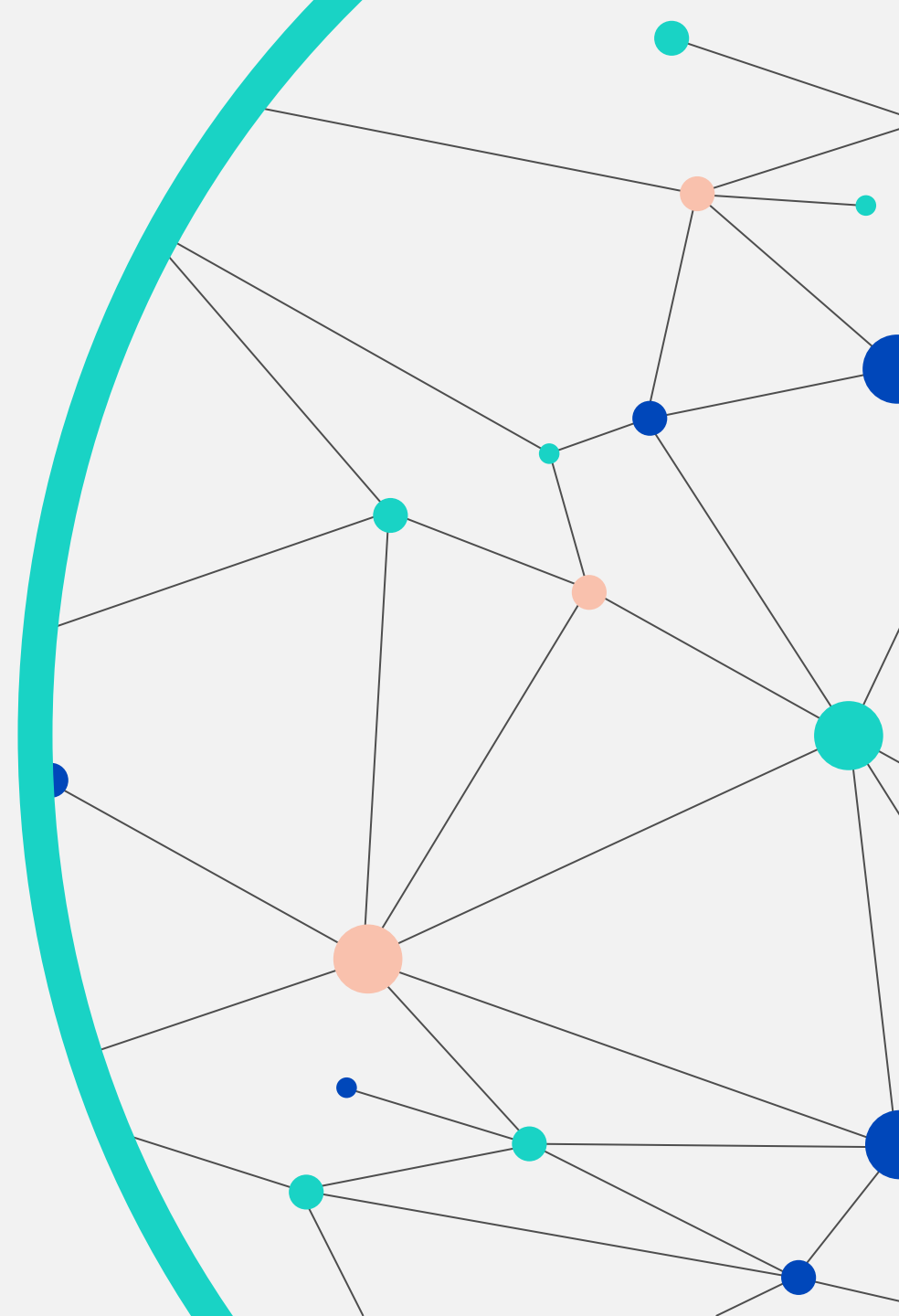


DACH




advertising market

2024

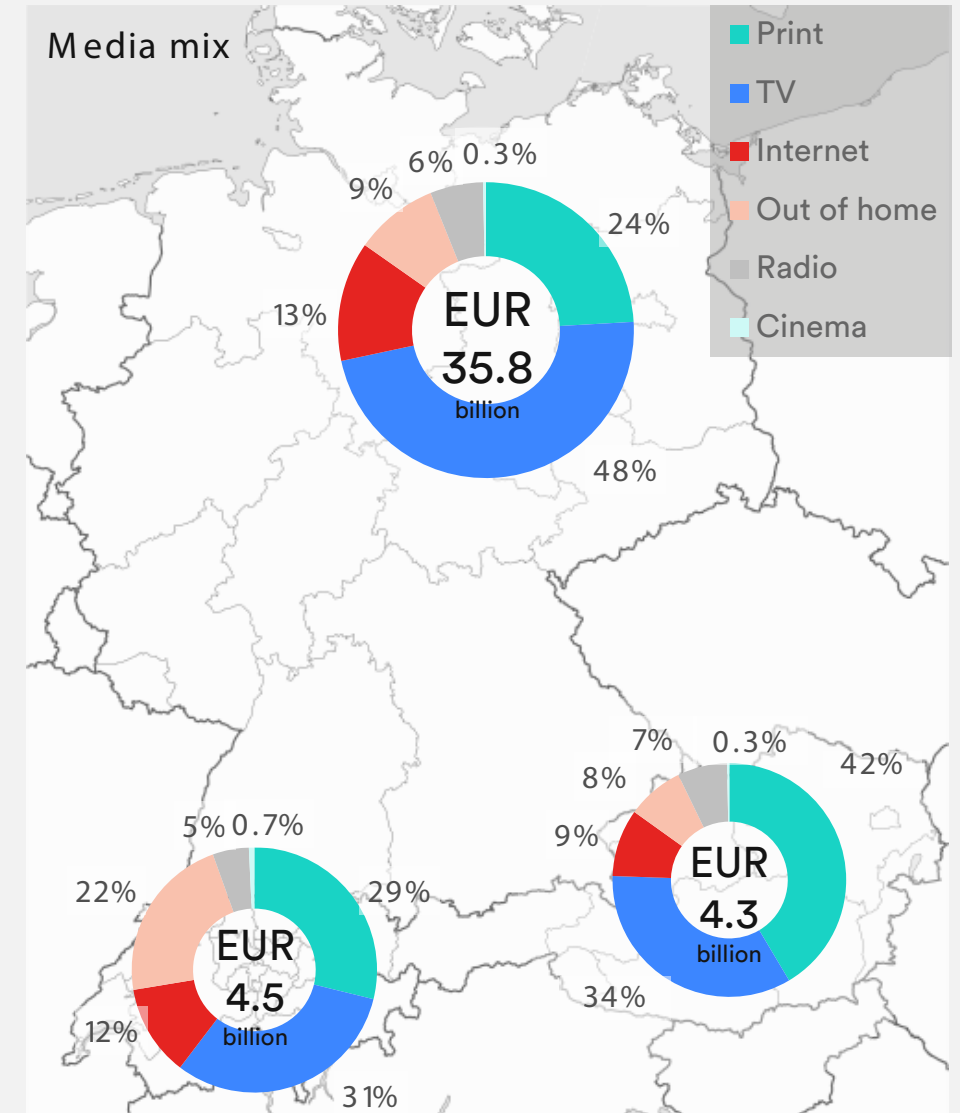


DACH advertising market

Gross advertising pressure 2024

2024	DACH							
Media	EUR m	+/- PY%	EUR m	+/- PY%	EUR m	+/- PY%	EUR/CHF m	+/- PY%
Print	11.704	0.3	8.620	1.2	1.774	1.0	1.310	-5.5
TV	19.891	5.1	17.000	5.4	1.459	7.1	1.431	-0.4
Internet	5.627	6.1	4.680	5.8	400	13.8	546	1.0
Out of home	4.615	10.8	3.272	12.7	338	12.0	1.005	4.9
Radio	2.580	3.8	2.069	4.9	294	-0.4	217	-0.2
Cinema	159	-1.2	113	-4.5	14	9.5	33	4.4
Total	44.434	4.4	35.755	5.0	4.278	4.9	4.542	-0.6

