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消费电子，智能硬件，工业，农业，自动化，机器人，服务，教育……

INDUSTRIES & MARKETS

Advertising in Hungary

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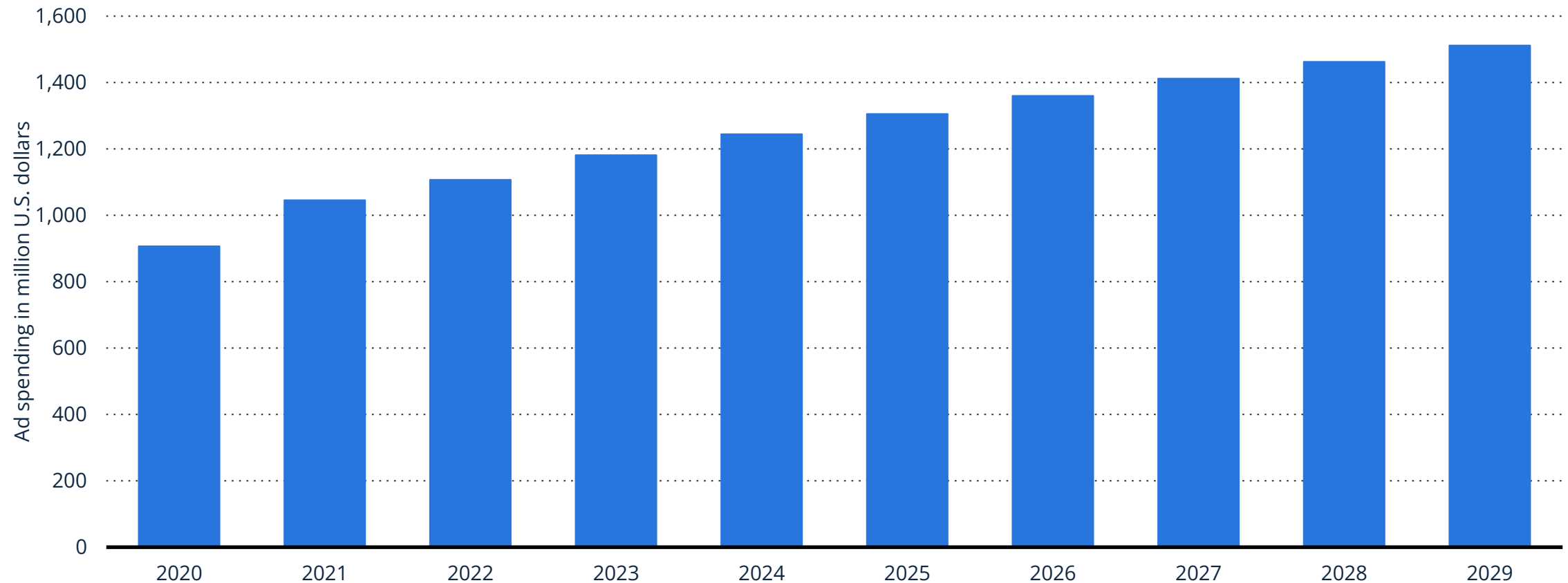
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CHAPTER 01

