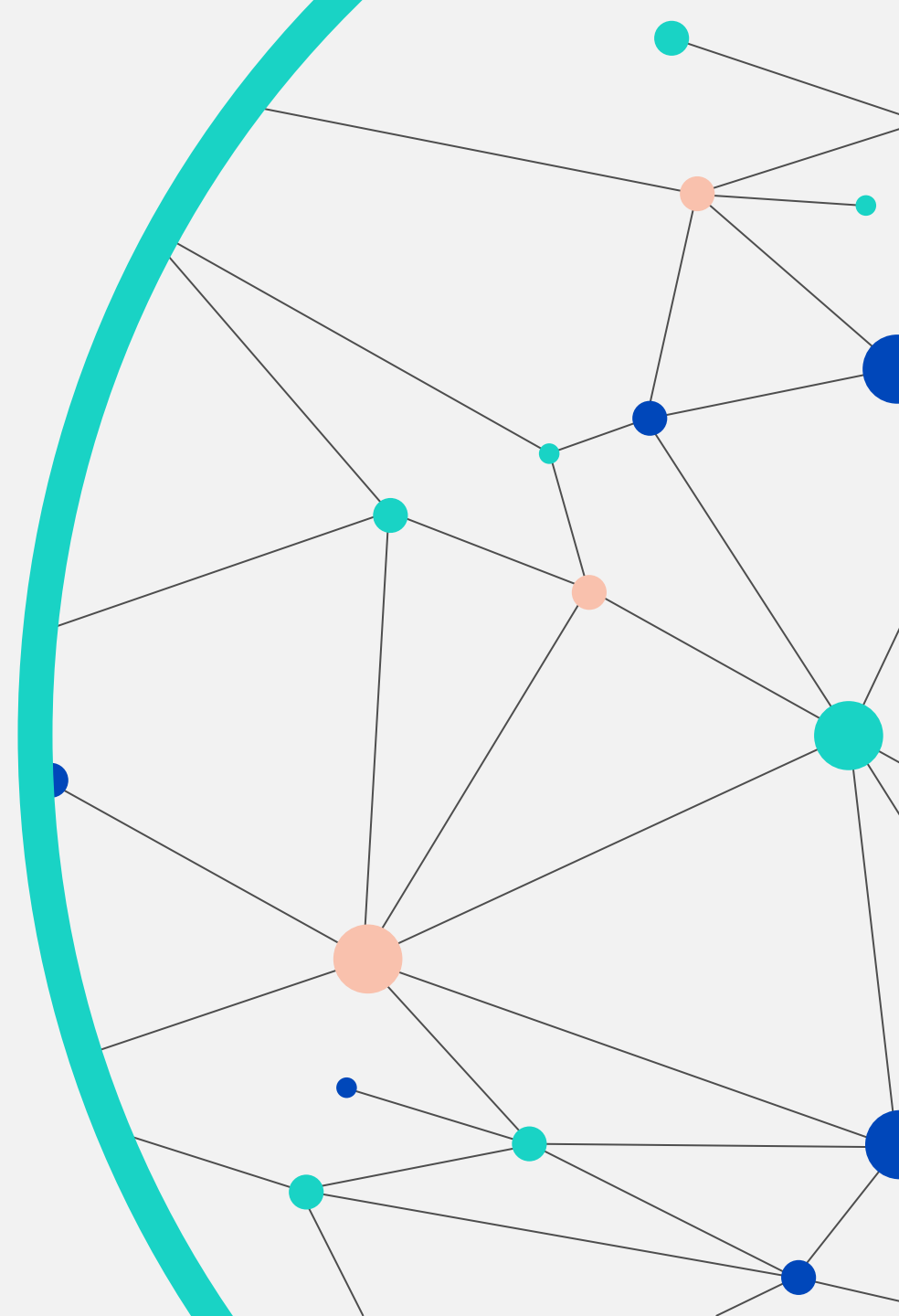


D-A-CH



advertising market

2025

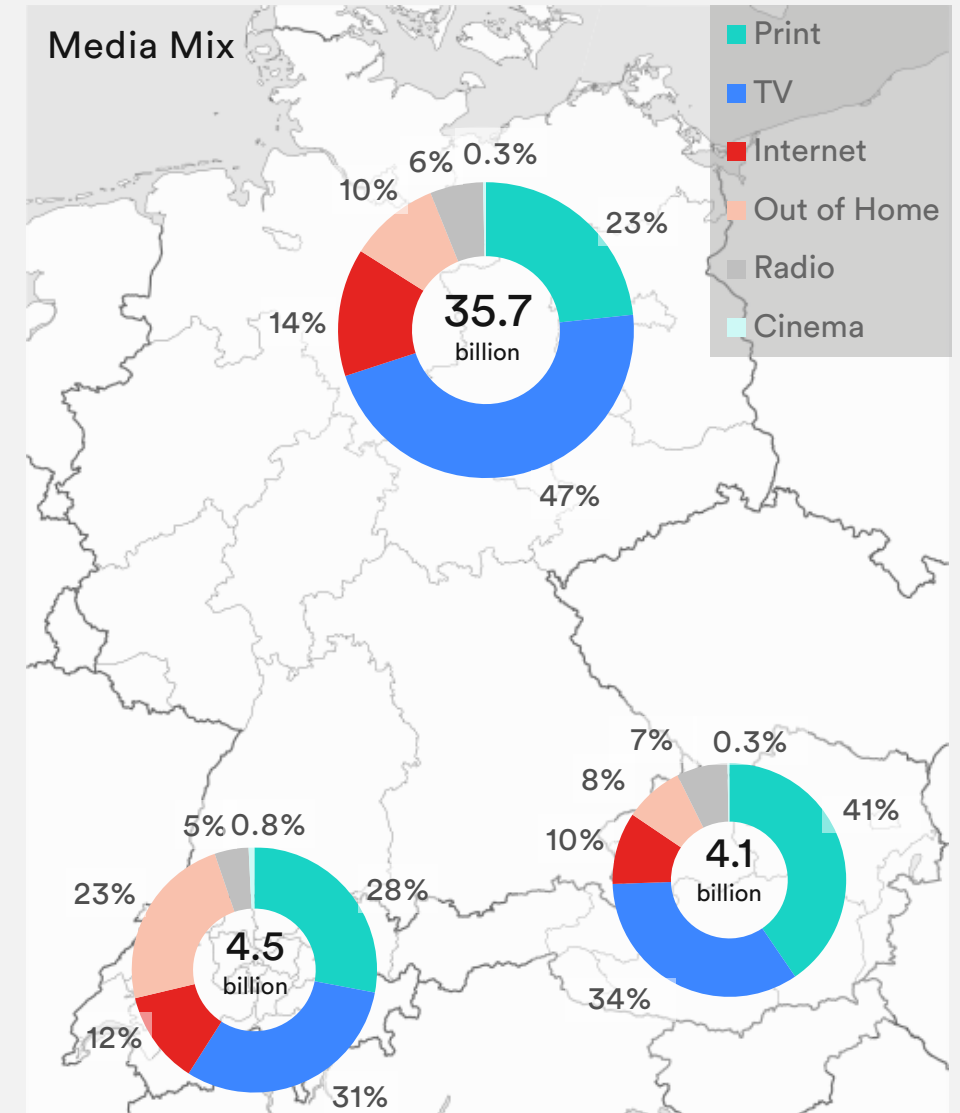


D-A-CH advertising market

Gross advertising pressure 2025

2025	D-A-CH							
Media	EUR m	+/- PY %	EUR m	+/- PY %	EUR m	+/- PY %	EUR/CHF m	+/- PY %
Print	11'264	-0.2	8'334	+1.6	1'677	-5.5	1'253	-4.3
TV	19'457	-4.0	16'658	-4.2	1'408	-3.5	1'391	-2.8
Internet	5'957	+5.6	4'993	+6.4	414	+3.3	550	+0.6
Out of Home	4'936	+7.5	3'544	+9.2	340	+0.2	1'051	+4.4
Radio	2'565	-0.4	2'071	+0.3	293	-0.4	201	-7.2
Cinema	157	-2.3	112	-0.8	11	-21.6	34	+0.6
Total	44'337	-0.4	35'712	0.0	4'143	-3.2	4'481	-1.4