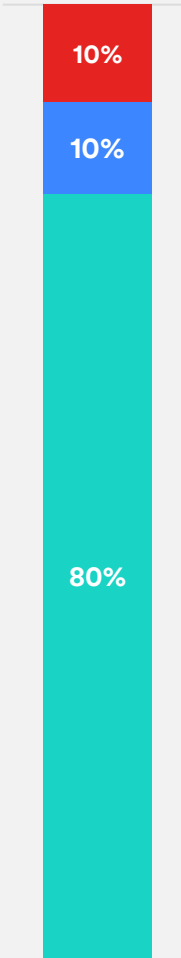
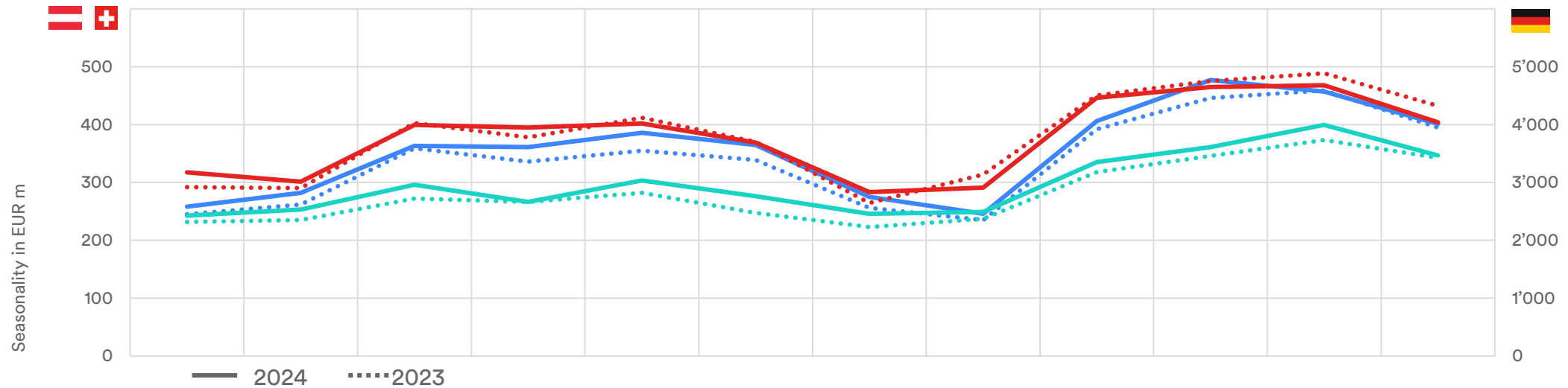
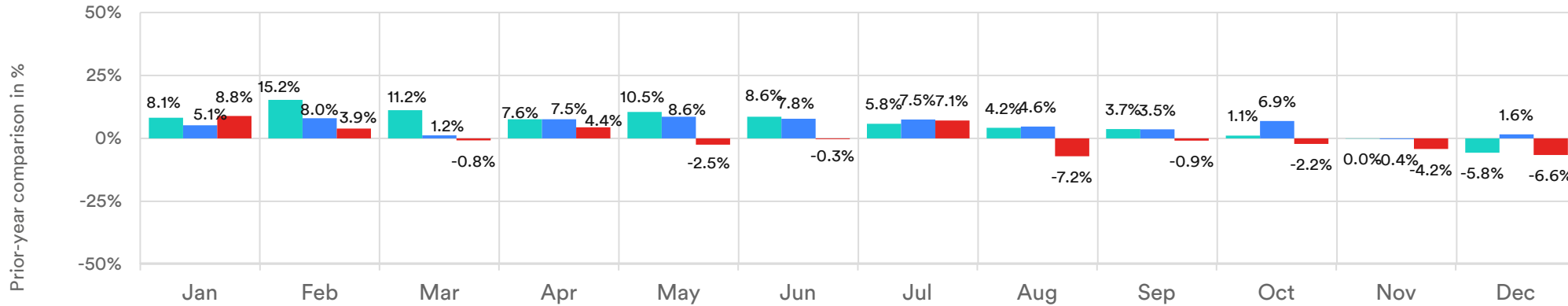
2024:	EUR 428	EUR 467	EUR/CHF 505
gross advertising pressure/resident			



Trends compared

2024

Germany Austria Switzerland



Top companies

2024 (change compared to previous year)