Overview

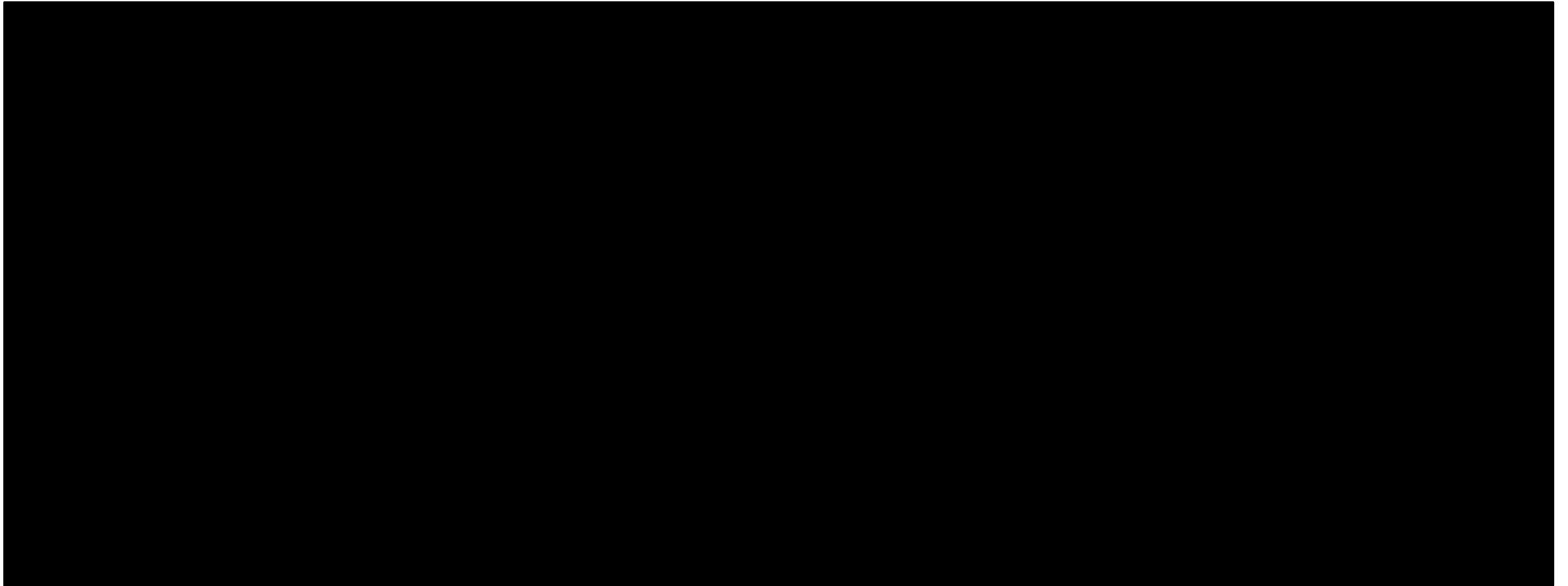
Ad spending of the advertising market in Hungary from 2020 to 2029 (in million U.S. dollars)

Ad spending of the advertising industry in Hungary 2020-2029



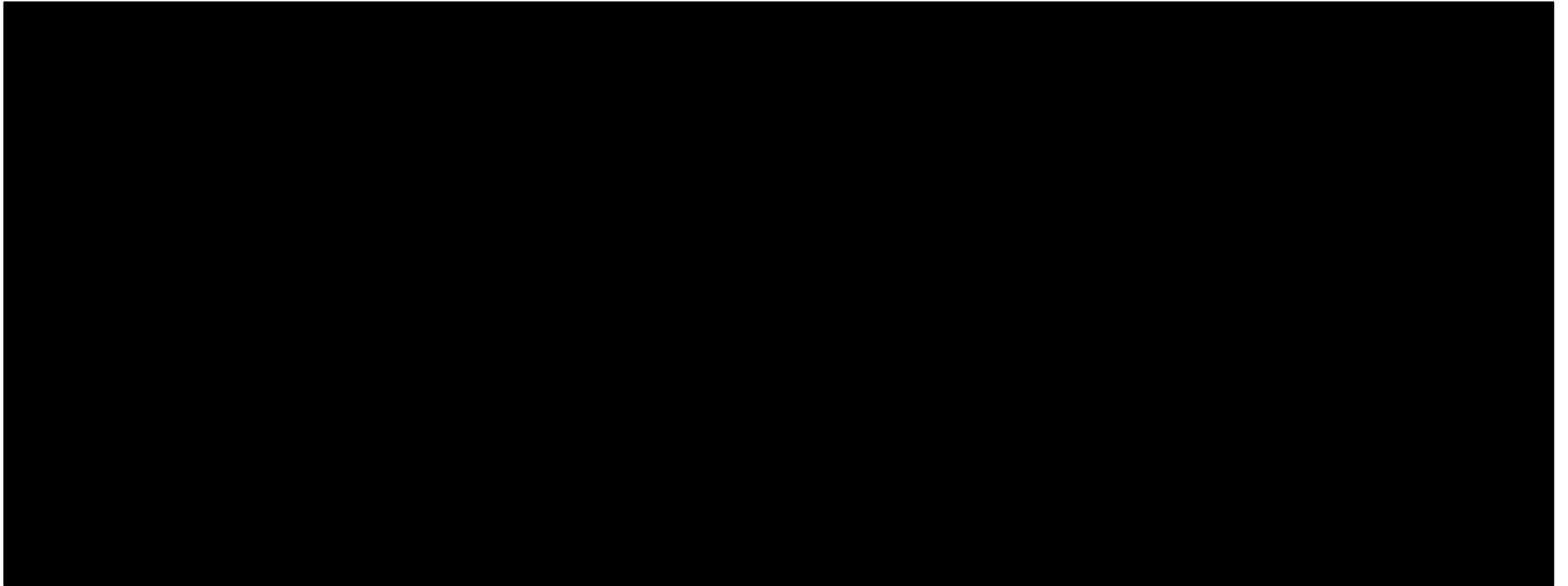
Advertising expenditure in Hungary in 2023, by channel (in billion forints)