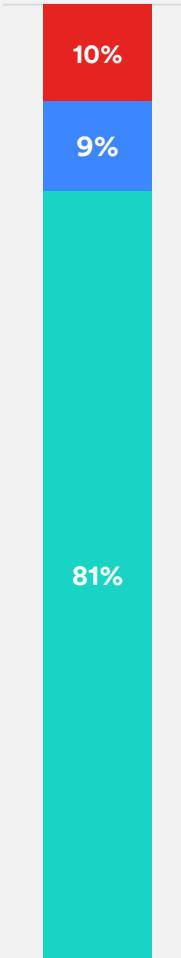
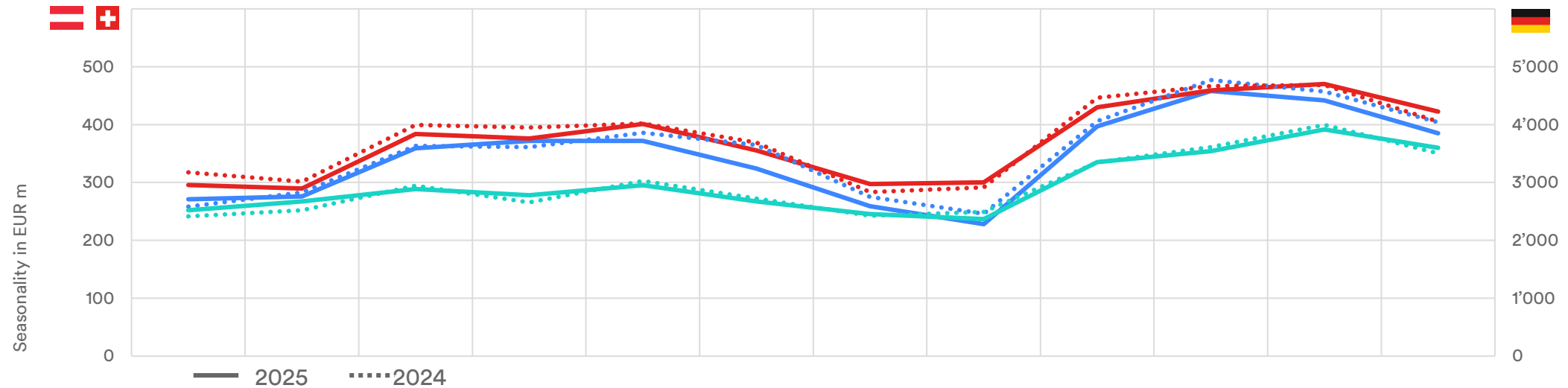
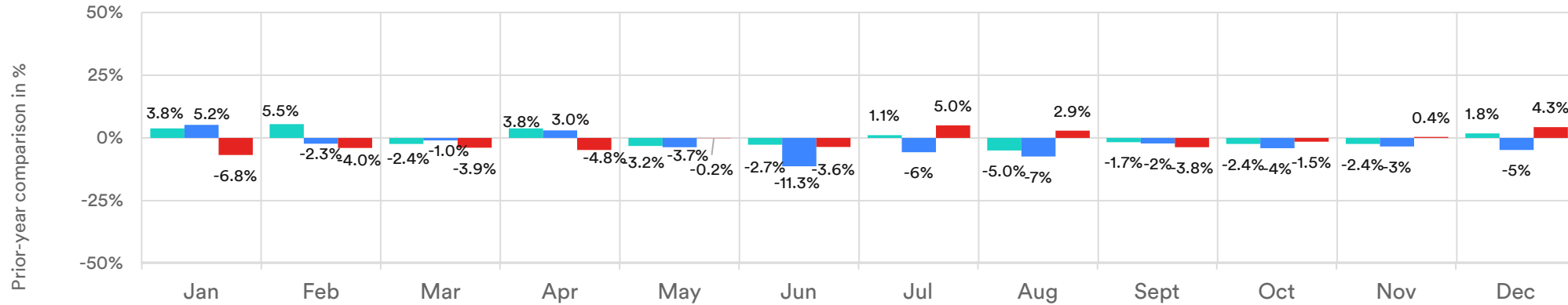
2025: Gross advertising pressure/ resident	EUR 428	EUR 450	EUR/CHF 498
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Trends compared


2025

Germany Austria Switzerland



Top companies

2025 (change compared to previous year)

