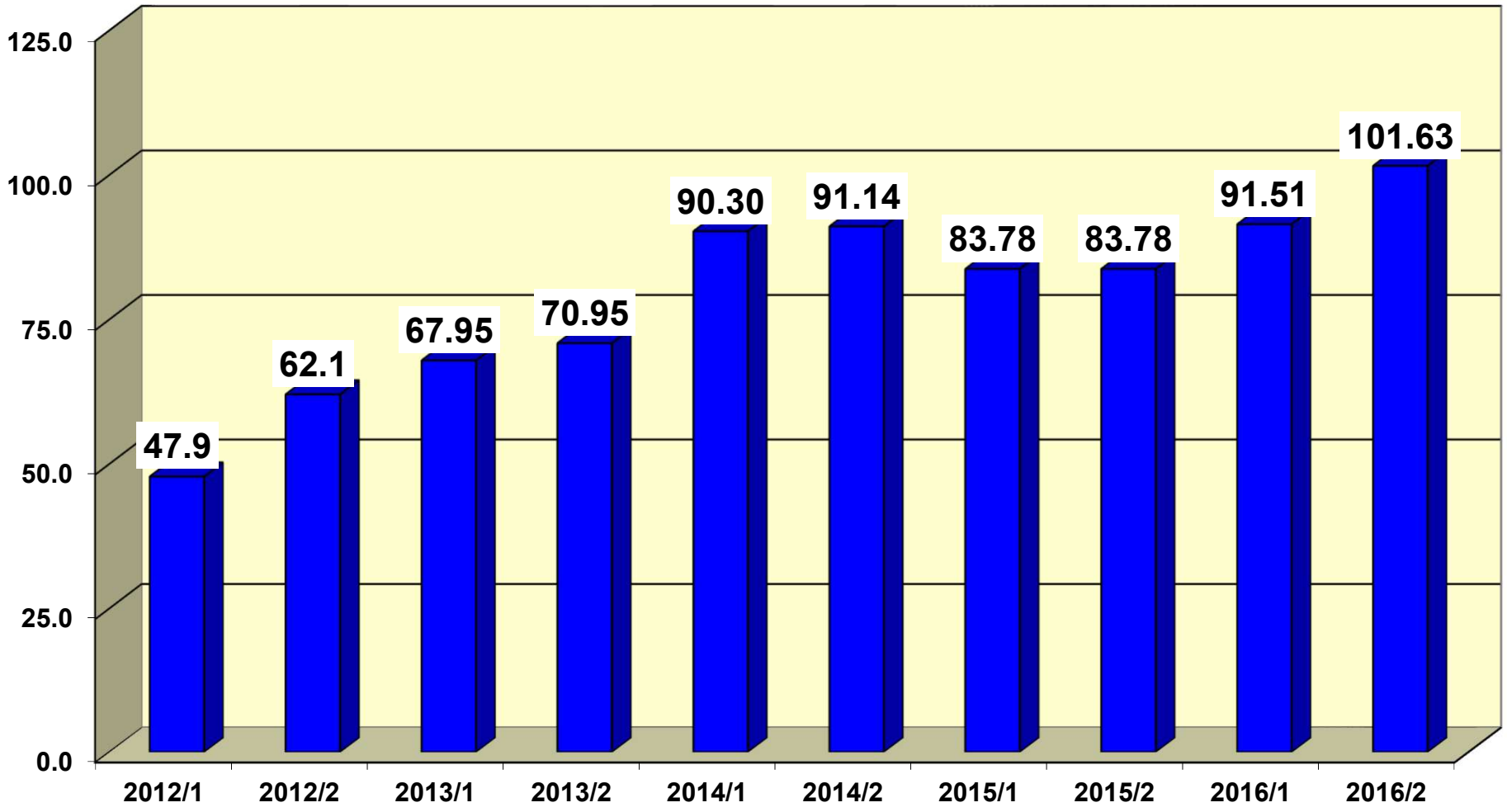
(in Mrd Franken)



Media.Research.Group

Entwicklung des Media-Volumens in der Branche alkoholfreie Getränke

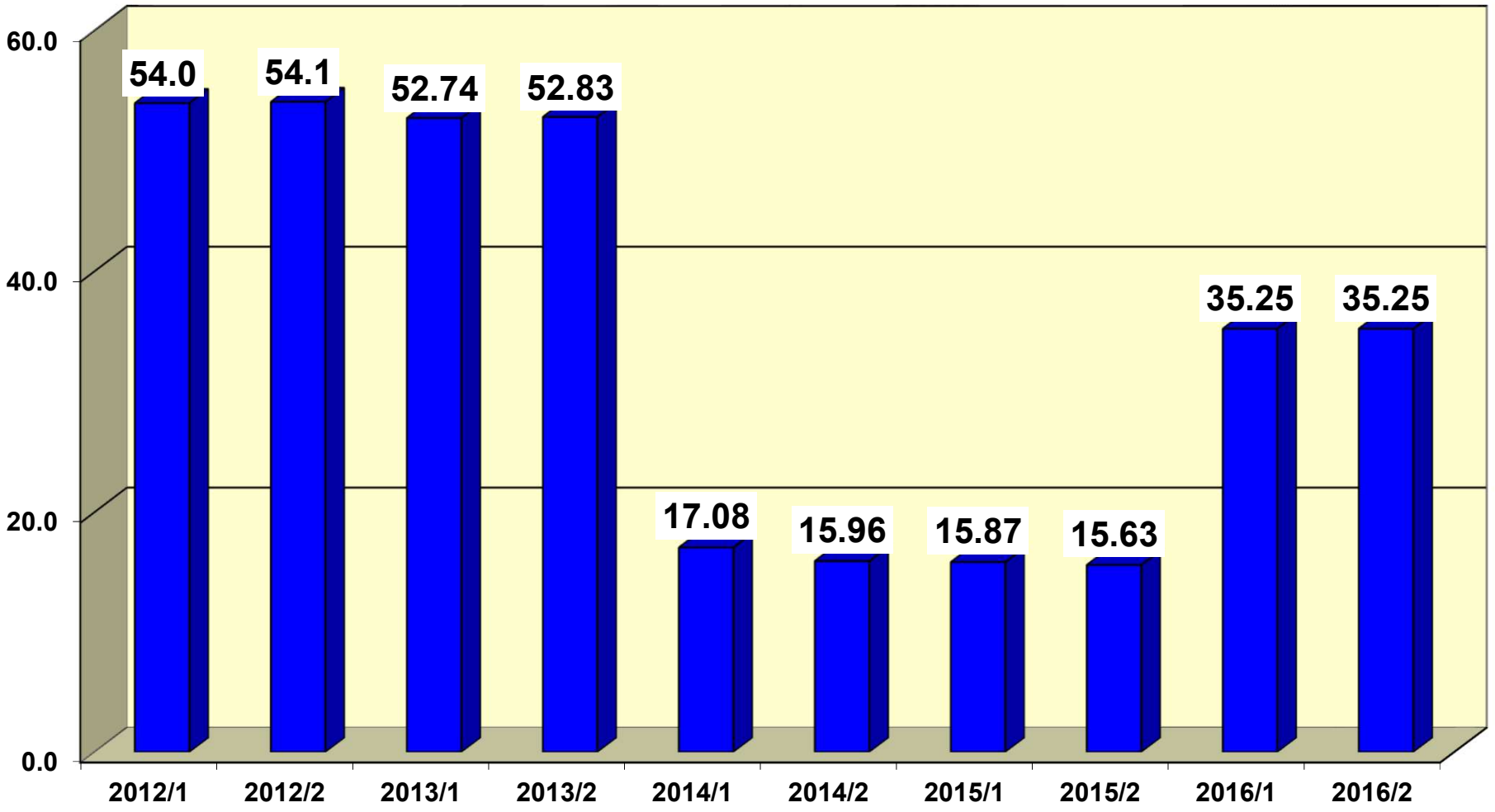
(in Mio Franken)



Media.Research.Group

Entwicklung des Media-Volumens in der Branche alkoholische Getränke

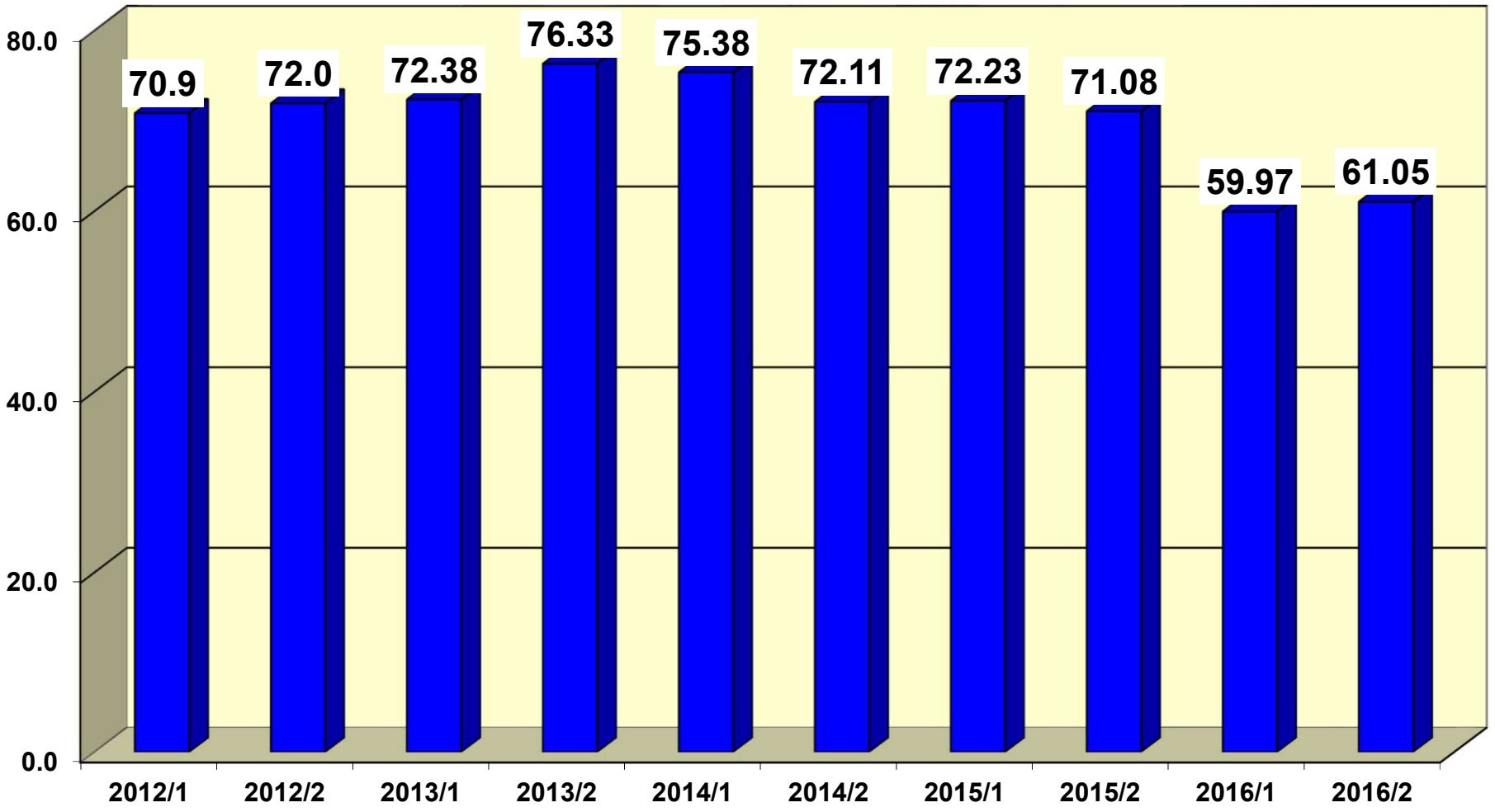
(in Mio Franken)



Media.Research.Group

Entwicklung des Media-Volumens in der Branche Schokoladen, Süsswaren

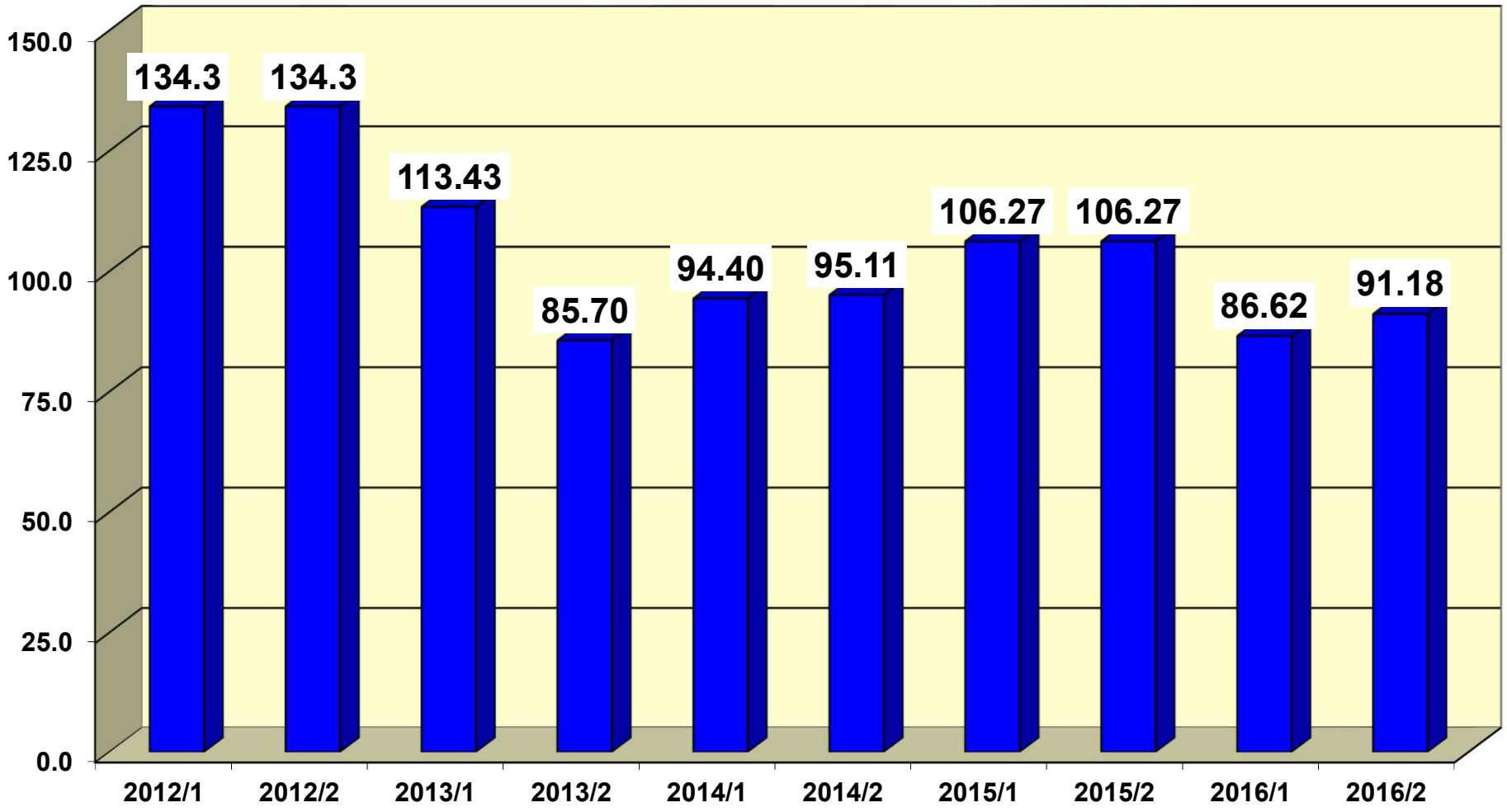
(in Mio Franken)