Advertising expenditure in Hungary 2023, by channel



Distribution of advertising spending in Hungary in 2023, by channel

Distribution of advertising spending in Hungary 2023, by channel



5 **Description:** In 2023, global digital advertisement constituted the largest share of the total advertising spending in Hungary, with nearly 52 percent. At the same time, television advertisements accounted for over 22 percent of the annual advertising expenditure.
Note(s): Hungary; 2023; * All segments include the commodity barter. [Read more](#)
Source(s):

[Read](#)

Annual revenue of the advertising and market research sector in Hungary from 2013 to 2022 (in million euros)

Revenue of advertising and market research sector in Hungary 2013-2022



CHAPTER 02

Print advertising

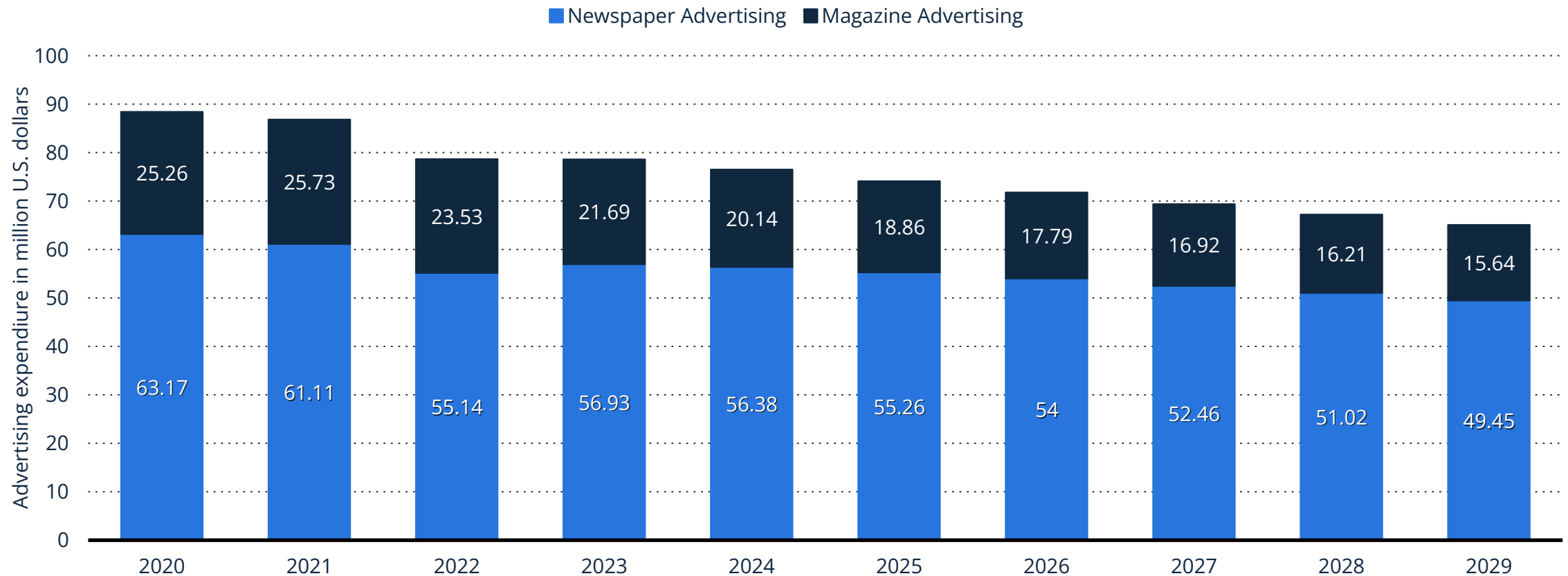
Print advertising revenue in Hungary from 2010 to 2023 (in billion forints)

