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2021 AD VOLUMES REPORT

May 2021



SUMMARY

May Ad Volumes are **64% higher** in 2021 Vs last year, and almost at par with 2018 and 2019

GEC & Movies have higher ad volumes in May'21 compared to previous years, with an all-time high Ad Volume Share%

Regional Genres bounce back this year to register growth

FMCG contributes **72%** to the overall ad volume in May'21

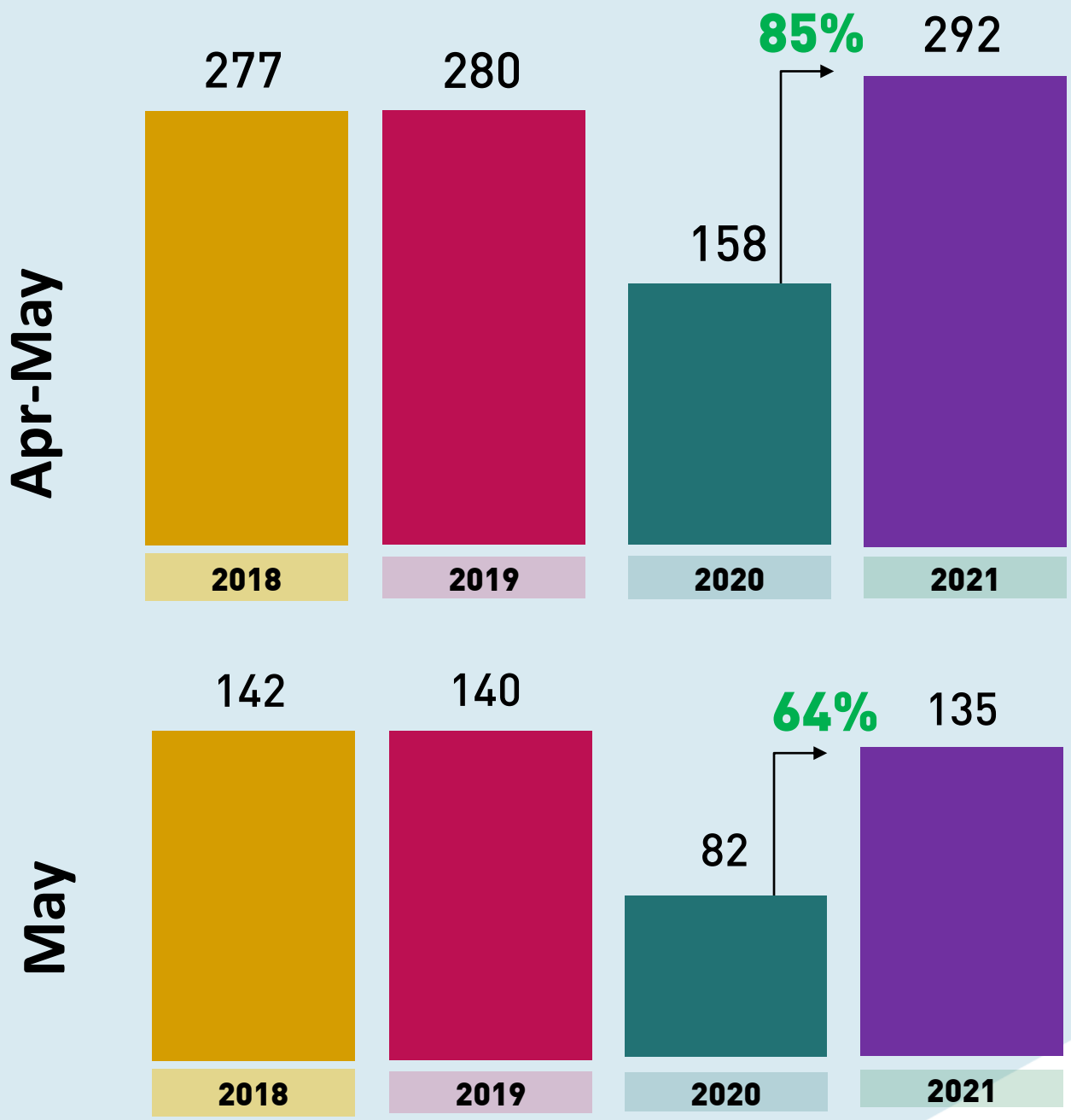
Top 10 Advertisers' Ad Volumes is the highest as compared to previous years, with a contribution of over 50%

