China's Ad Spend Hits RMB 820 Billion

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Advertising spending in China jumped 19% to RMB 820 billion in 2009 and is tipped to become the fourth largest ad market in 2010, a new report shows.

ZenithOptimedia's annual forecasts show all media categories saw an increase in ad spend in 2009 compared to a year earlier.

TV took the lead with a 20% increase, supported by toiletries companies that topped the market in ad spend including P&G China, Unilever China and L'Oreal Group.

Followed by internet (12%) with investment from web service and automobile industry, OOH (9%) with increased spending from business and services sector, radio (6%), newspapers (4%) and magazines (3%).

The top 10 highest spending industries are toiletries, business and services, foodstuff, pharmaceuticals, beverages, post and communication, leisure, automobile, real estate and construction industry, and alcohol.

In 2010, China's actual ad investment growth is forecasted to reach 11%, making China the fourth biggest advertising market after the USA, Japan and Germany.

Looking at the economy as a whole, China's GDP hit its target at 8.7% in 2009, with a strong rebound in exports in December and increasing industrial output across the country.

Retail sales was up by 15% as China overtook US as the world's largest auto market with a 53% increase in passenger car sales.

The International Monetary Fund forecasts that China would continue to lead the recovery of world economy and become the second largest economy in 2010.

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