			
1.	Procter & Gamble EUR 2.029.6 m (+38%)	XXXLutz EUR 159.5 m (-5%)	Coop EUR 369.5 m (-4%)
2.	Ferrero DT. EUR 533.4 m (+5%)	Billa AG EUR 137.6 m (+44%)	Migros EUR 258.5 m (-4%)
3.	REWE EUR 508.7 m (+26%)	Spar EUR 135.1 m (+23%)	Procter & Gamble EUR 112.8 m (+50%)
4.	Henkel KGAA EUR 504.9 m (+9%)	Procter & Gamble EUR 121.7 m (+40%)	Henkel EUR 55.0 m (+79%)
5.	Lidl EUR 5.002.3 m (-7%)	Hofer KG EUR 79.6 m (+52%)	Denner EUR 49.7 m (+39%)

Top ads (by gross advertising pressure)

2024



Lenor Unstoppables



Ariel all-in-1 pods



Lenor white laundry detergent



Ikea furniture



Ariel liquid



Milka bars



Pampers diapers



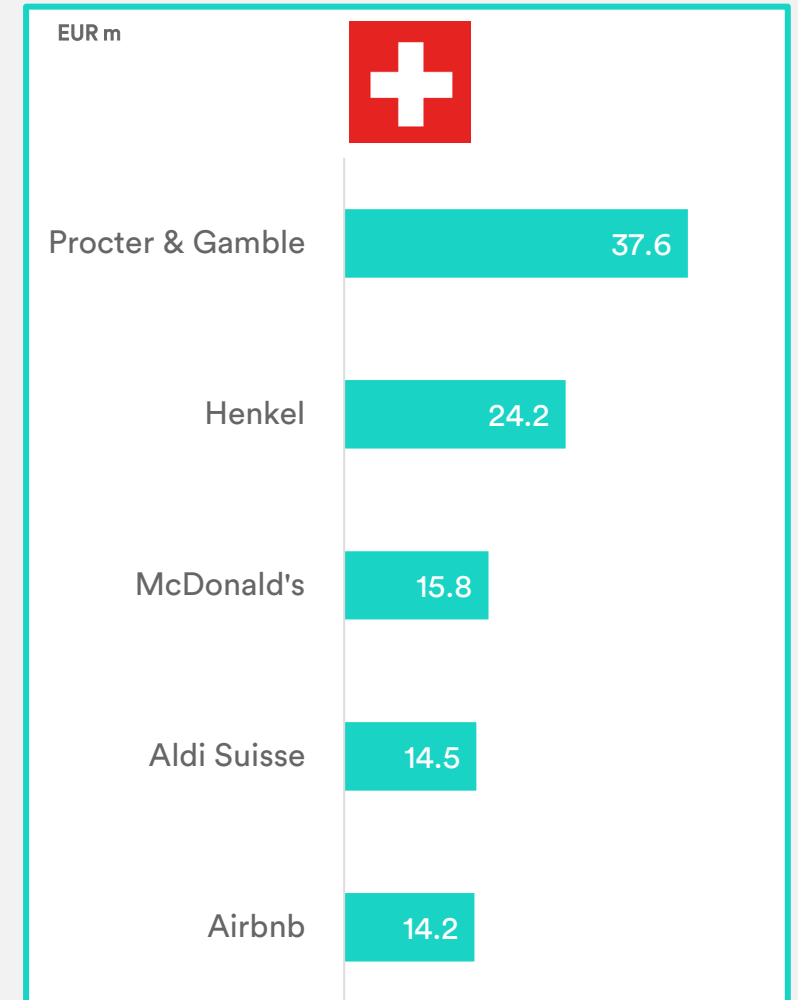
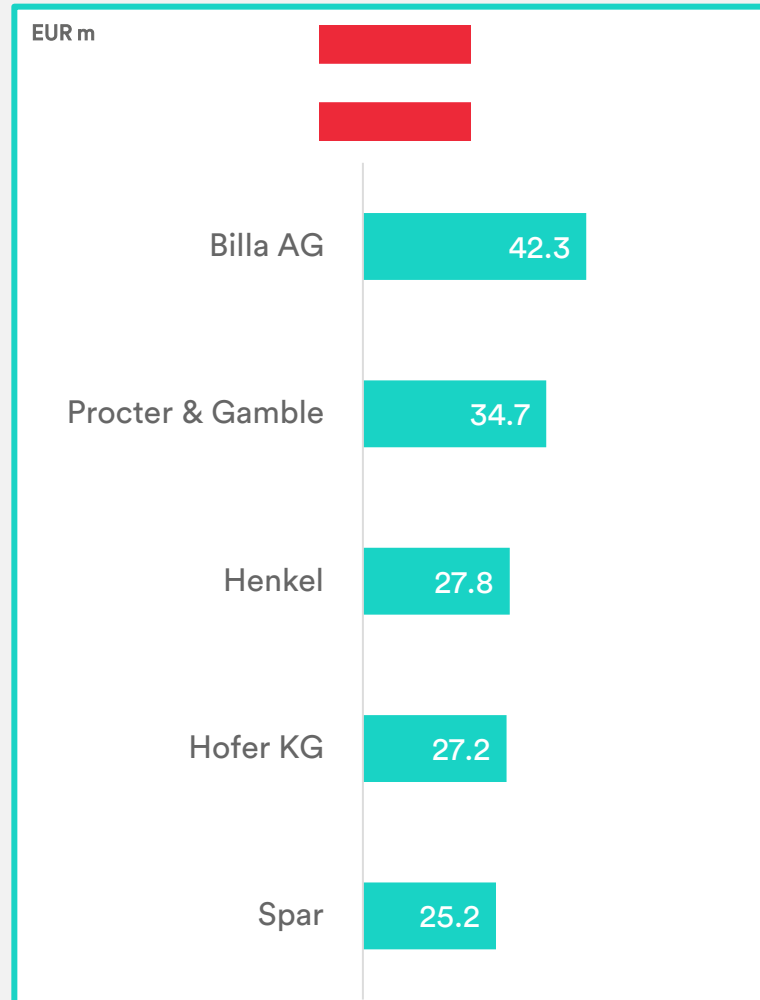
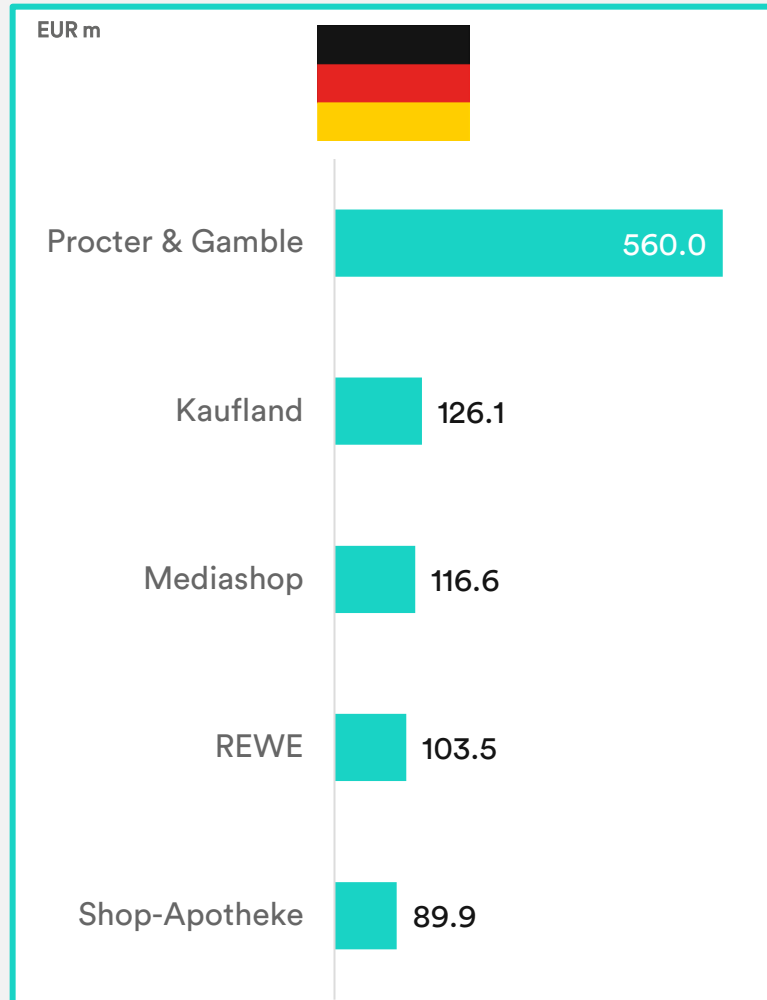
Migros Christmas