Media.Research.Group

Entwicklung des Media-Volumens in der Branche Milchprodukte

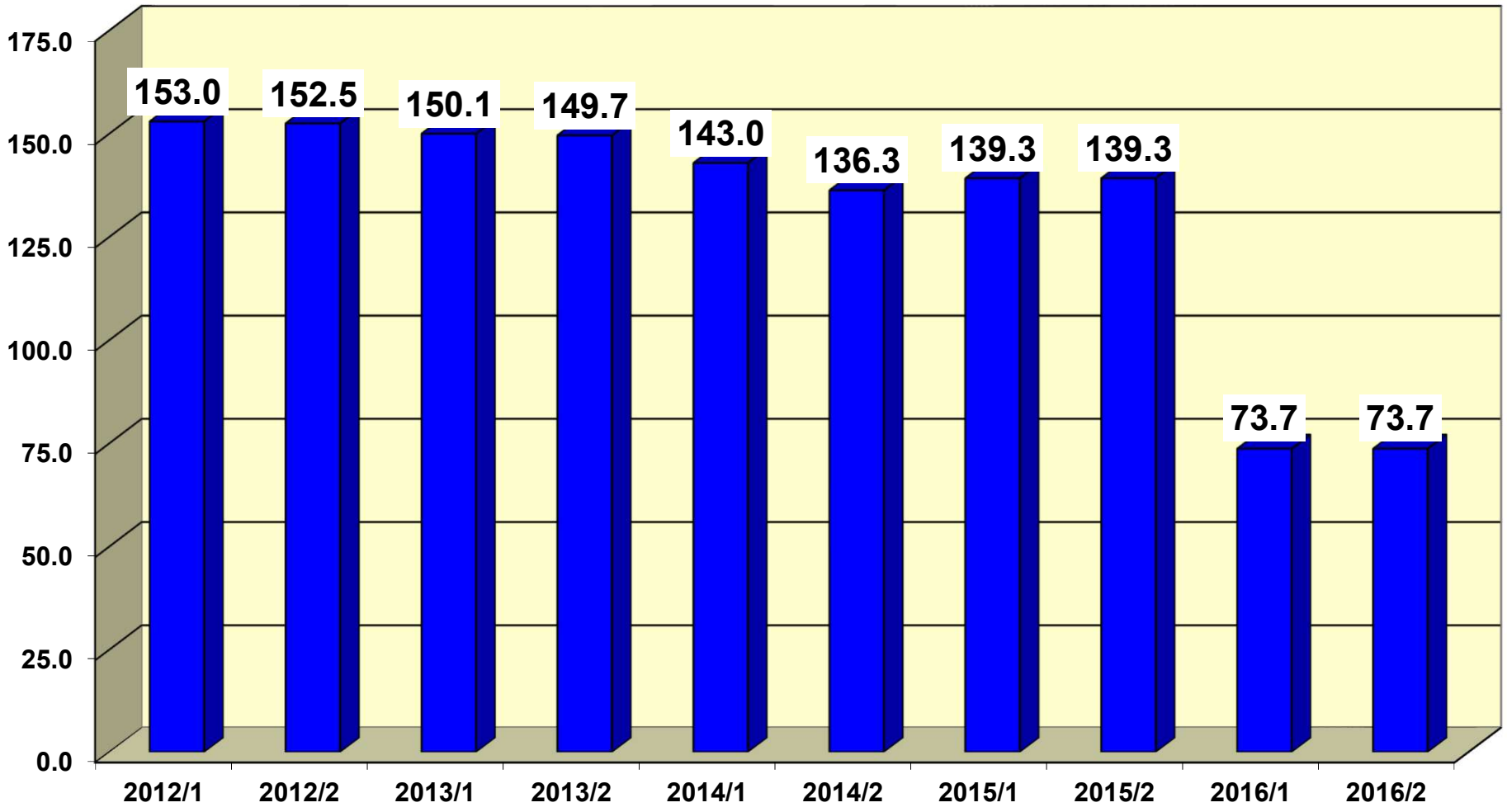
(in Mio Franken)



Media.Research.Group

Entwicklung des Media-Volumens in der Branche Fertigprodukte

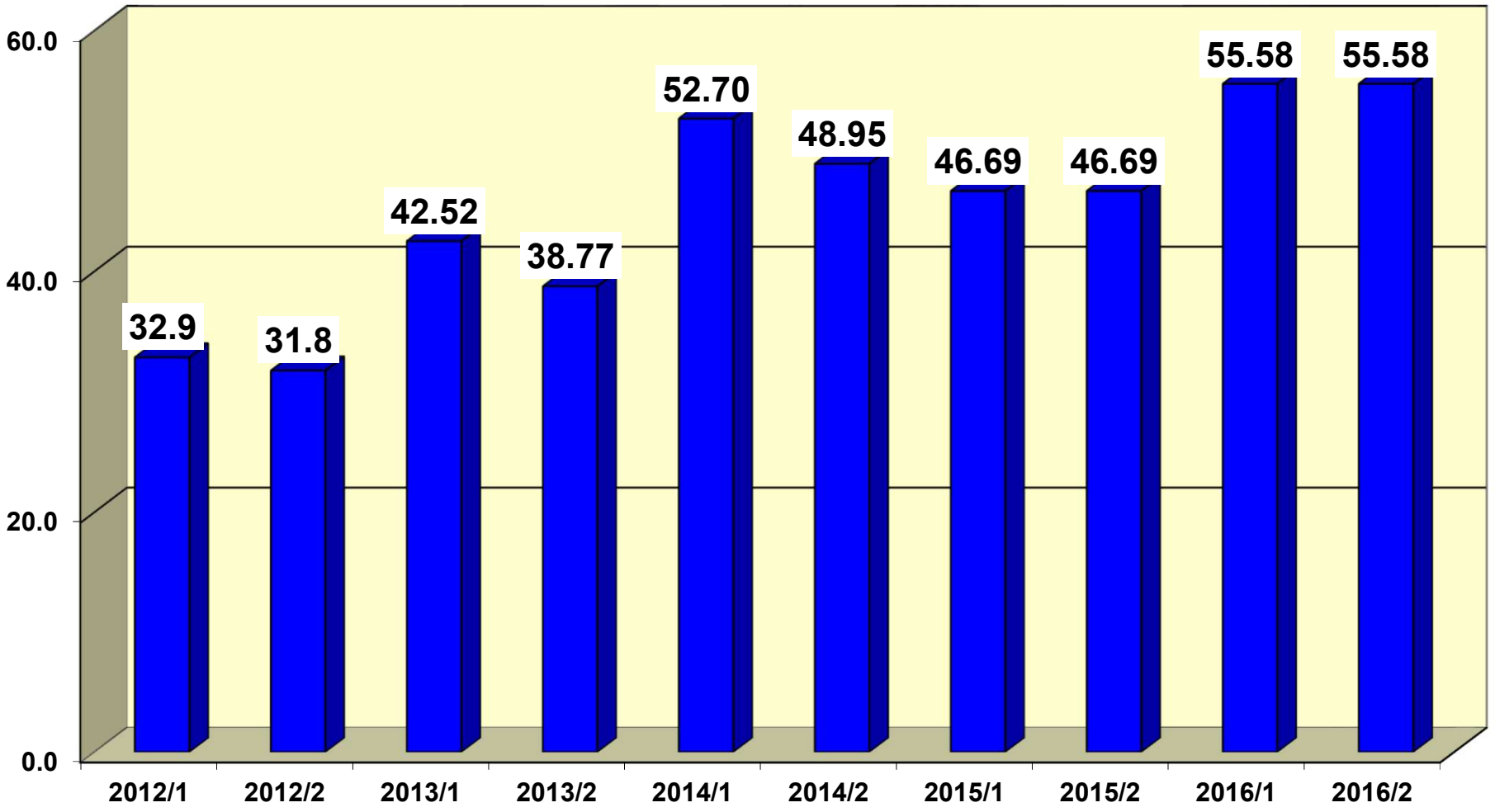
(in Mio Franken)



Media.Research.Group

Entwicklung des Media-Volumens in der Branche Frischprodukte

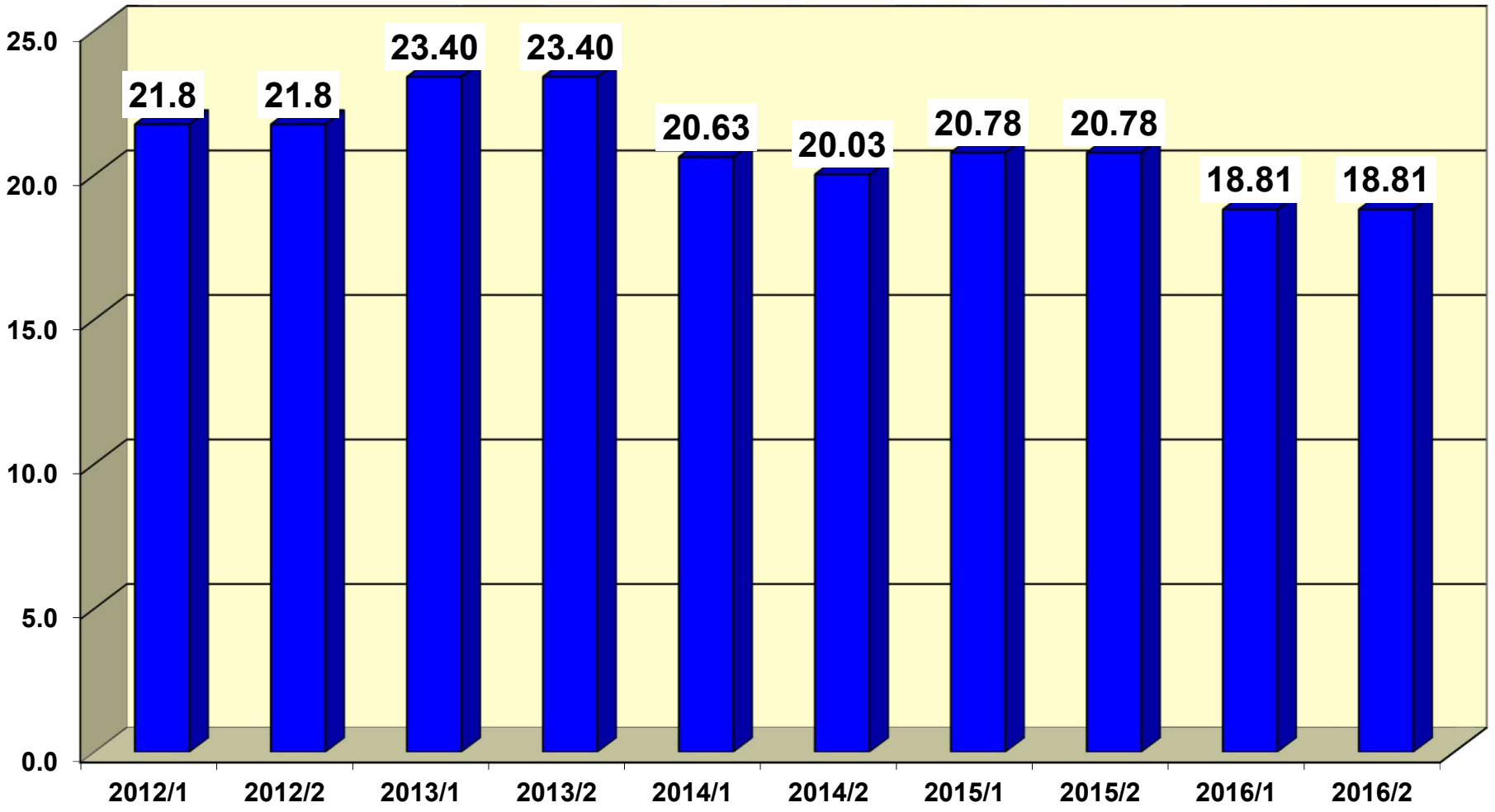
(in Mio Franken)



Media.Research.Group

Entwicklung des Media-Volumens in der Branche Tabakwaren

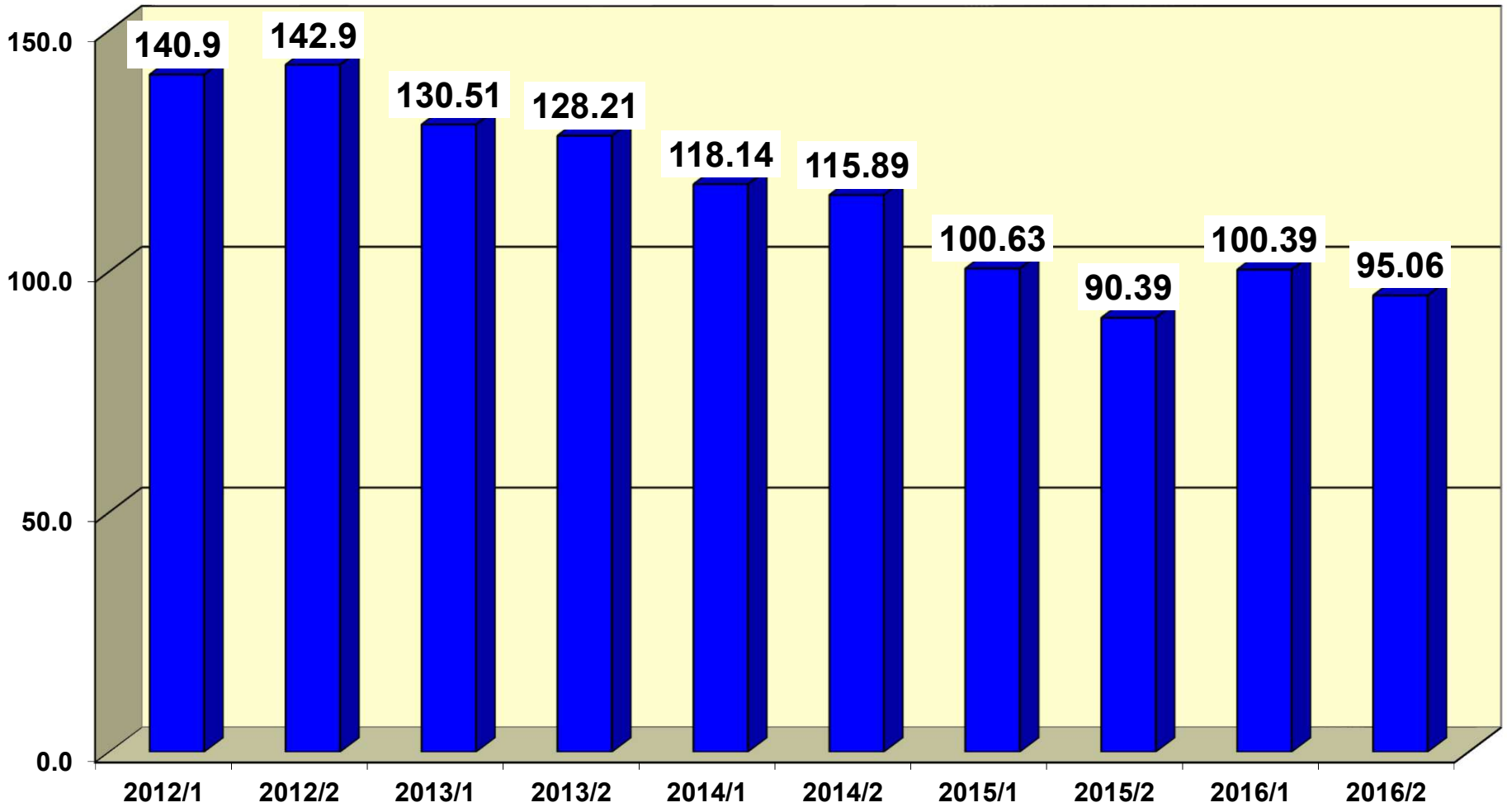
(in Mio Franken)



Media.Research.Group

Entwicklung des Media-Volumens in der Branche Bekleidung, Wäsche

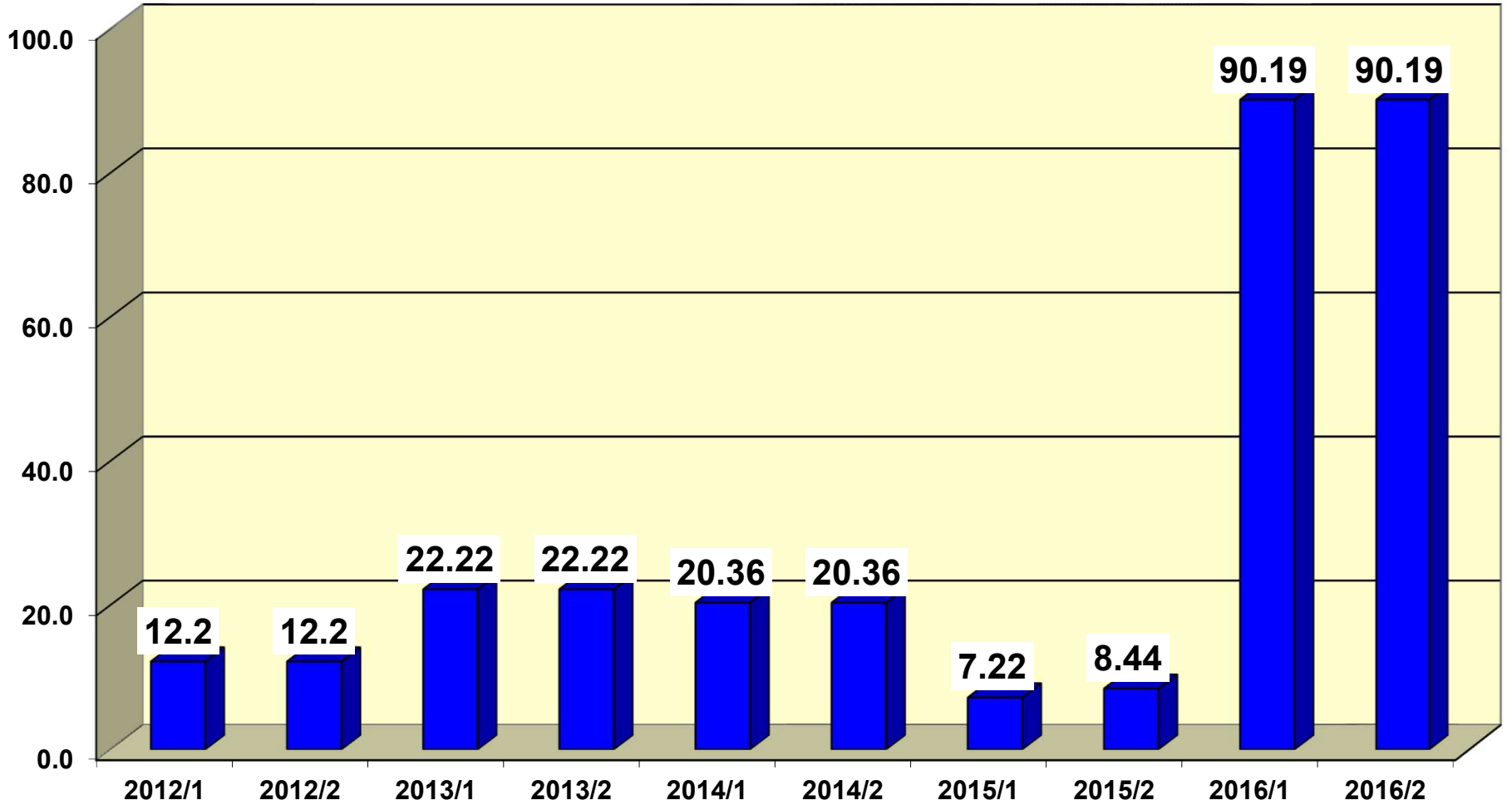
(in Mio Franken)