			
1.	Procter & Gamble EUR 1'913.8 m (-5%)	XXXLutz EUR 168.4 m (+5%)	Coop EUR 354.5 m (-4%)
2.	REWE EUR 637.9 m (+25%)	Spar EUR 142.2 m (+5%)	Migros EUR 249.0 m (-3%)
3.	HENKEL KGAA EUR 528.2 m (+3%)	Billa AG EUR 133.2 m (-4%)	Procter & Gamble EUR 91.6 m (-19%)
4.	LIDL EUR 527.9 m (+5%)	Hofer KG EUR 79.4 m (-1%)	Denner EUR 62.1 m (+25%)
5.	FERRERO EUR 498.1 m (-7%)	Mc Donald's EUR 76.3 m (+4%)	Lidl EUR 52.7 m (+9%)

Top ads (by gross advertising pressure)

2025



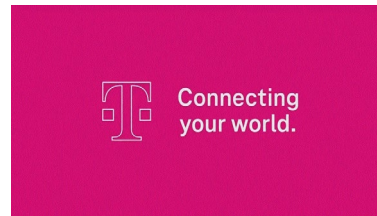
Procter & Gamble – Pampers diapers



Ikea furniture



Swiffer Duster
Staubmagnet



Magenta T Internet



Erste Bank and Sparkasse



Lottoland



Procter & Gamble – Pampers diapers



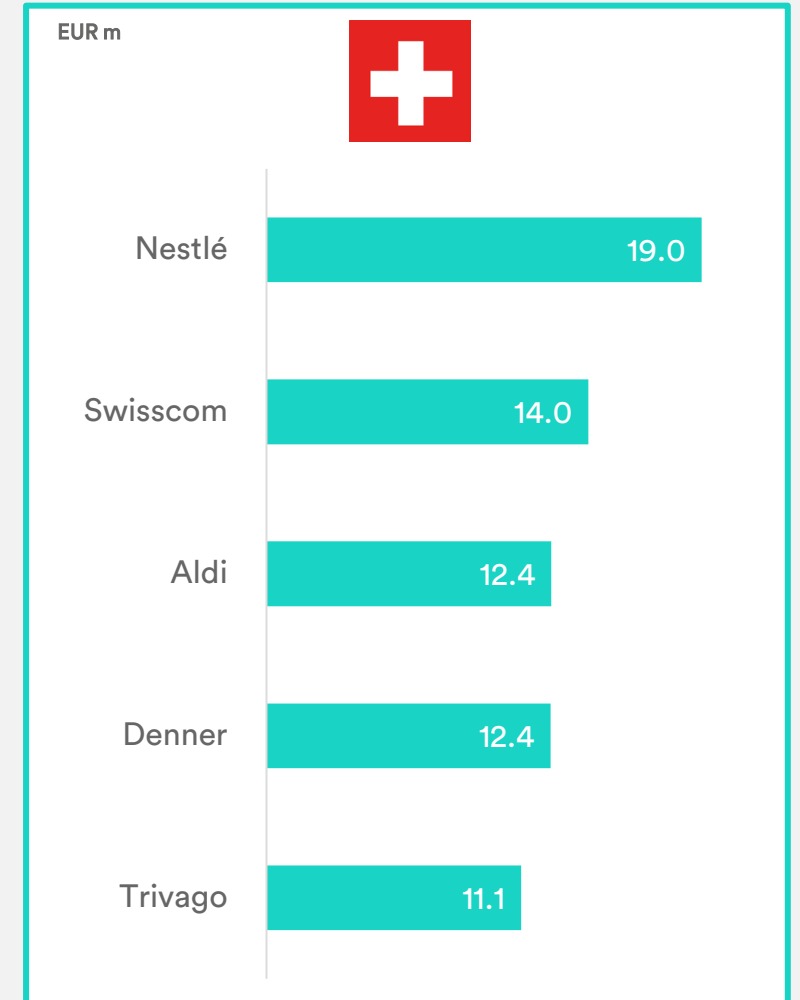
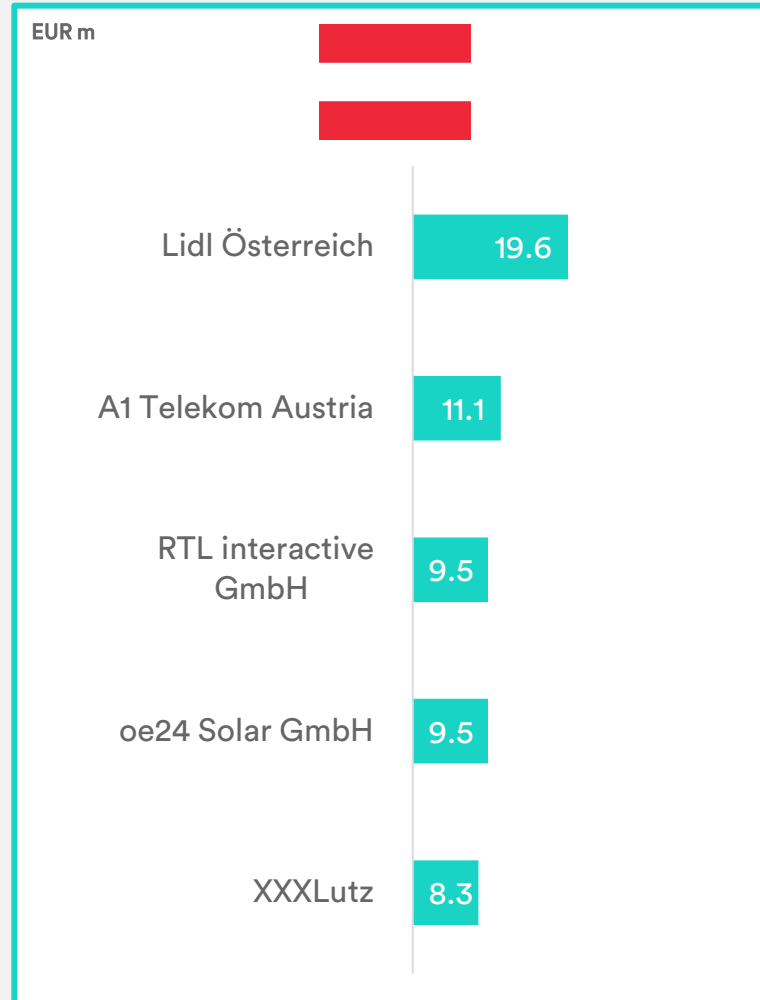
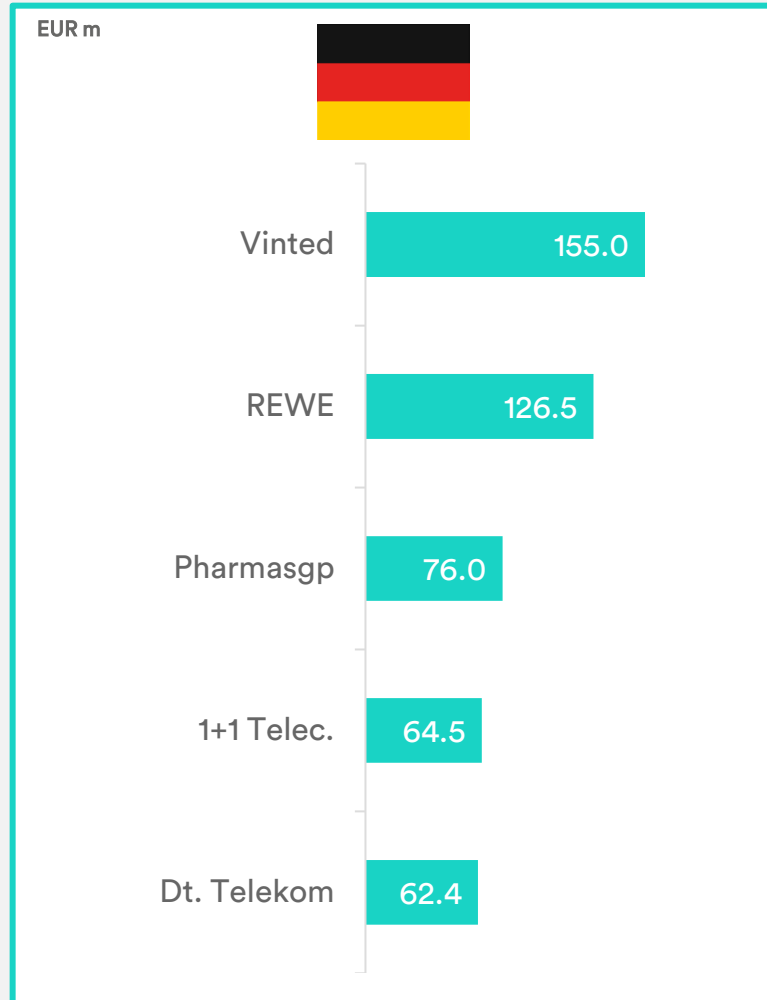
Feldschlösschen Image