Out of Total 2142 Advertisers in May'21, **1347** are new Advertisers



Ad Volumes for April-May put together are highest in 2021

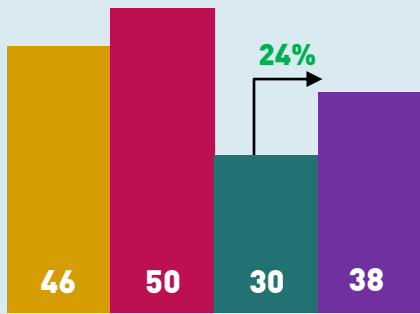
May Ad Volumes are **64% higher** in 2021 Vs last year, and almost at par with 2018 and 2019



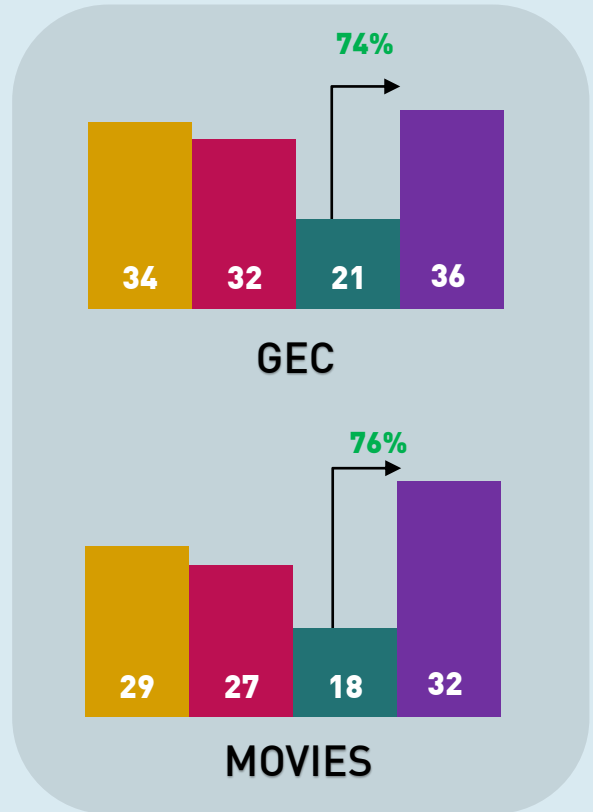
Ad Volumes (Mn secs)
Excludes: ASSOCIATIONS/SOCIAL/CULTURAL ORG; SOCIAL ADVERTISEMENTS-NGOS & FILLER

GEC & Movies have the **highest Ad Volumes** in May'21 compared to previous years