Media.Research.Group

Entwicklung des Media-Volumens in der Branche Luxusgüter

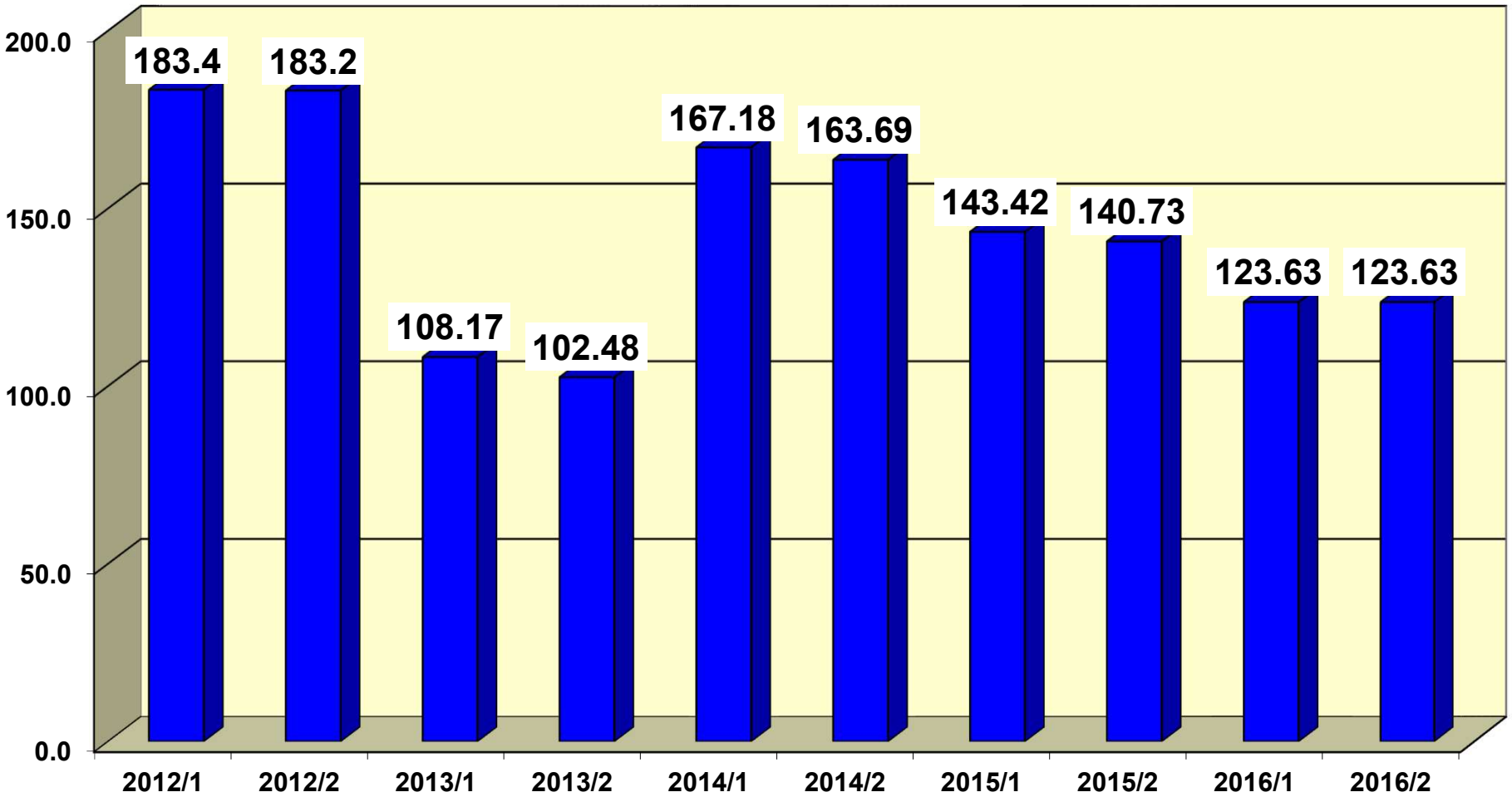
(in Mio Franken)



Media.Research.Group

Entwicklung des Media-Volumens in der Branche Kosmetik, Körperpflege

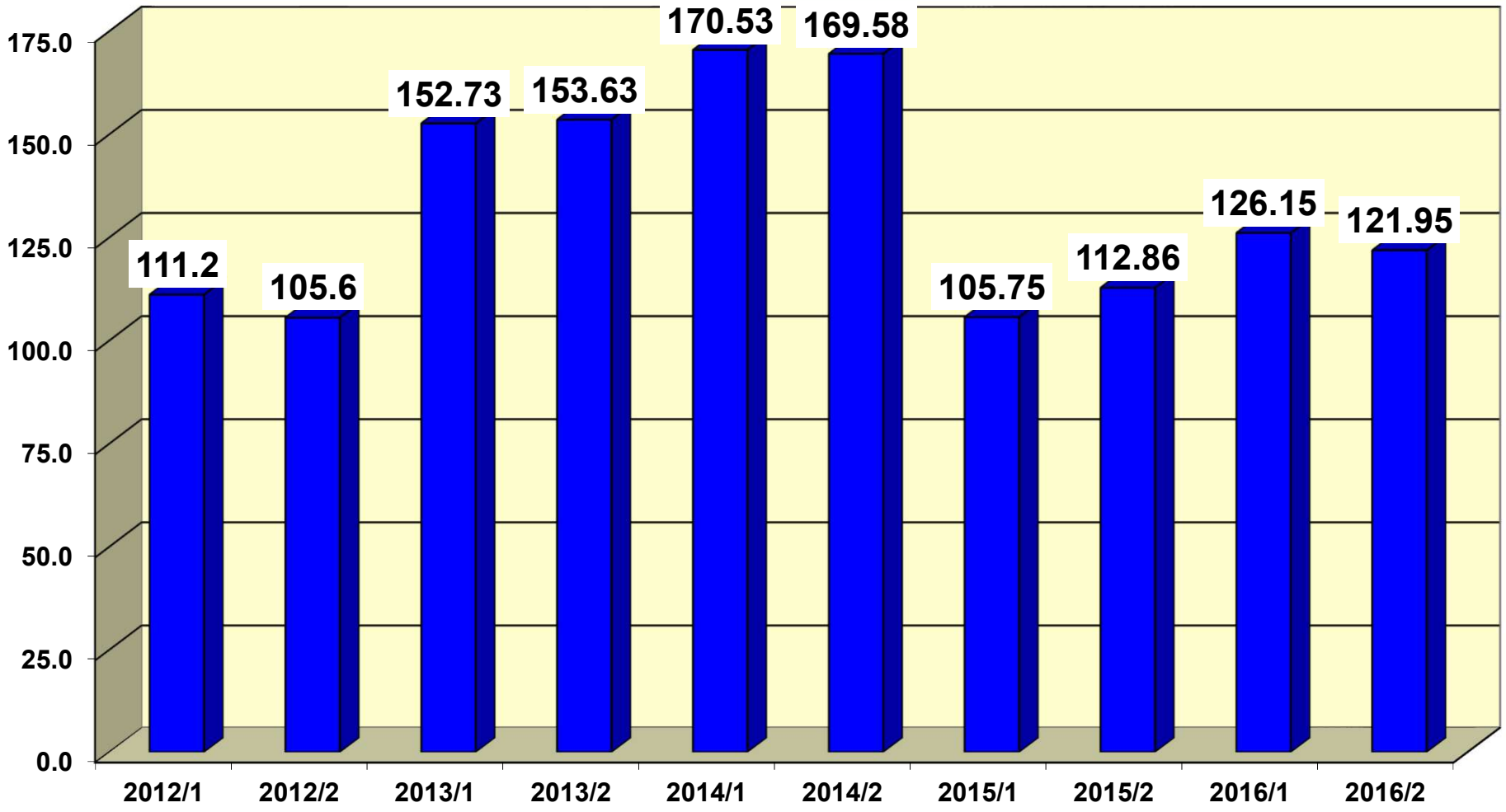
(in Mio Franken)



Media.Research.Group

Entwicklung des Media-Volumens in der Branche Pharma, Gesundheit

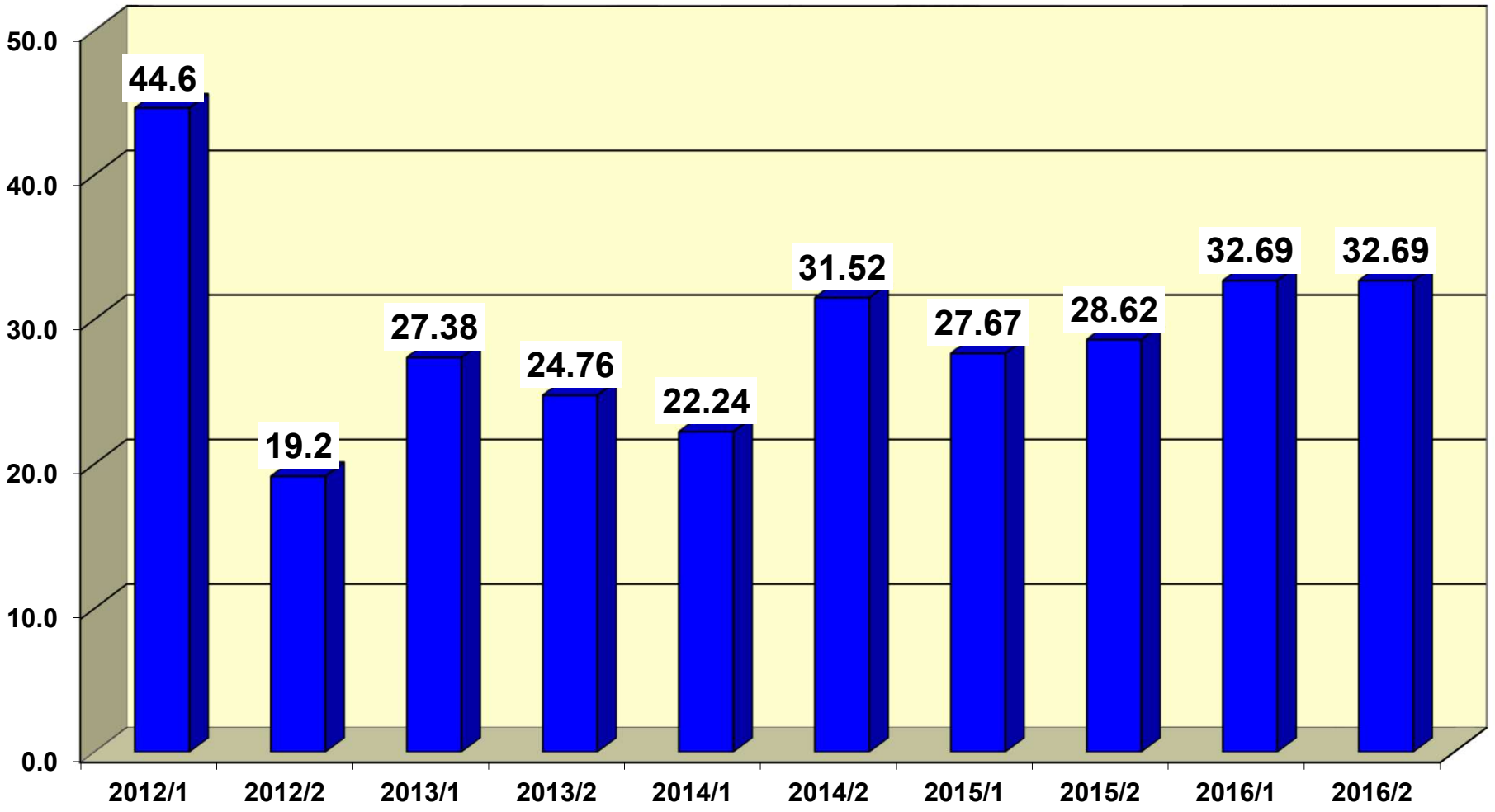
(in Mio Franken)



Media.Research.Group

Entwicklung des Media-Volumens in der Branche Haushaltsartikel/-geräte

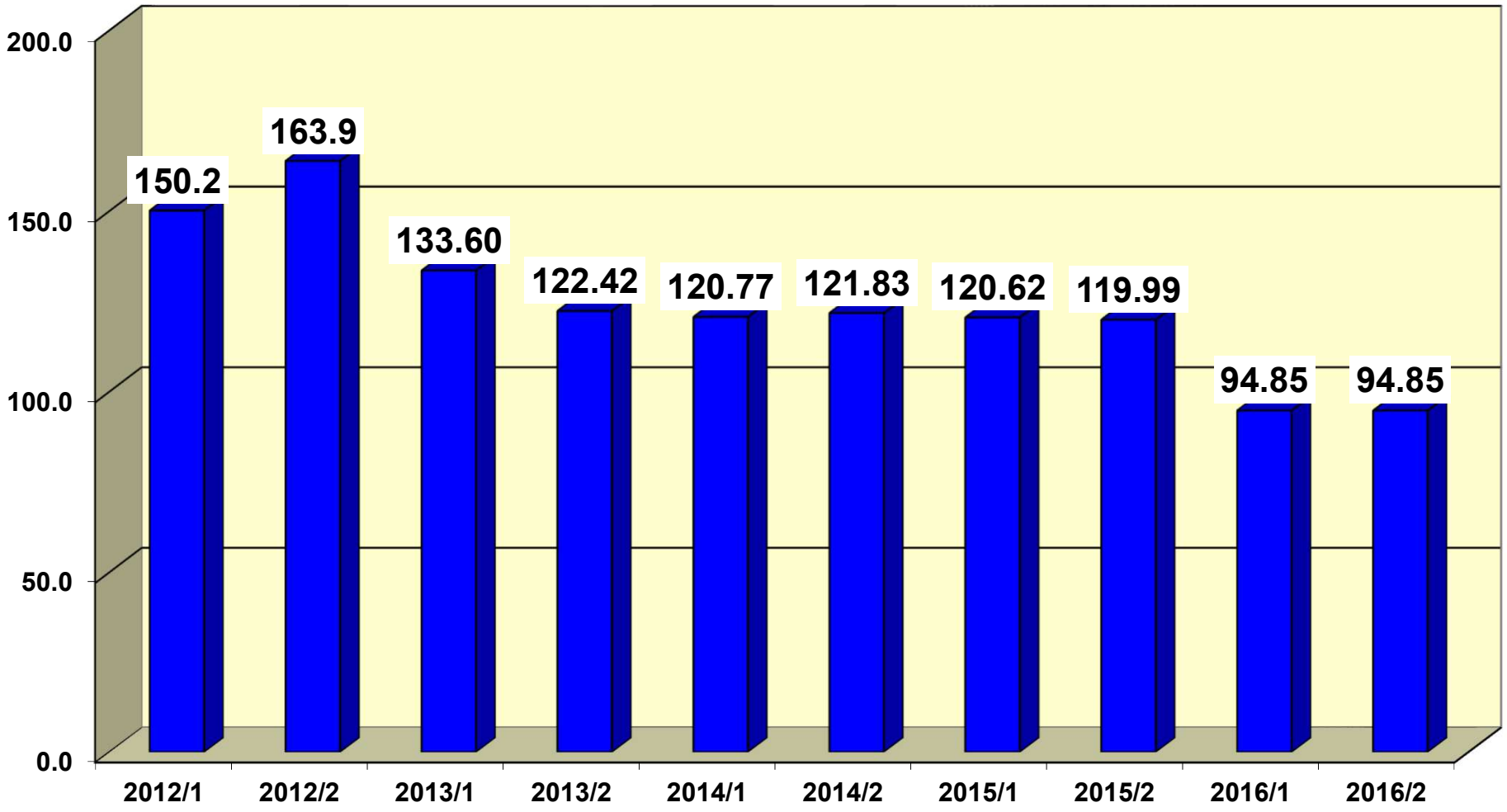
(in Mio Franken)