Print advertising revenue in Hungary 2010-2023



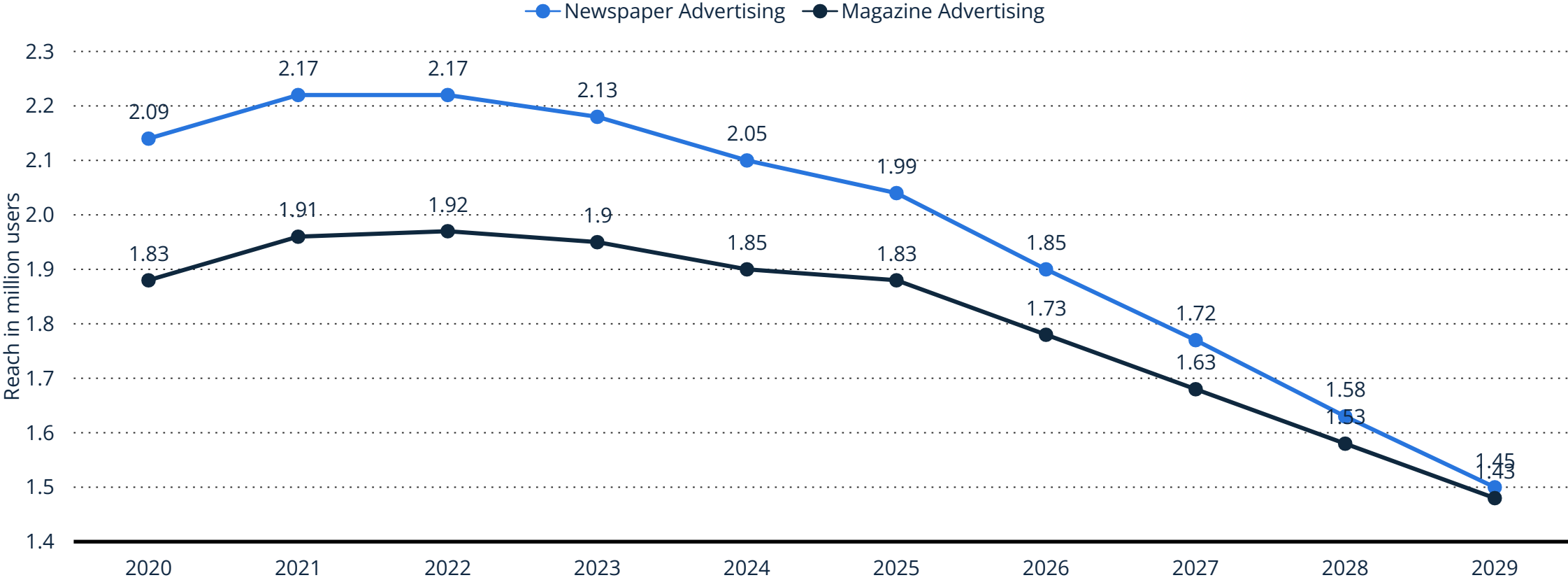
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Print ad-spending in Hungary 2020-2029, by segment



Print advertising reach in Hungary from 2020 to 2029, by segment (in million users)