Sbrinz cheese

Top advertising drivers (growth in absolute advertising pressure)

2025



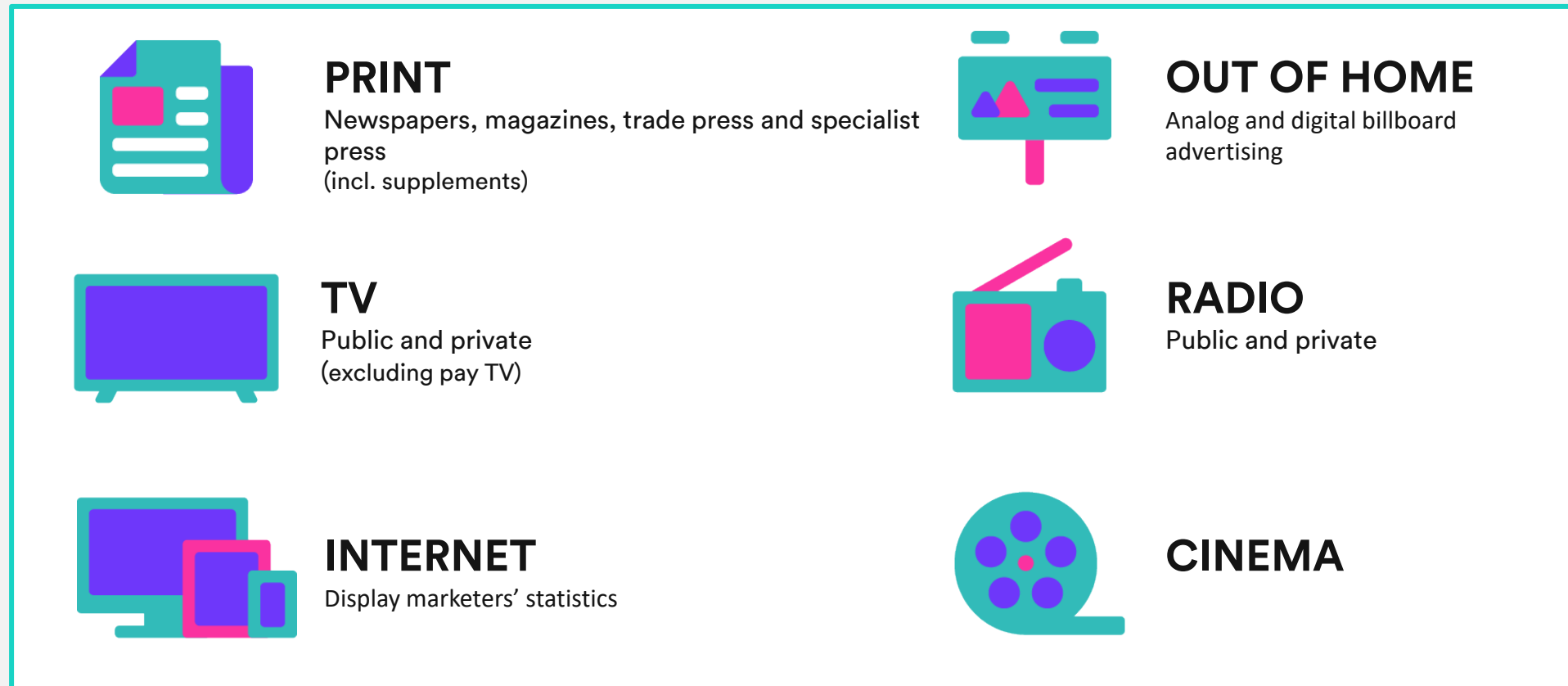
Without group categories

Appendix

D-A-CH 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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