Media.Research.Group

Entwicklung des Media-Volumens in der Branche Wohnungseinrichtungen

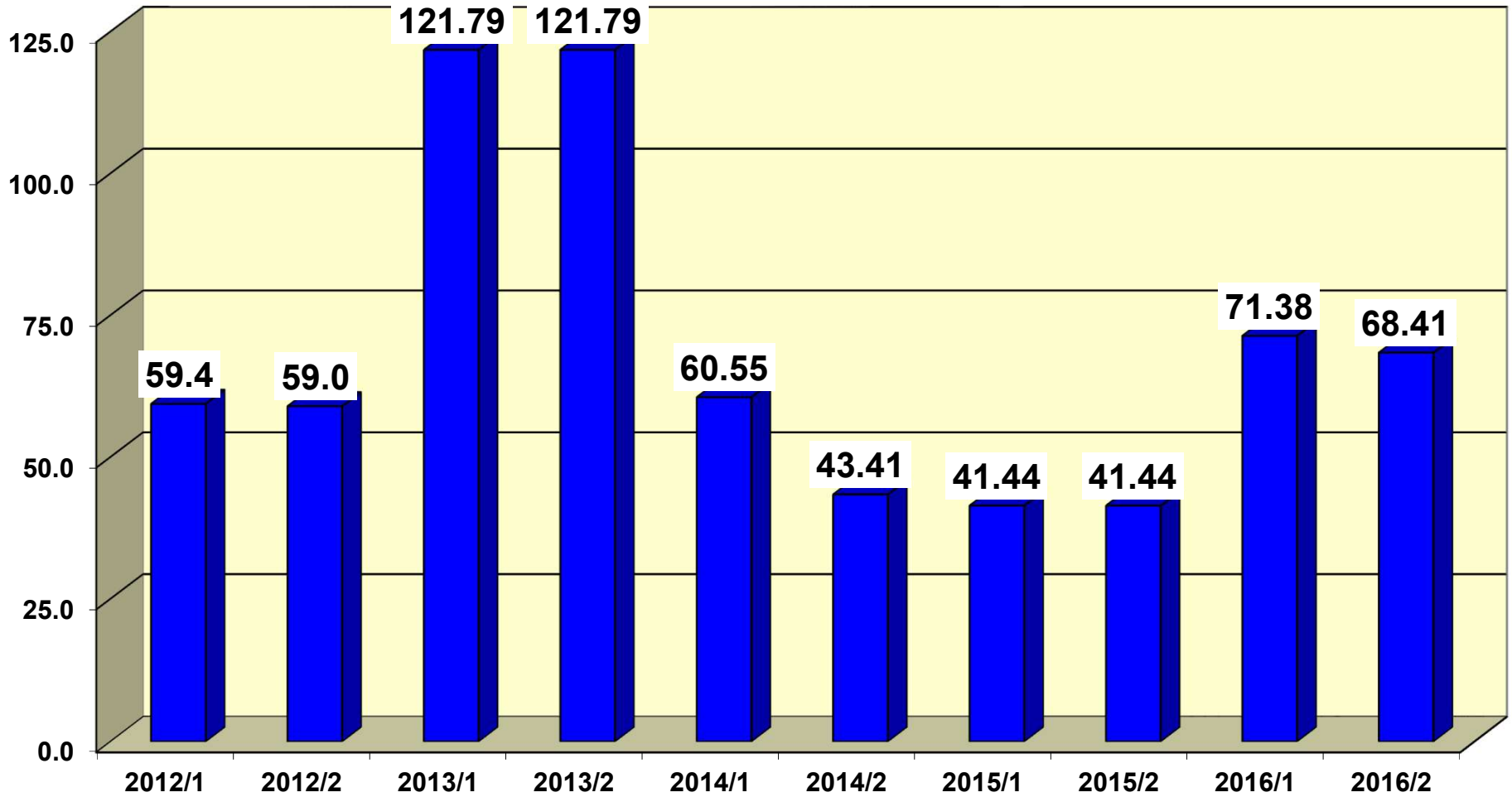
(in Mio Franken)



Media.Research.Group

Entwicklung des Media-Volumens in der Branche Reinigungs-/Putzmittel

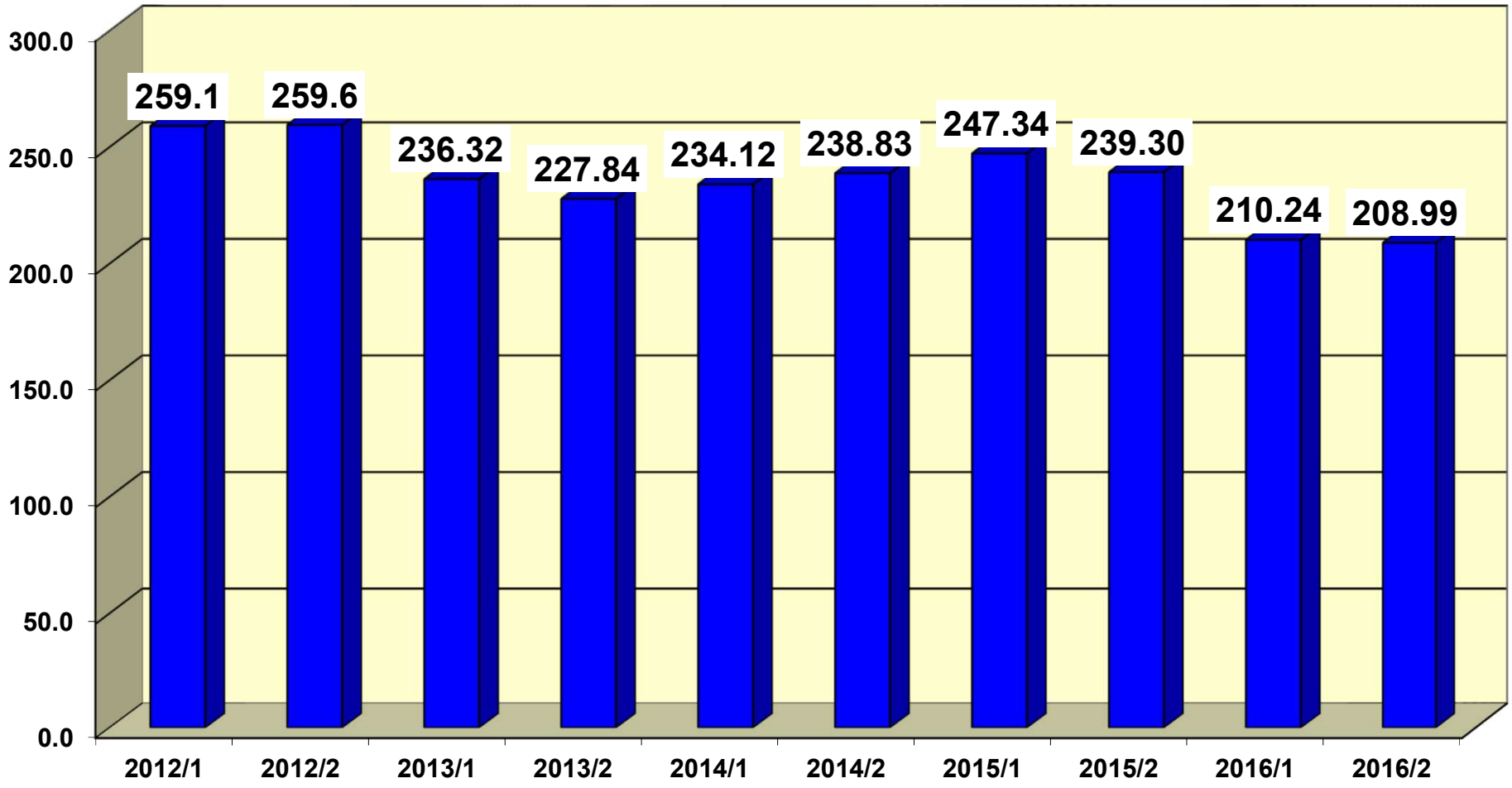
(in Mio Franken)



Media.Research.Group

Entwicklung des Media-Volumens in der Branche Fahrzeuge (Auto, Zweiräder)

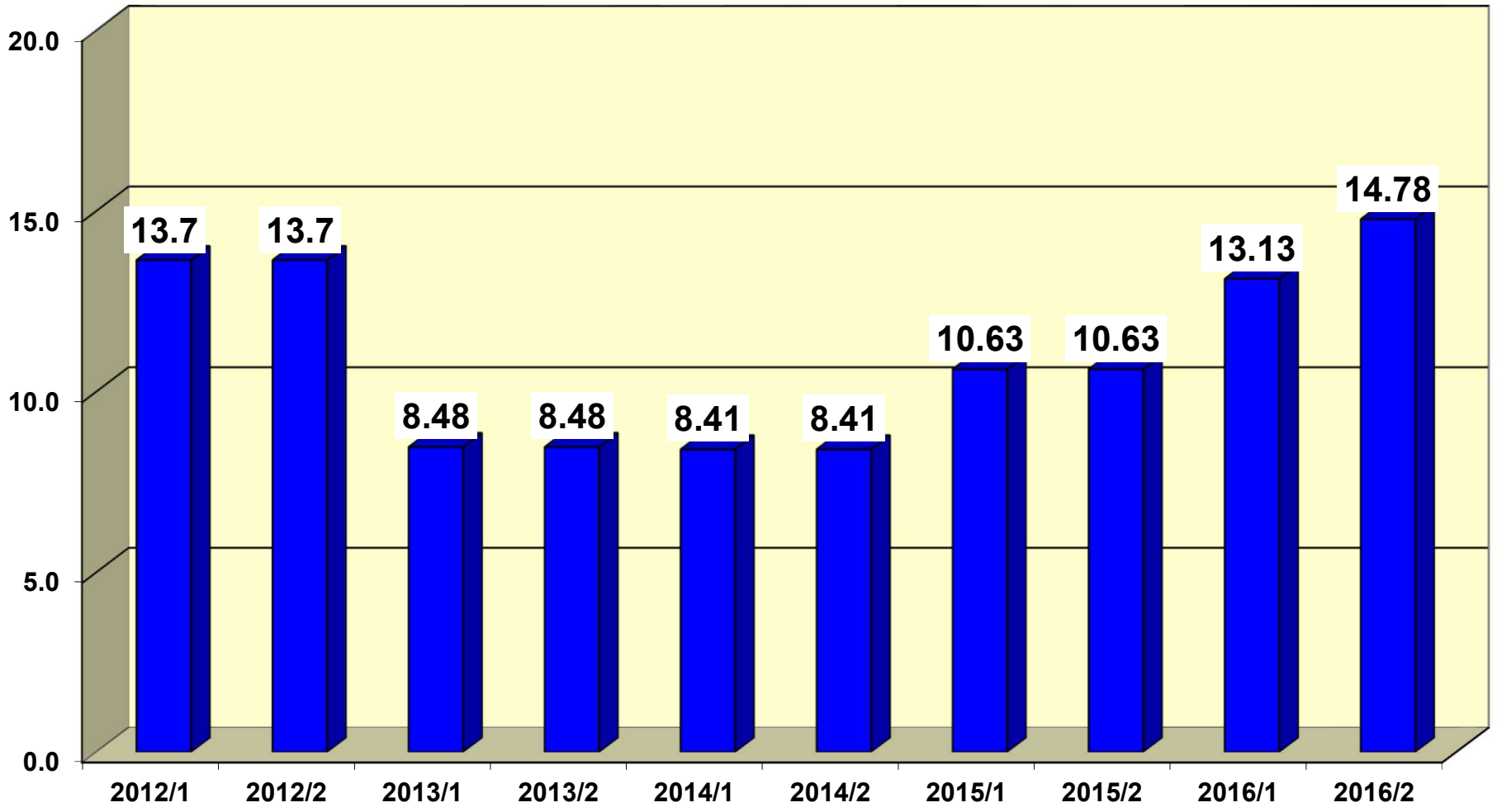
(in Mio Franken)



Media.Research.Group

Entwicklung des Media-Volumens in der Branche Verkehr (Benzin, Reifen)

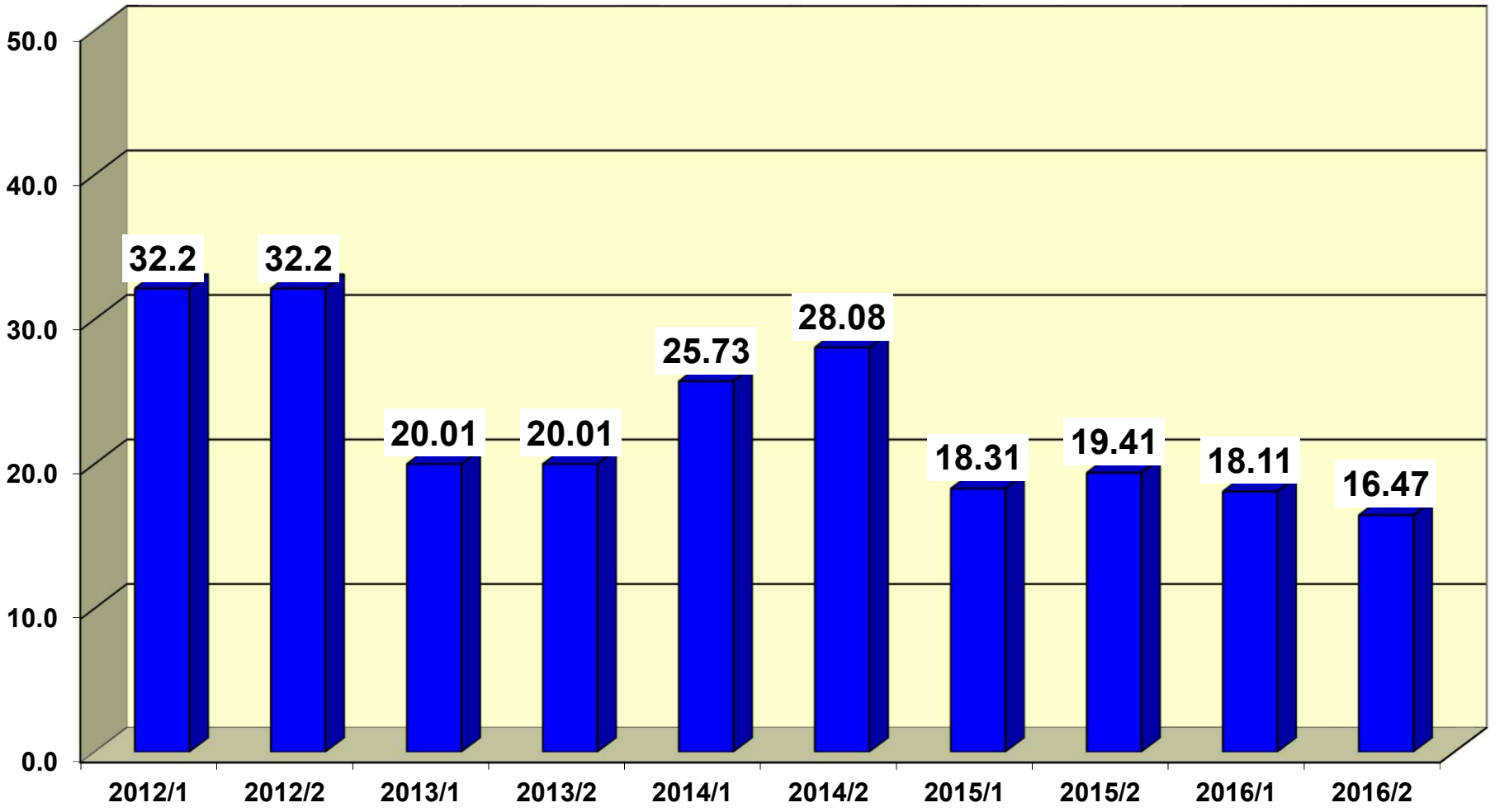
(in Mio Franken)