Reach of print advertising in Hungary 2020-2029, by segment



CHAPTER 03

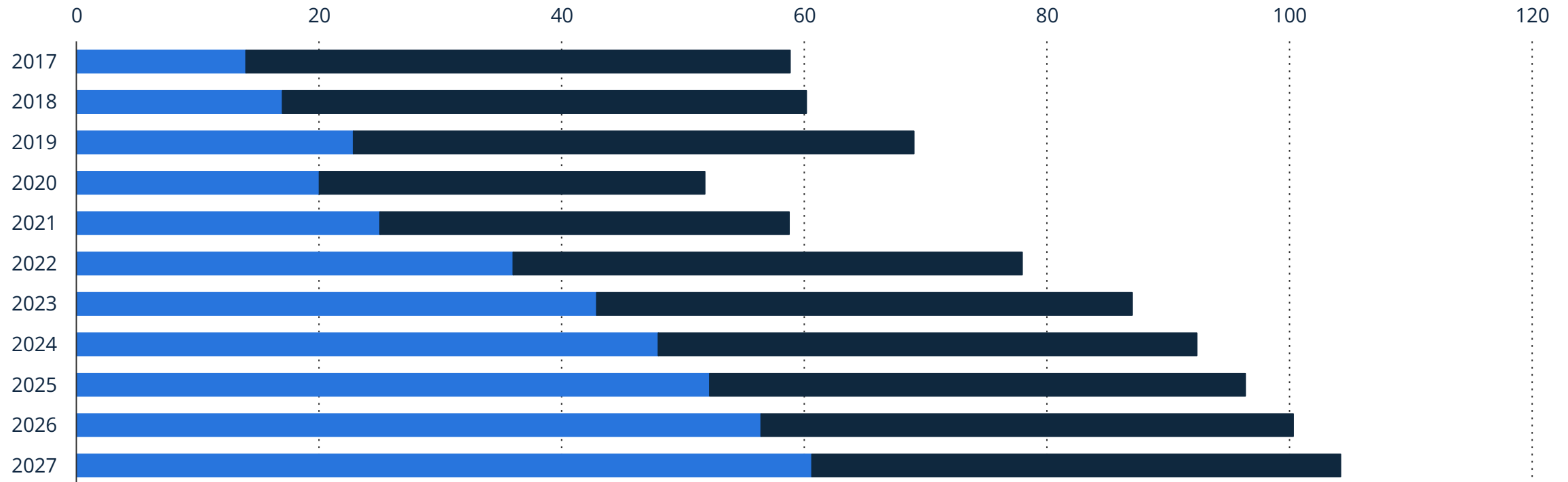
Outdoor advertising

Out-of-home advertising spending in Hungary from 2017 to 2027, by segment (in million euros)