Coop Christmas

Top advertising drivers (growth in absolute advertising pressure)

2024



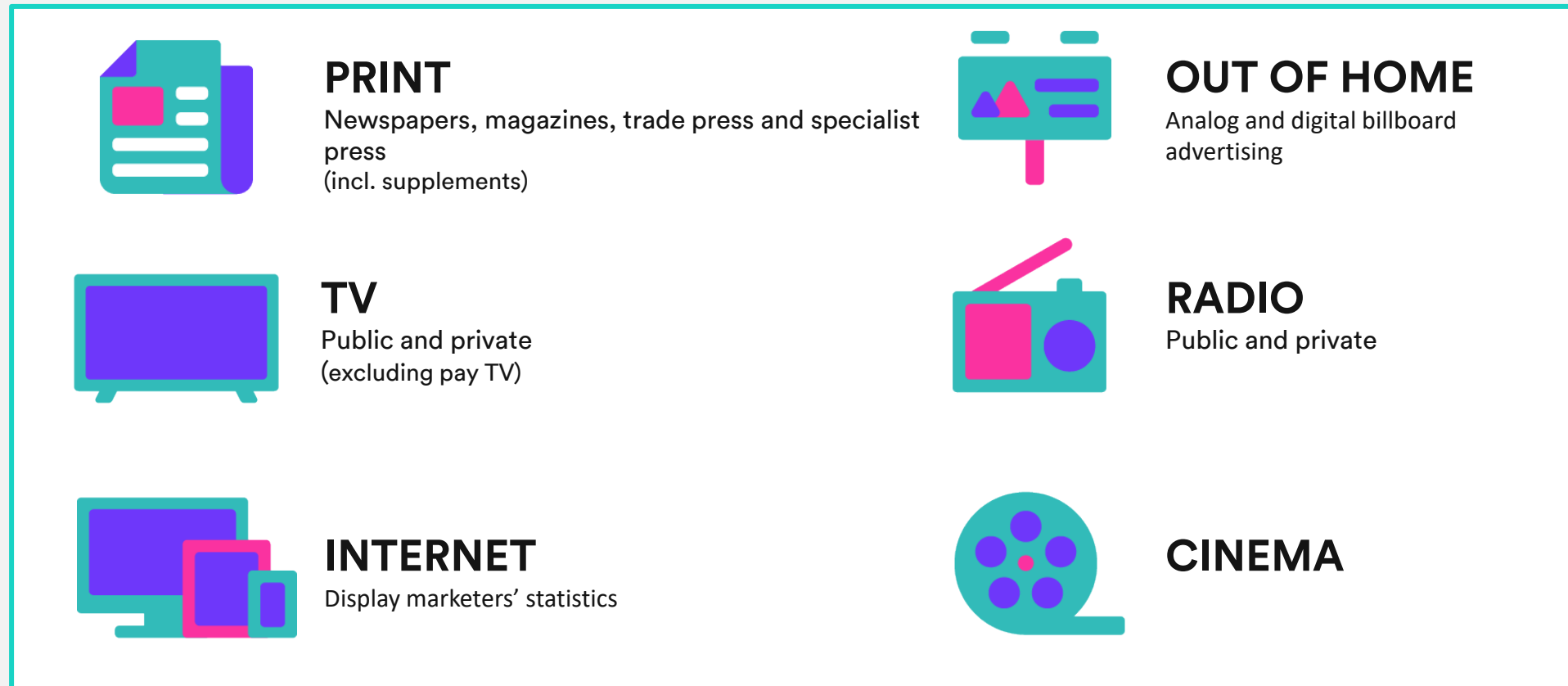
Without group categories

Appendix

DACH media coverage

A company's advertising presence is measured in gross advertising pressure. This is the equivalent value, as per the media tariff, for an individual broadcast, rather than the actual expenditure, cost or budget. Volume discounts, customer discounts or special discounts are not taken into account.

There are all kinds of other media channels available in the individual countries, particularly in the online space (search, YouTube, social media). The biggest common denominator was selected to harmonize the data universes so that the countries could be compared.



Switzerland: CHF–EUR 1:1

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