Media.Research.Group

Entwicklung des Media-Volumens in der Branche Verkehrsbetriebe

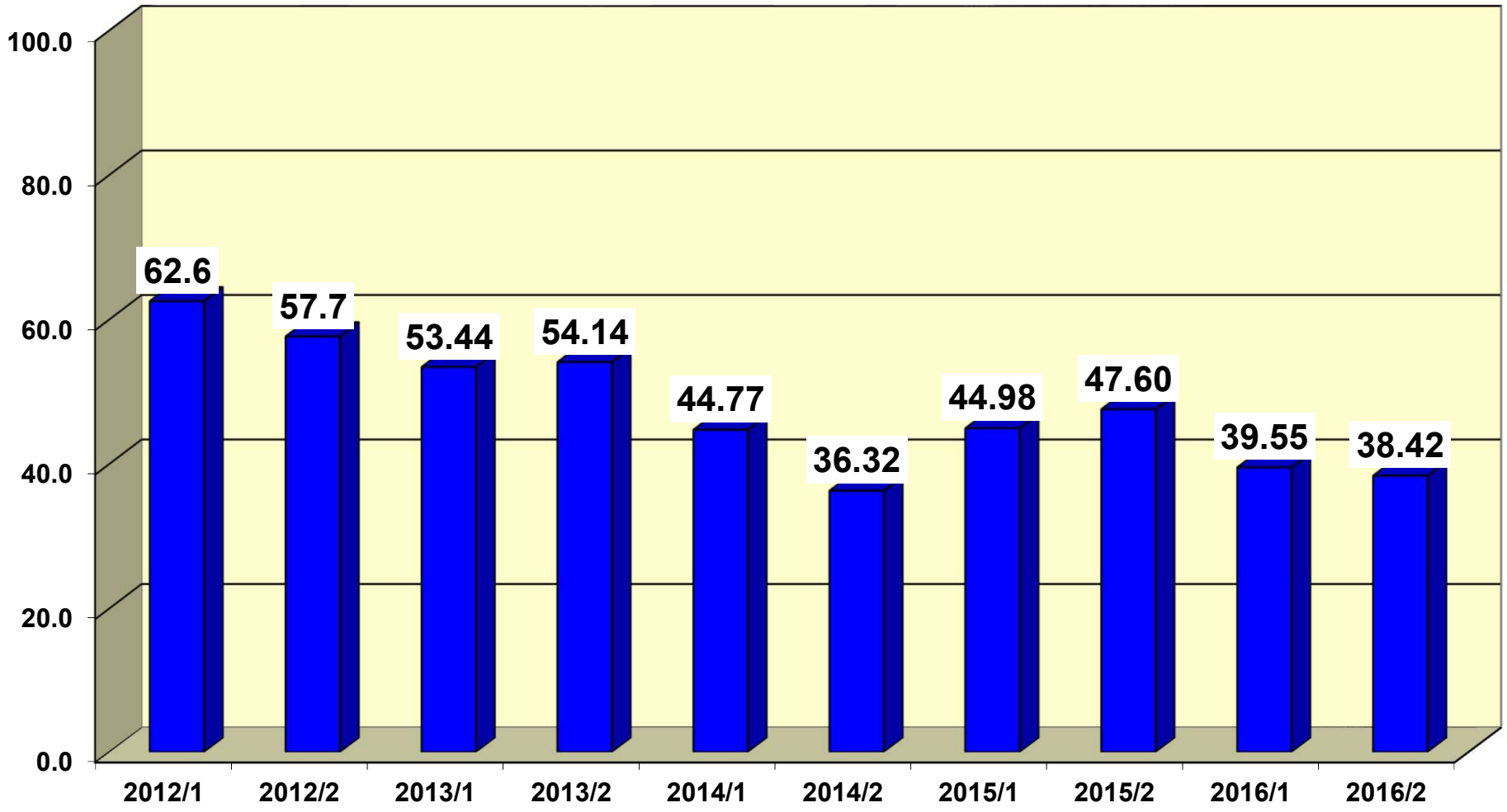
(in Mio Franken)



Media.Research.Group

Entwicklung des Media-Volumens in der Branche Fluggesellschaften

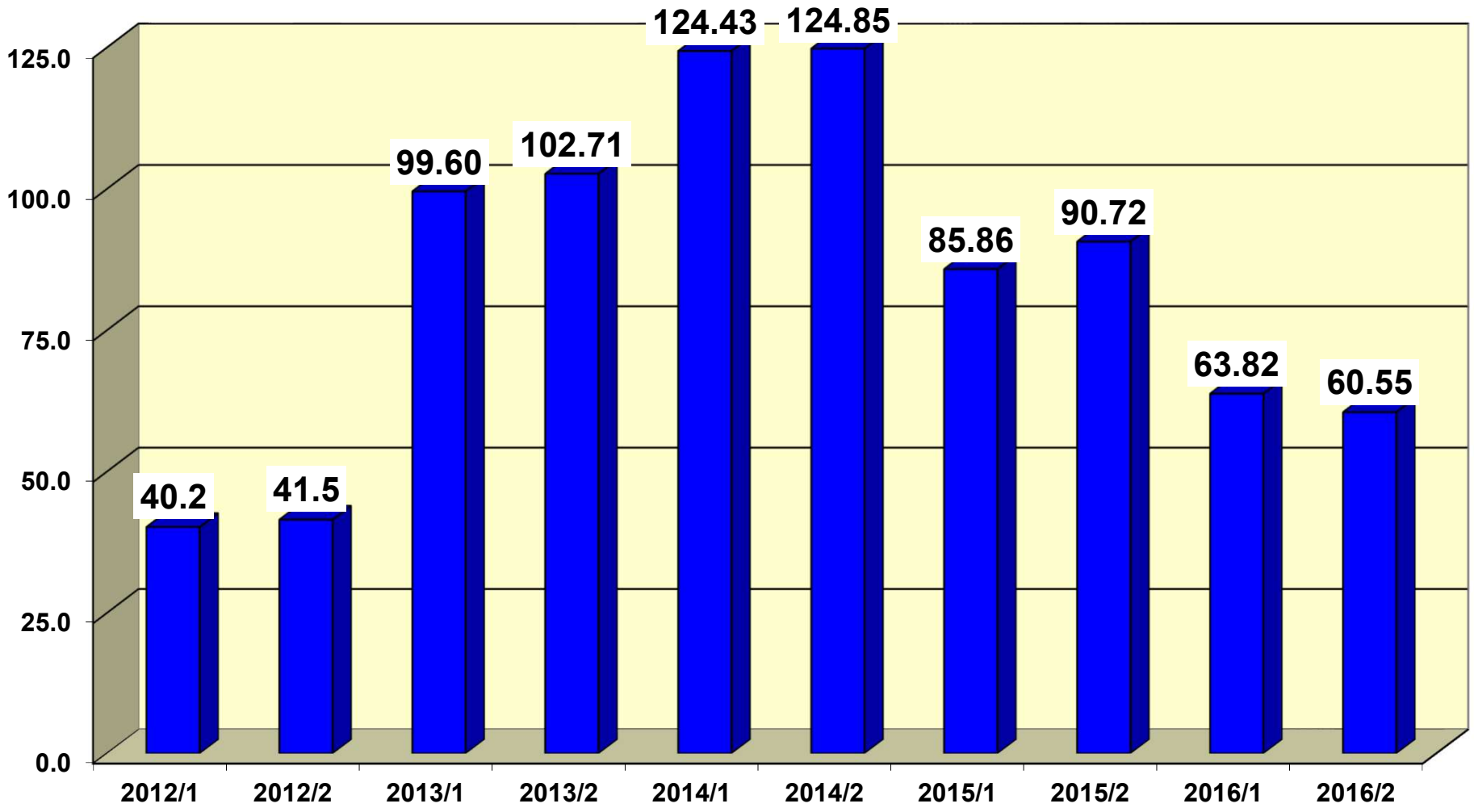
(in Mio Franken)



Media.Research.Group

Entwicklung des Media-Volumens in der Branche Reisen

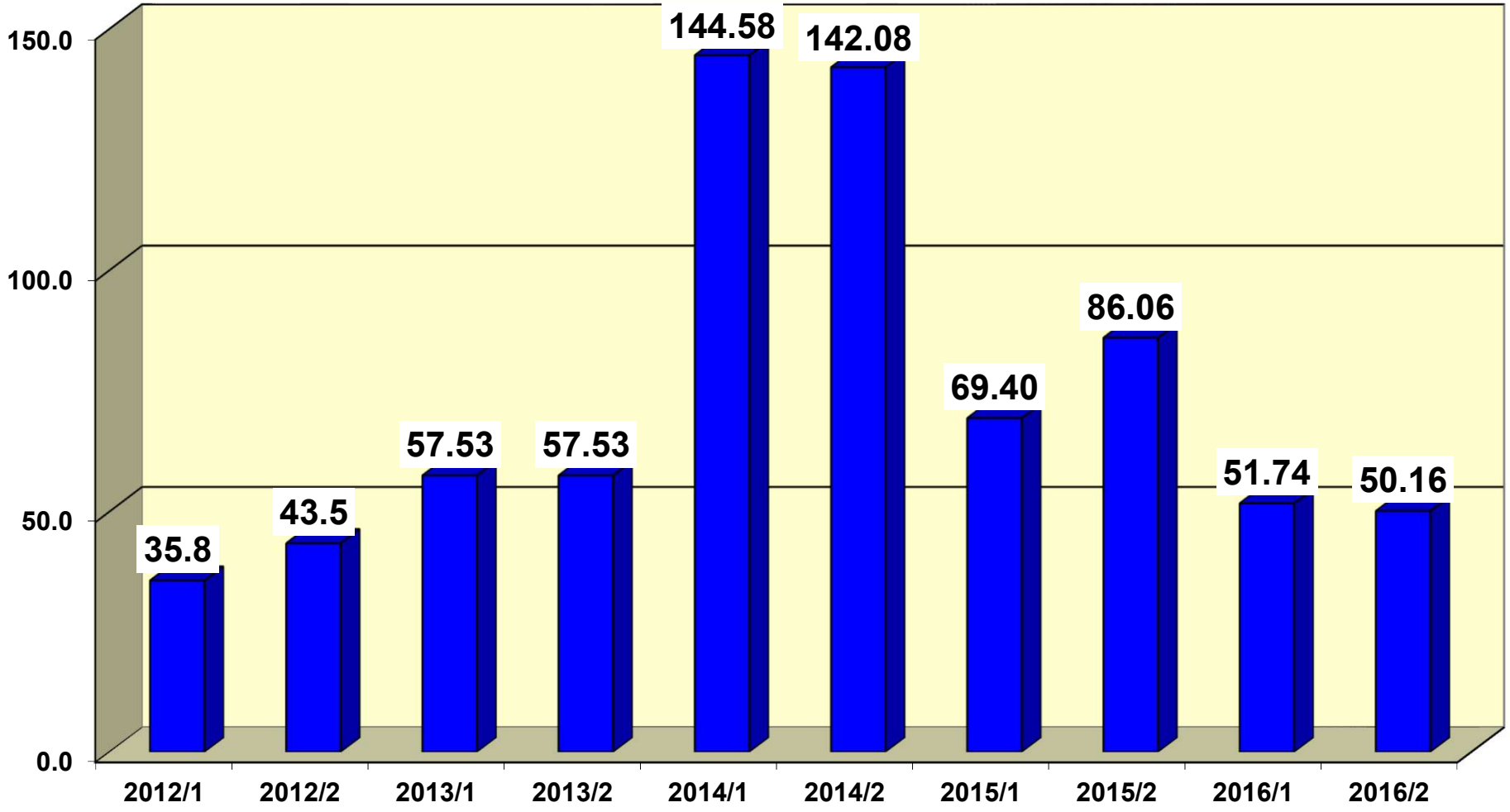
(in Mio Franken)



Media.Research.Group

Entwicklung des Media-Volumens in der Branche Freizeit, Sport

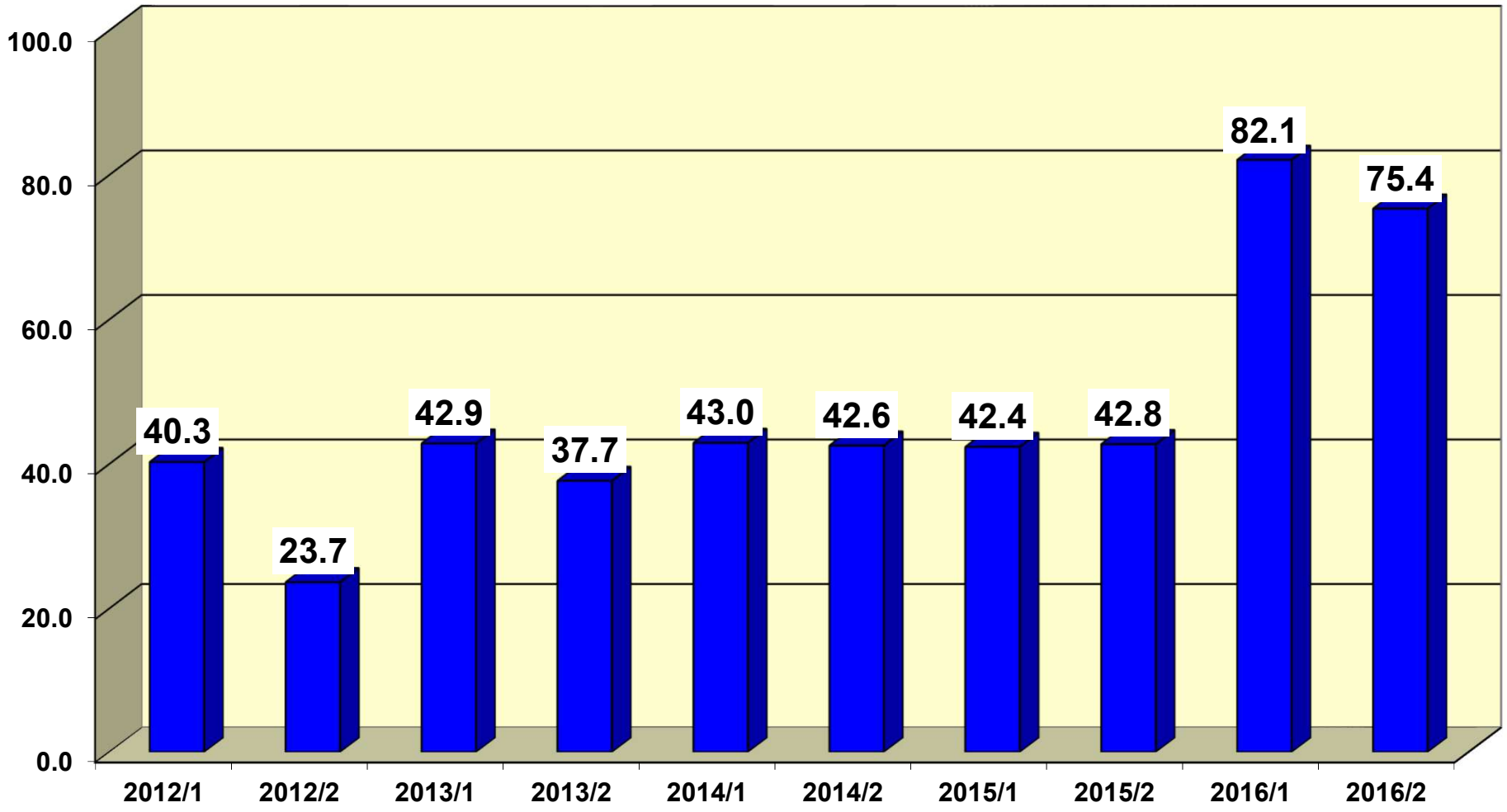
(in Mio Franken)



Media.Research.Group

Entwicklung des Media-Volumens in der Branche Spielbanken, Lotterien

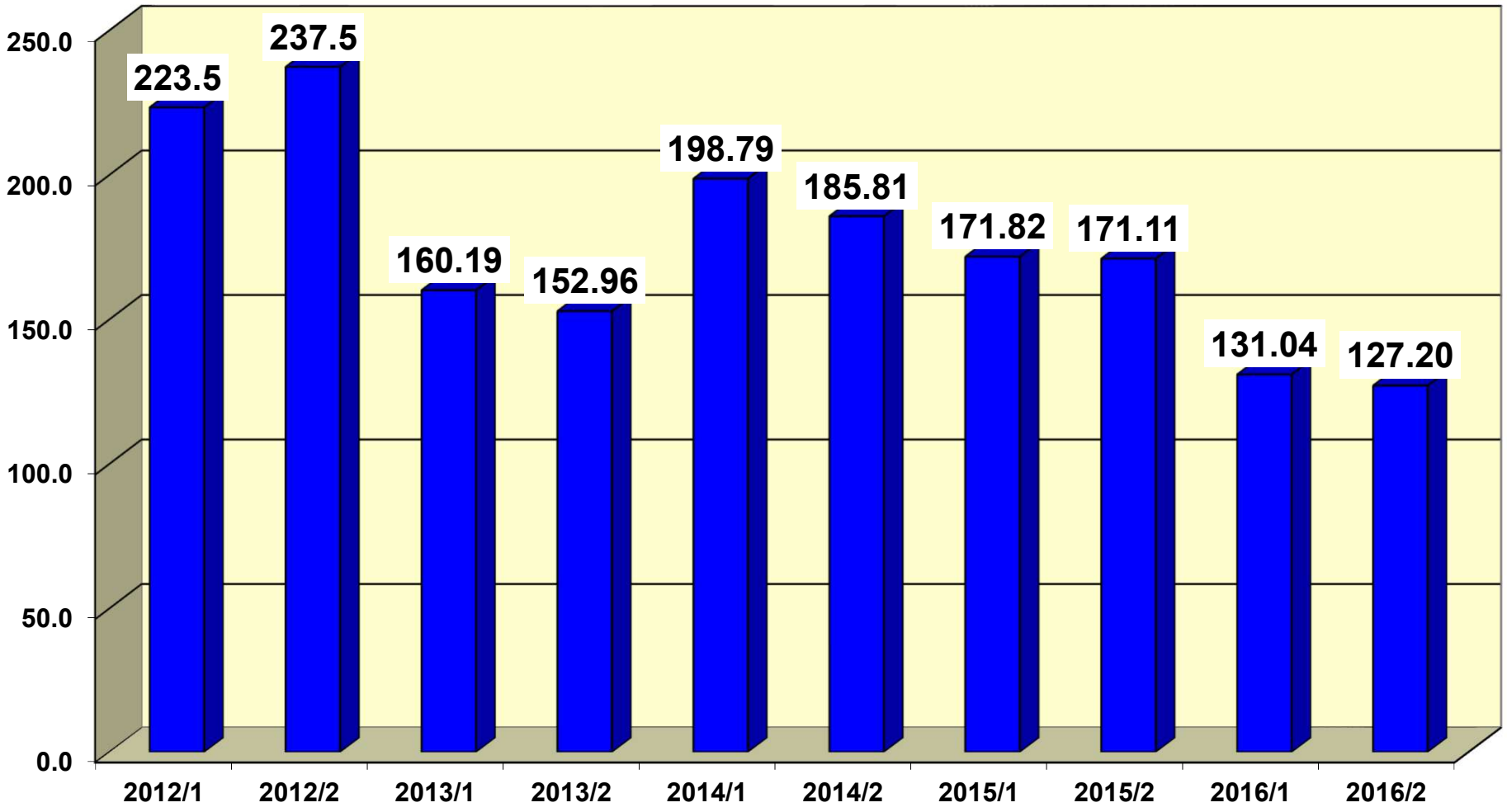
(in Mio Franken)