Out-of-home advertising spending in Hungary 2017-2027, by segment

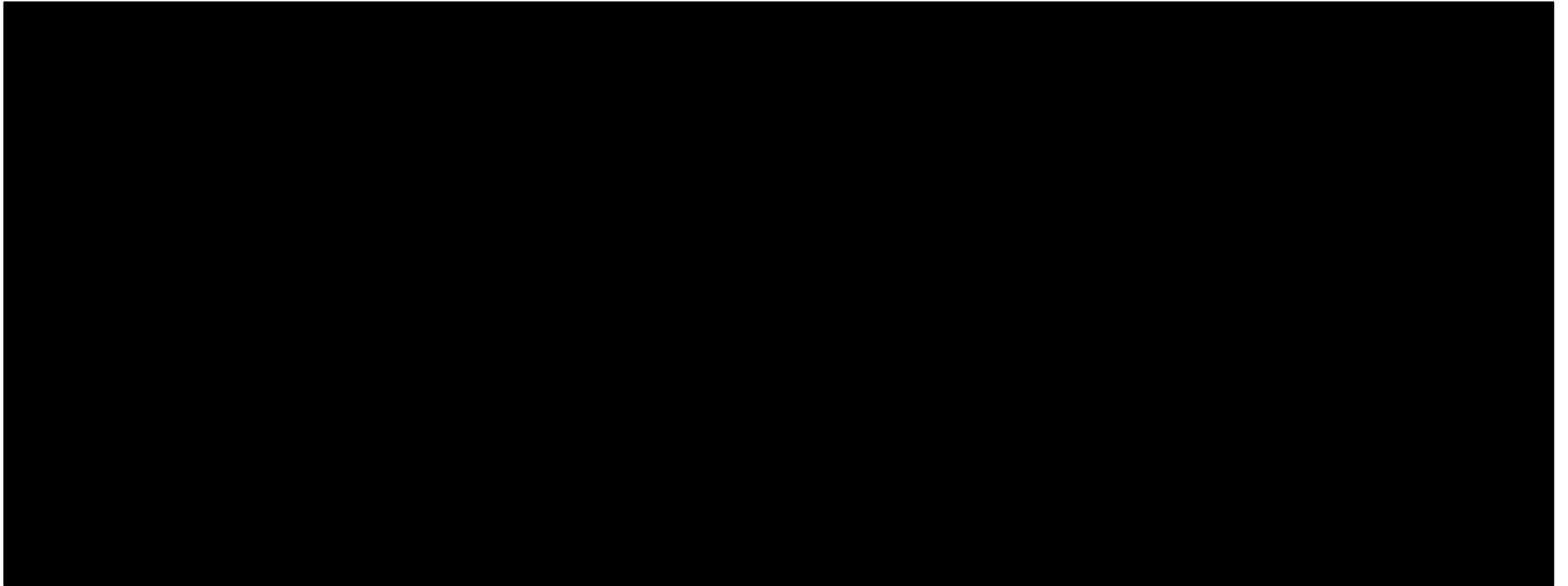
Spending in million euros

■ Digital out-of-home advertising ■ Traditional out-of-home advertising



Total out-of-home advertising revenue in Hungary from 2014 to 2023 (in million forints)

Total out-of-home advertising revenue in Hungary 2014-2023



Ambient out-of-home advertising net expenditure in Hungary from 2017 to 2023 (in million forints)