Media.Research.Group

Entwicklung des Media-Volumens in der Branche Banken

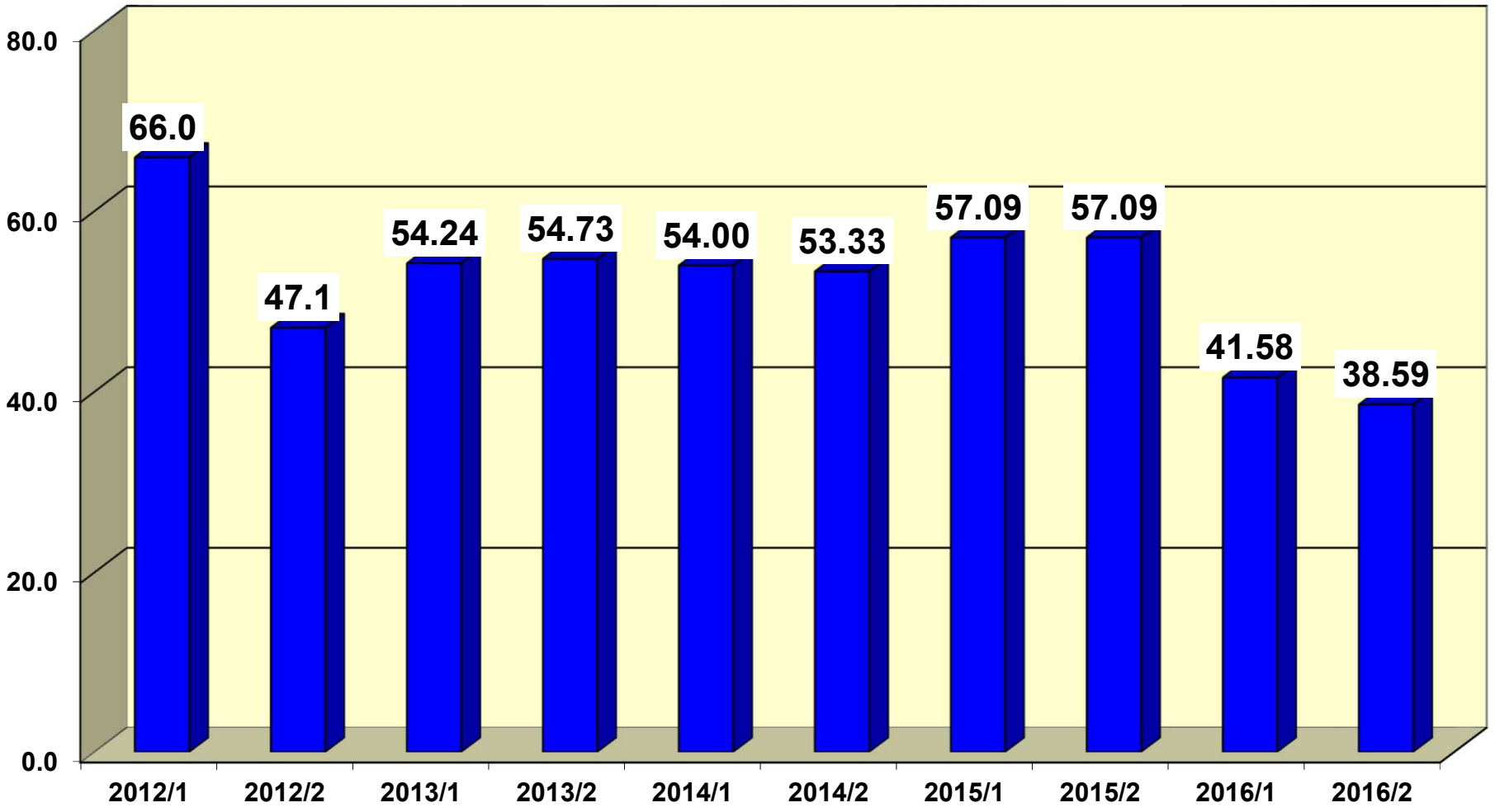
(in Mio Franken)



Media.Research.Group

Entwicklung des Media-Volumens in der Branche Versicherungen

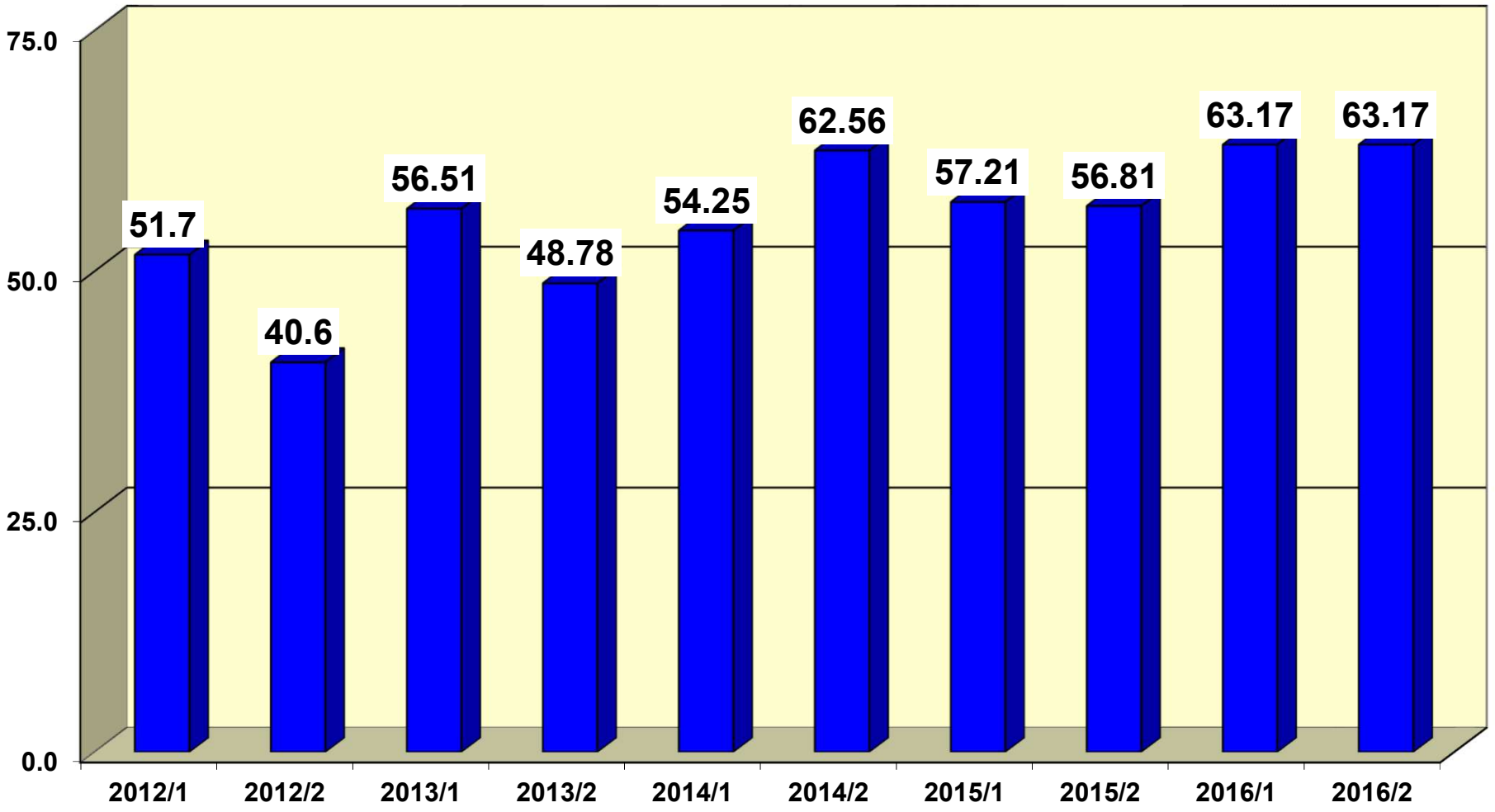
(in Mio Franken)



Media.Research.Group

Entwicklung des Media-Volumens in der Branche Krankenversicherungen

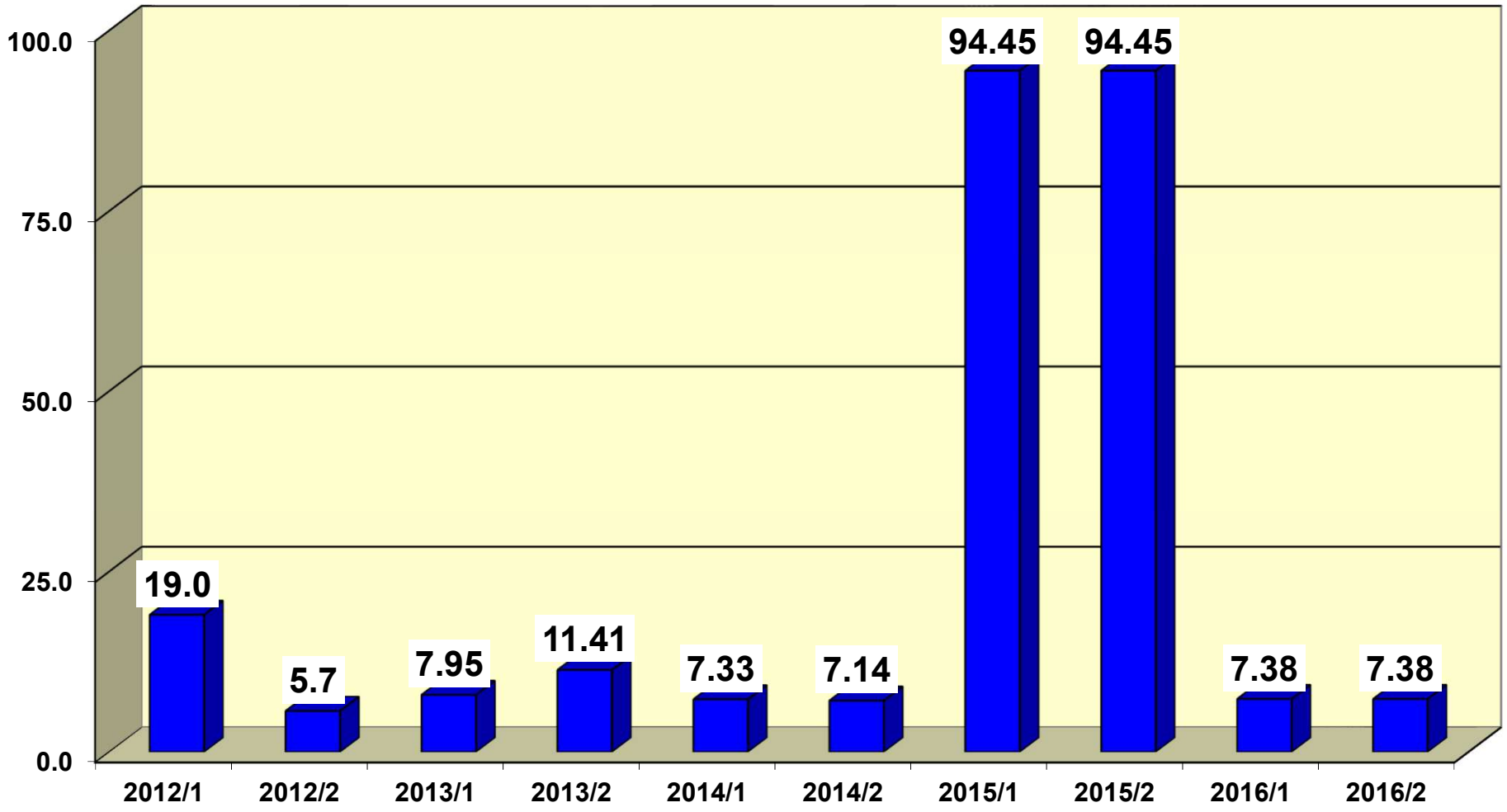
(in Mio Franken)



Media.Research.Group

Entwicklung des Media-Volumens in der Branche Kreditkarten

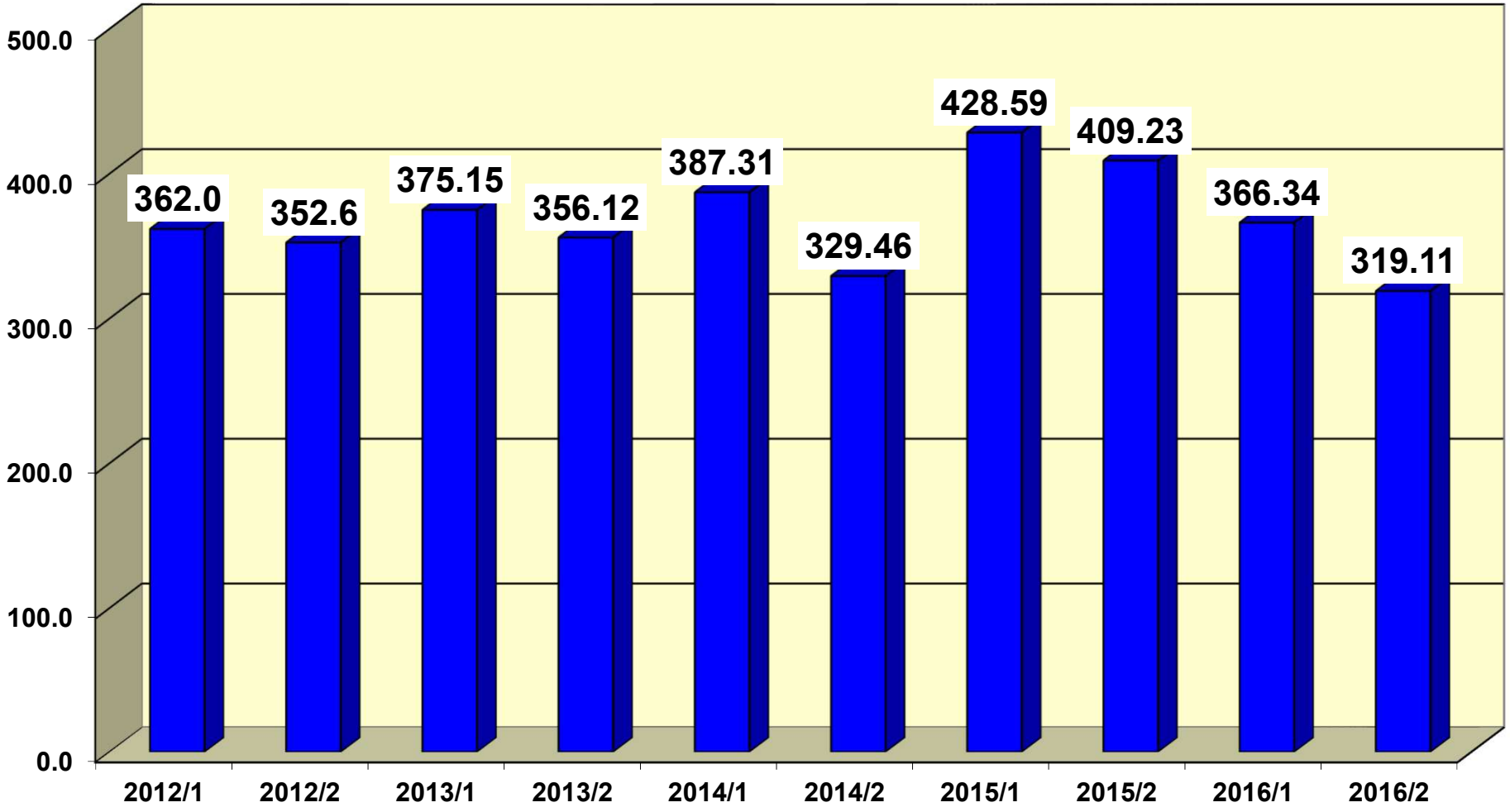
(in Mio Franken)



Media.Research.Group

Entwicklung des Media-Volumens in der Branche Einzelhandel

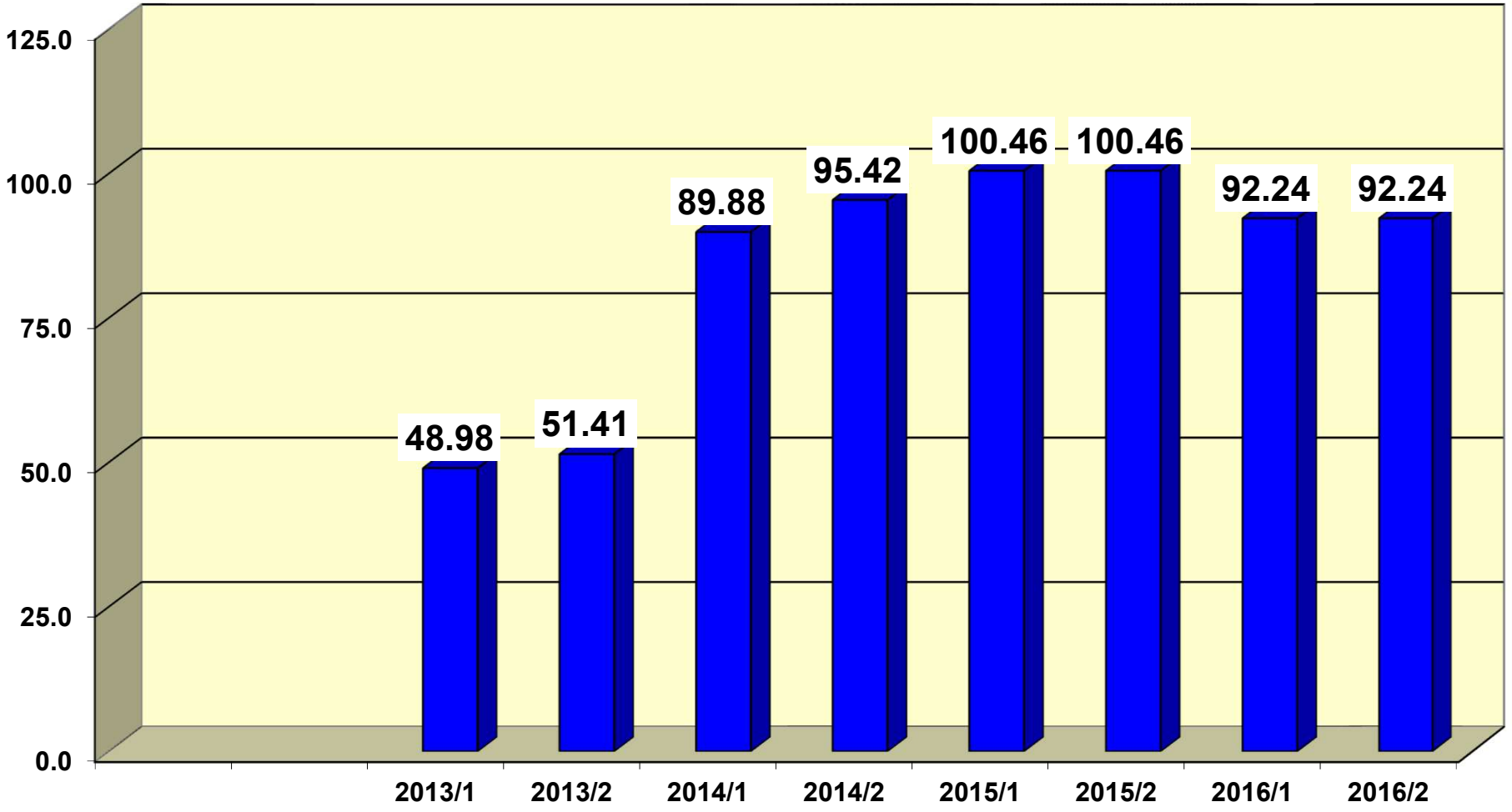
(in Mio Franken)



Media.Research.Group

Entwicklung des Media-Volumens in der Branche e-Commerce

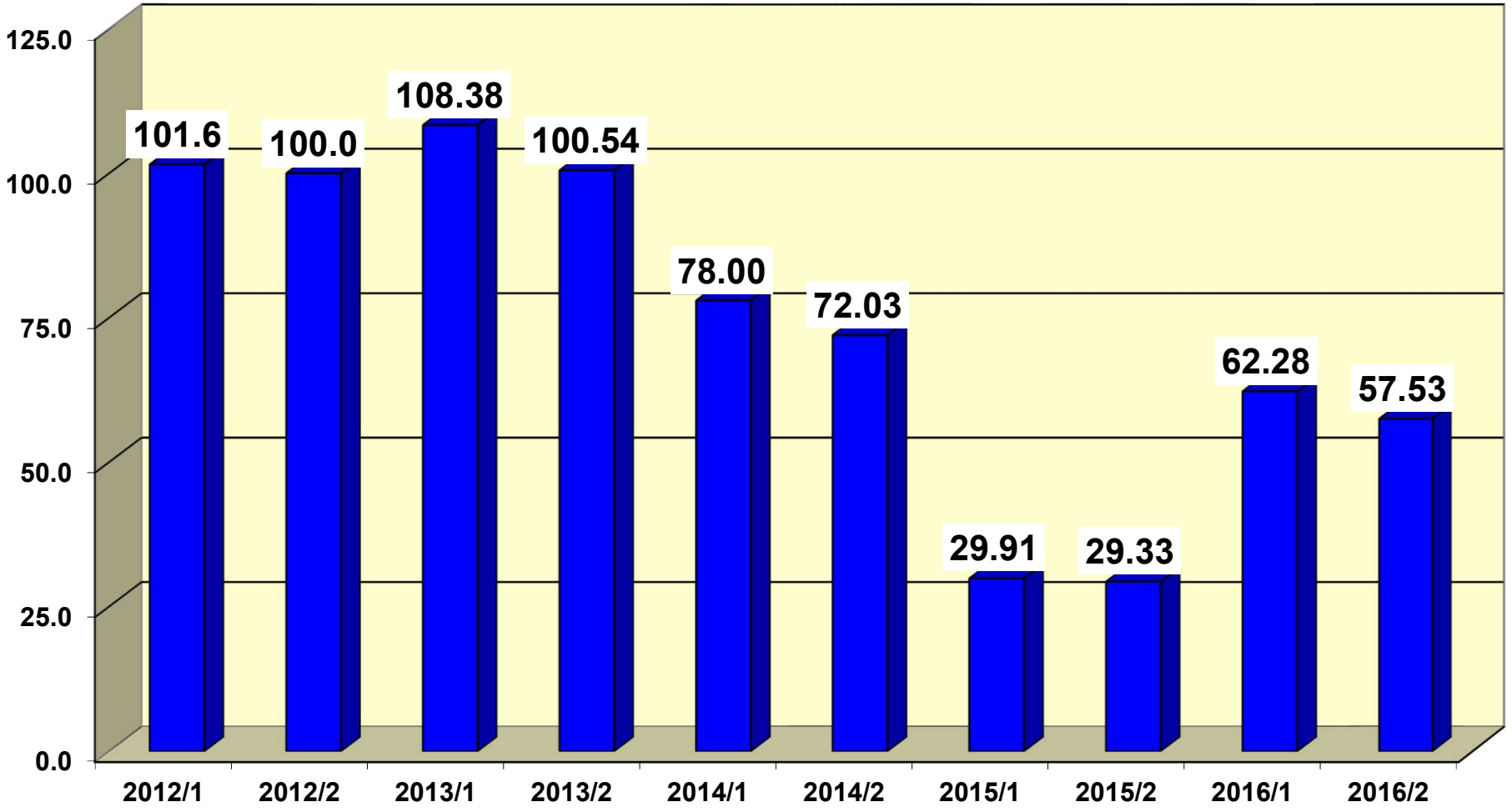
(in Mio Franken)



Media.Research.Group

Entwicklung des Media-Volumens in der Branche Industrie

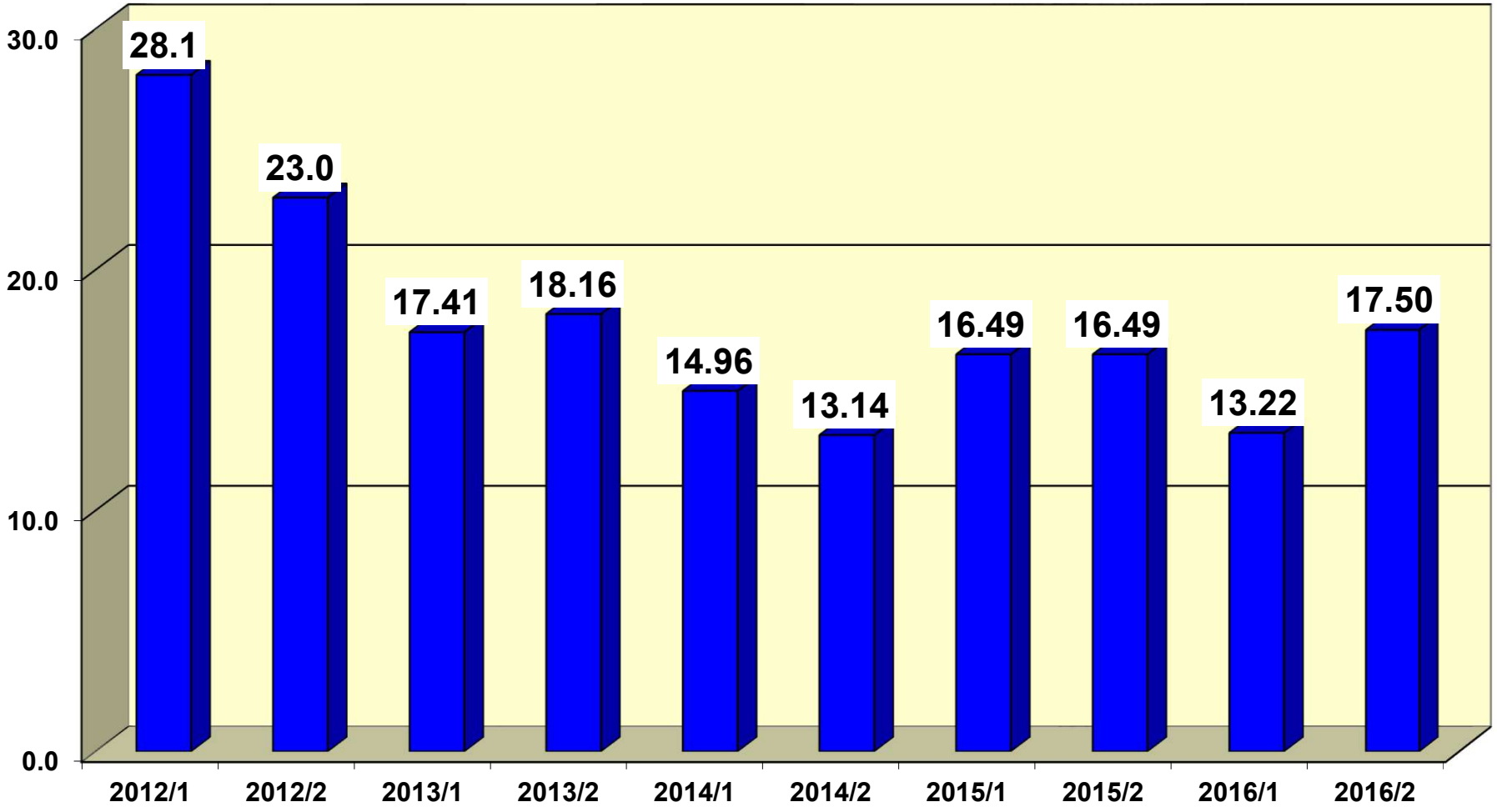
(in Mio Franken)



Media.Research.Group

Entwicklung des Media-Volumens in der Branche Energie

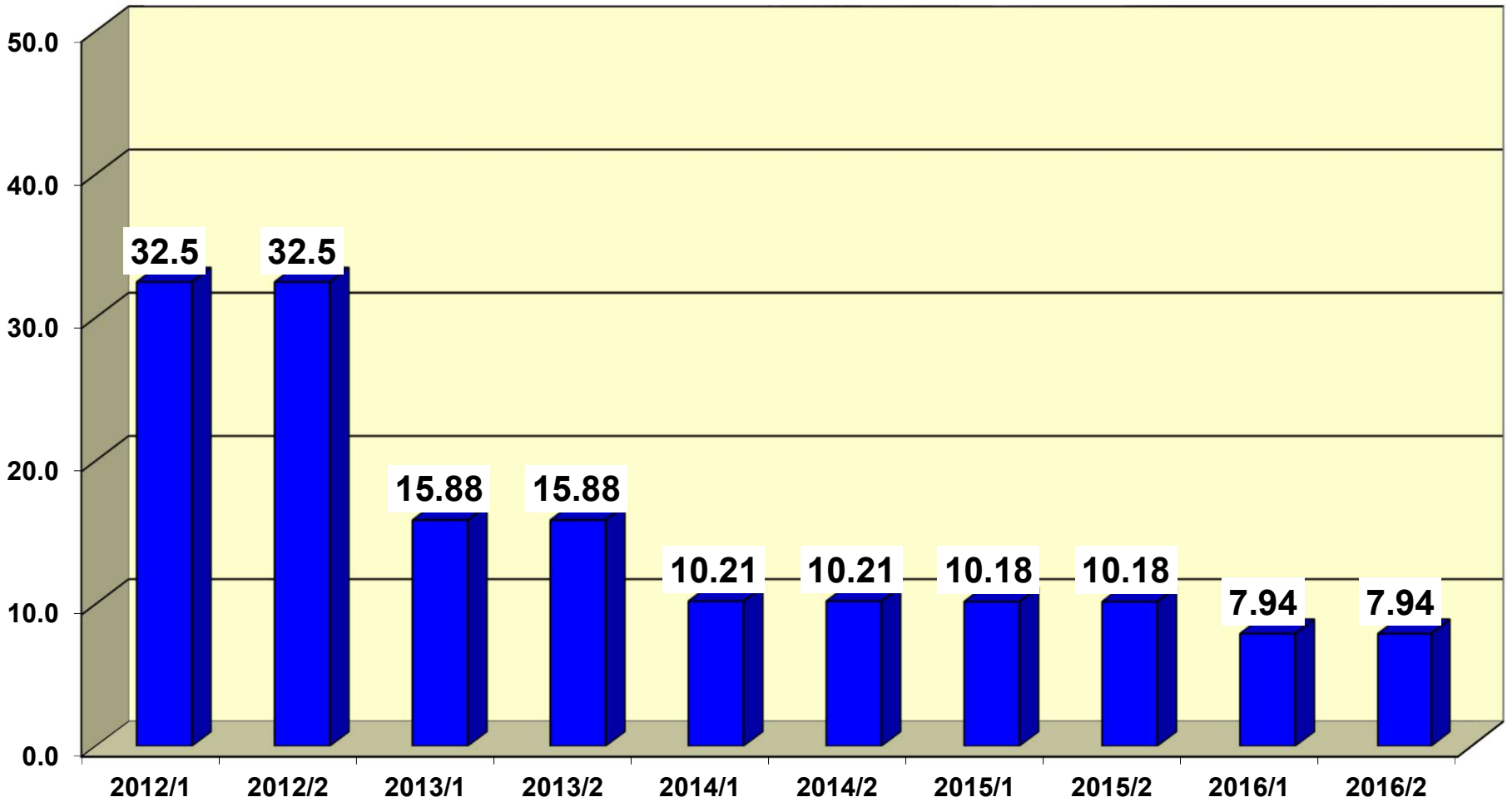
(in Mio Franken)



Media.Research.Group

Entwicklung des Media-Volumens in der Branche IT, Unterhaltungselektronik

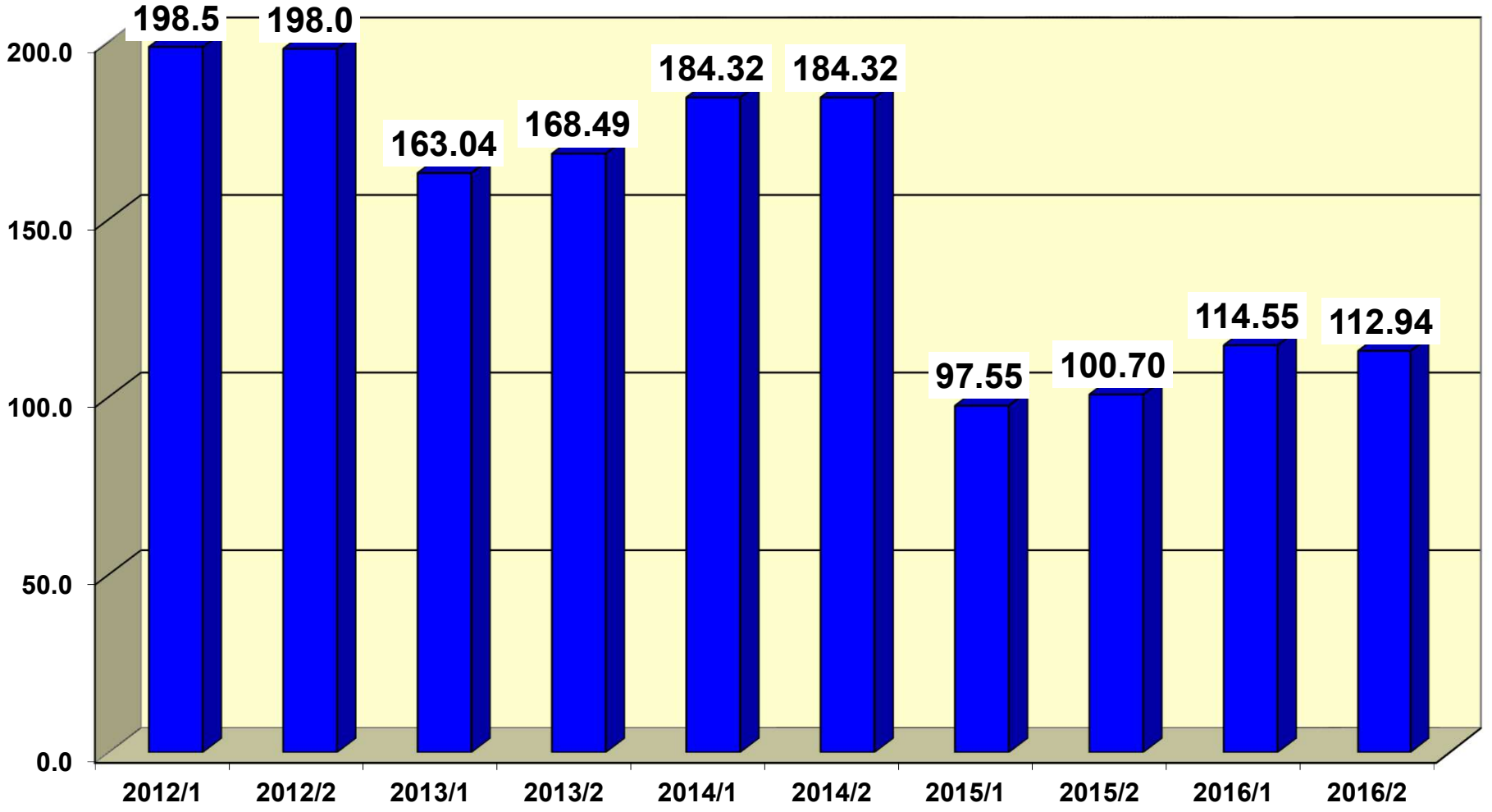
(in Mio Franken)