Net ambient OOH advertising expenditure in Hungary 2017-2023

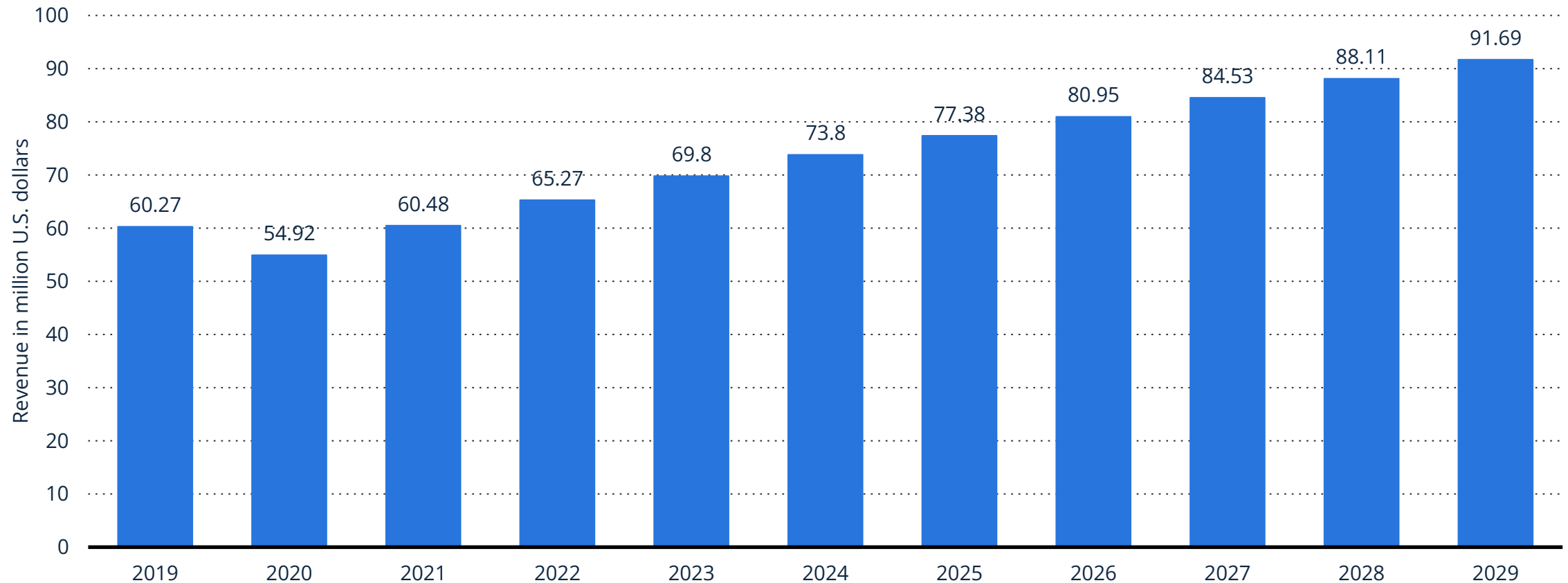


CHAPTER 04

Radio advertising

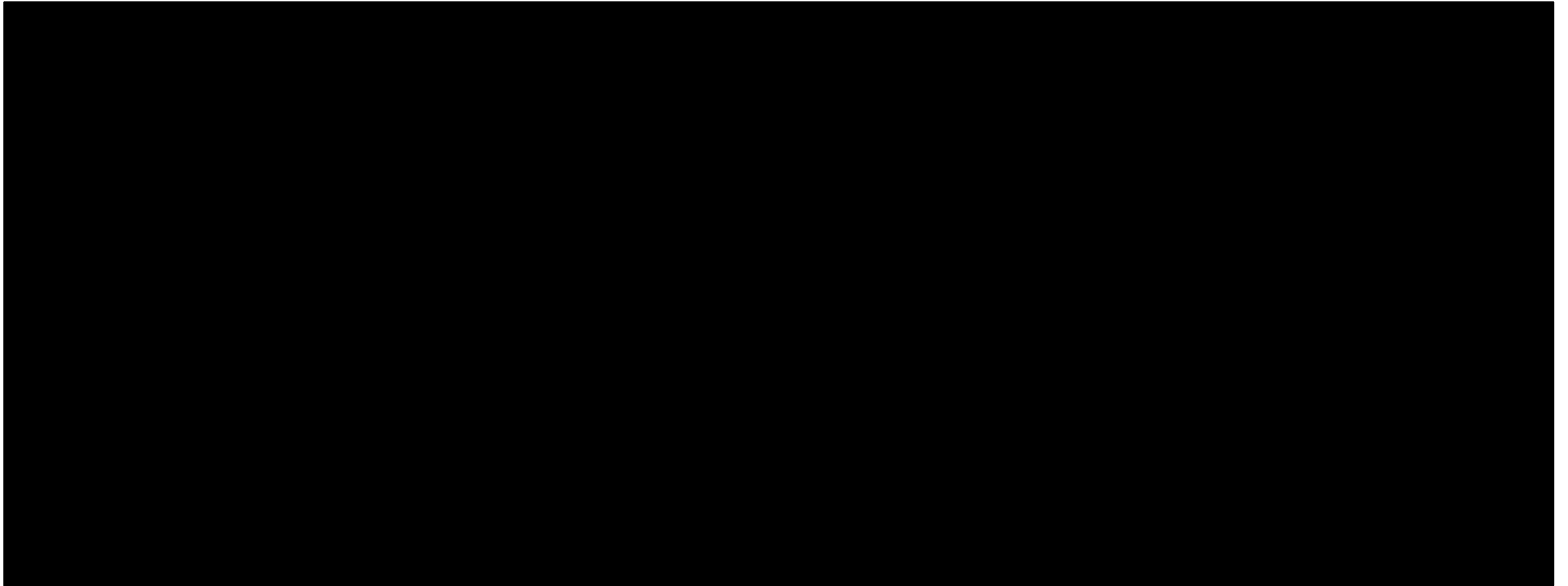
Traditional radio advertising revenue in Hungary from 2019 to 2029 (in million U.S. dollars)

Traditional radio advertising revenue in Hungary 2019-2029



Radio advertising expenditure in Hungary from 2011 to 2023 (in billion forints)

Radio advertising expenditure in Hungary 2011-2023



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