Media.Research.Group

Entwicklung des Media-Volumens in der Branche Telekommunikation

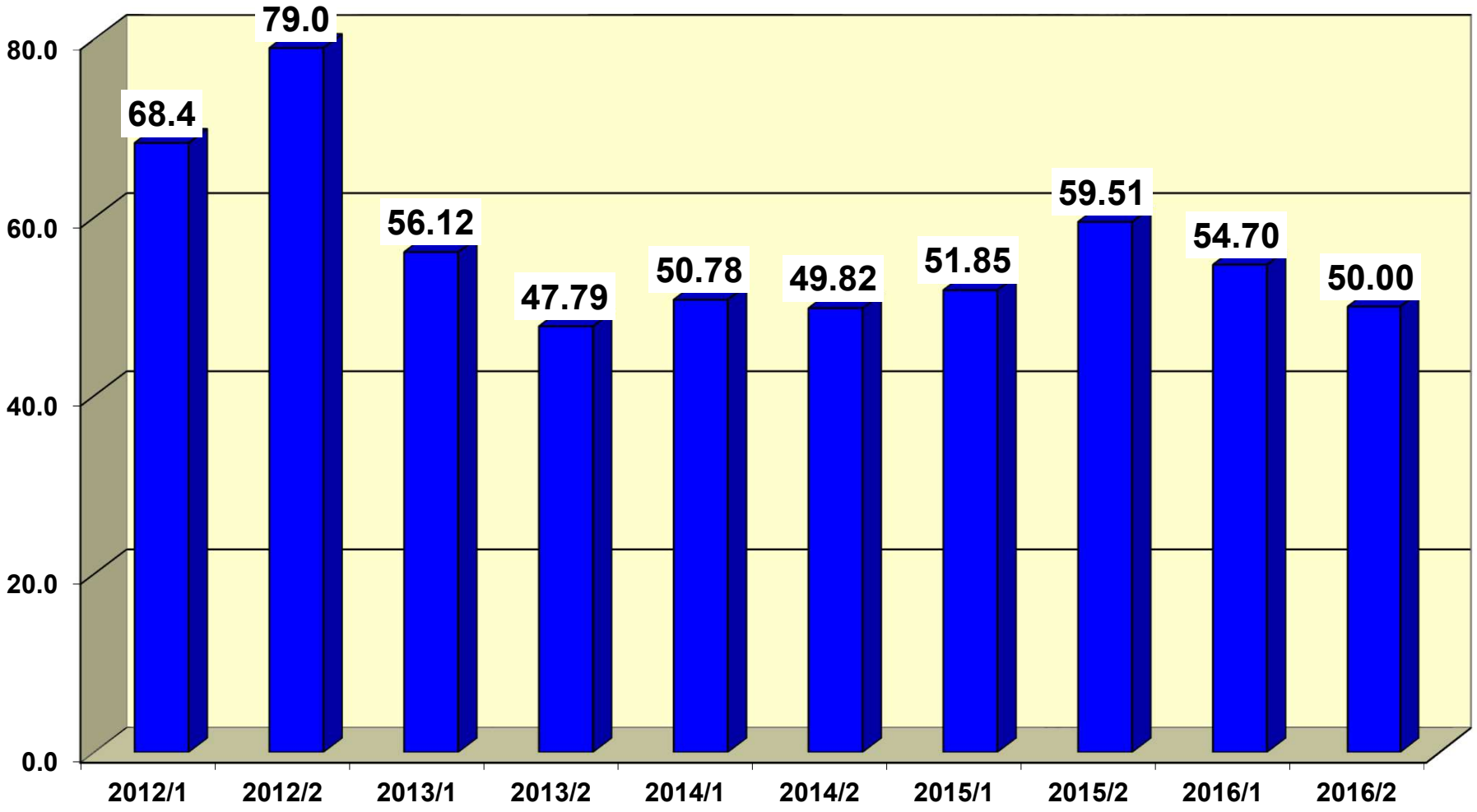
(in Mio Franken)



Media.Research.Group

Entwicklung des Media-Volumens in der Branche Medien

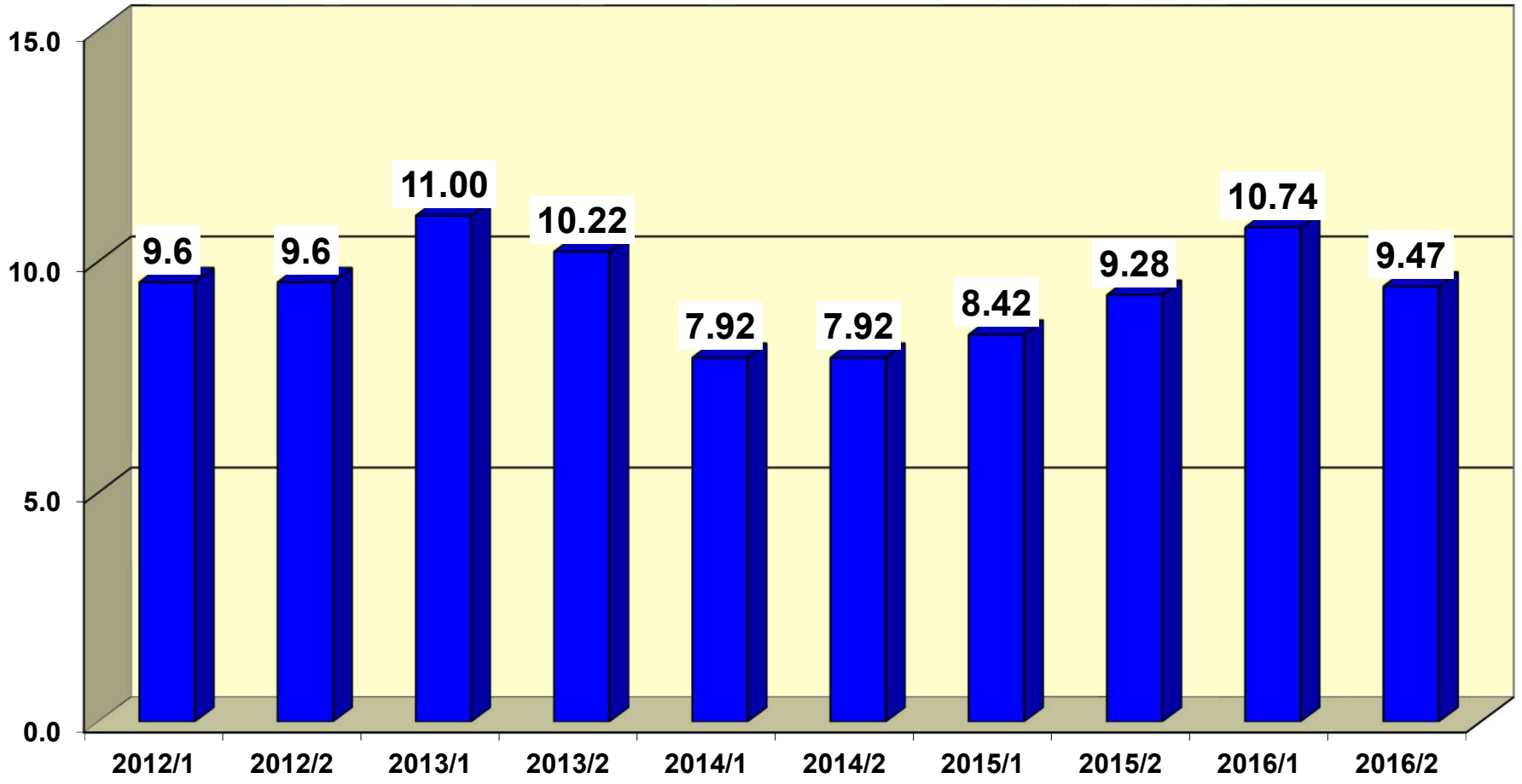
(in Mio Franken)



Media.Research.Group

Entwicklung des Media-Volumens in der Branche Messen, Ausstellungen

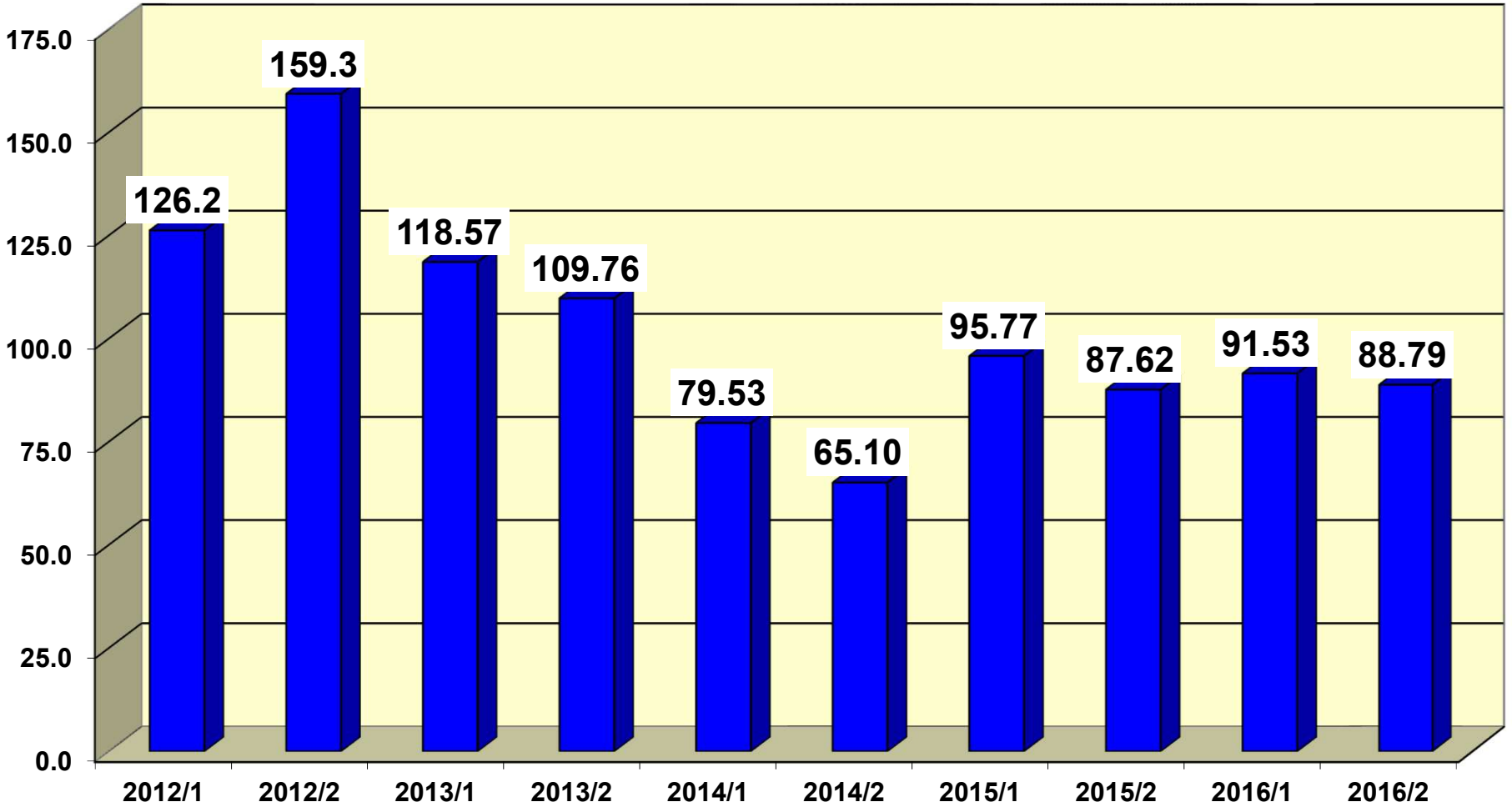
(in Mio Franken)



Media.Research.Group

Entwicklung des Media-Volumens in der Branche Dienstleistungen

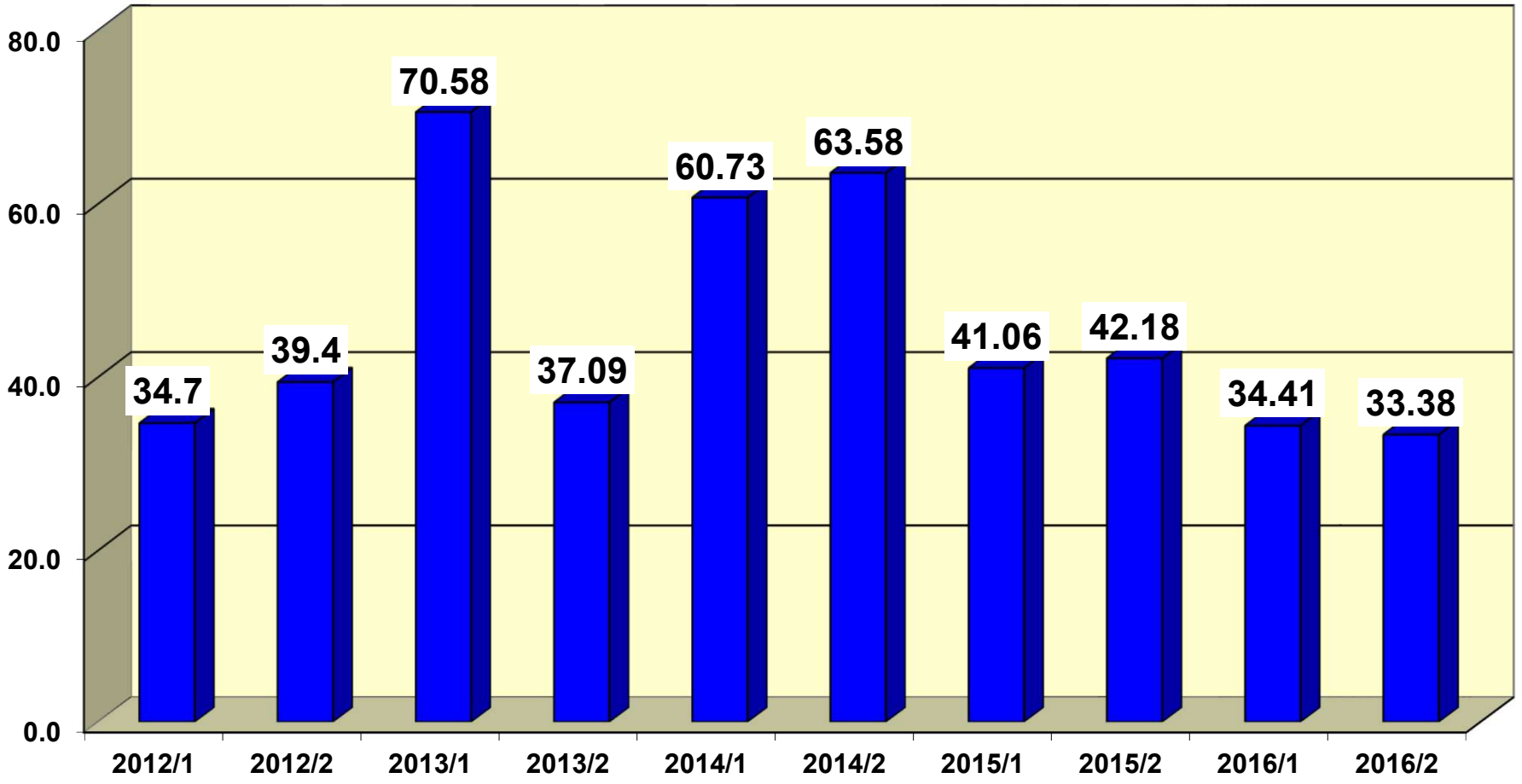
(in Mio Franken)



Media.Research.Group

Entwicklung des Media-Volumens in der Branche Verbände, Organisationen

(in Mio Franken)



Media.Research.Group