With an all-time high share% of 27% & 24% respectively

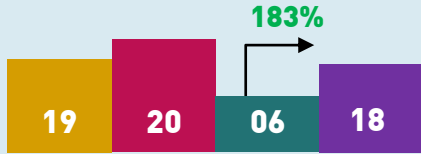


NEWS

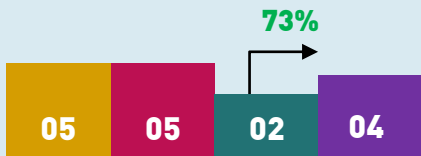


GEC

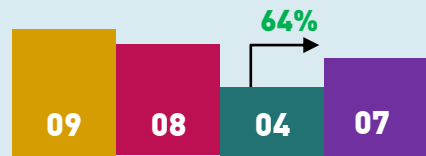
MOVIES



MUSIC & YOUTH



KIDS

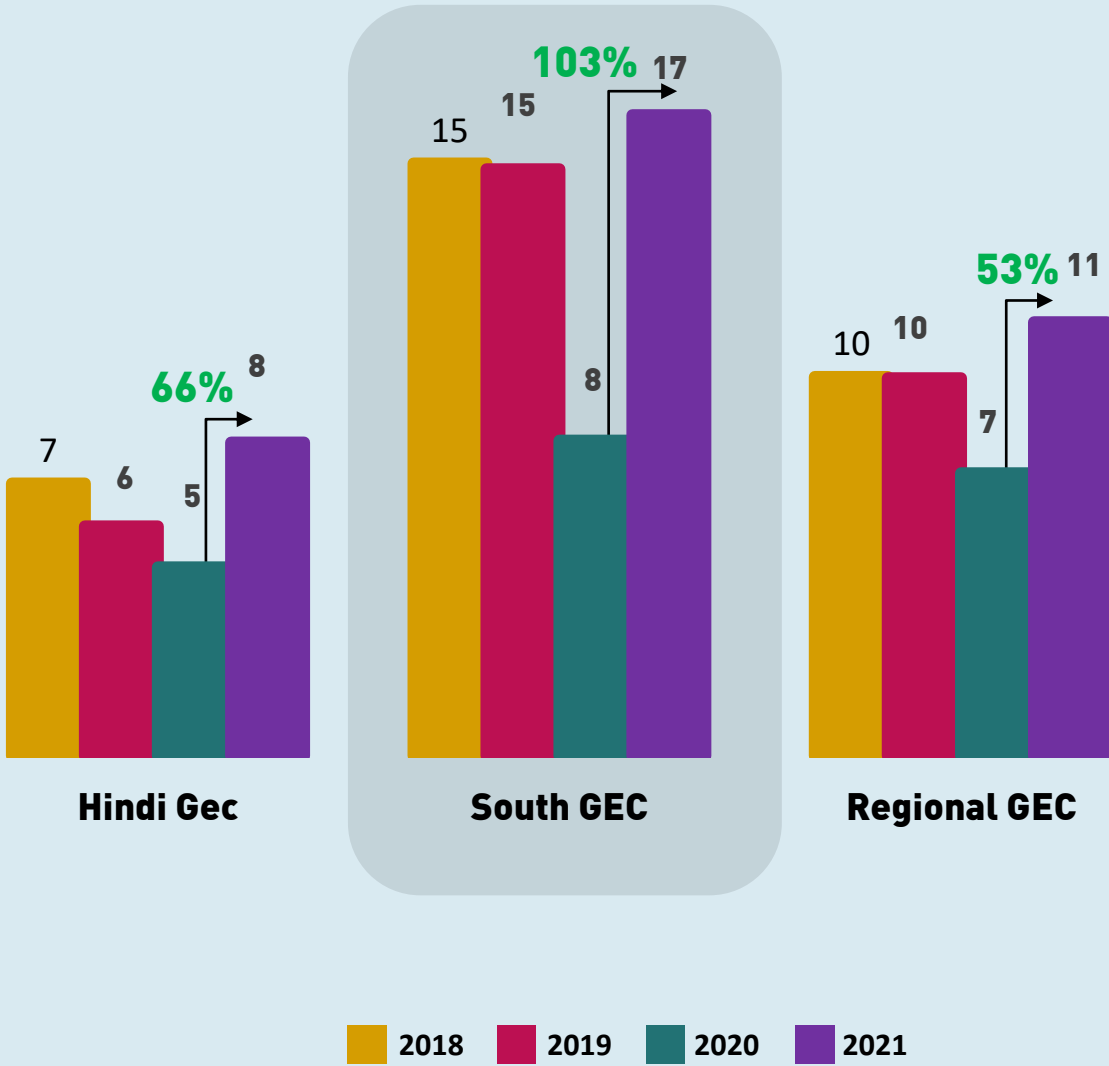


Other Genre

2018 2019 2020 2021

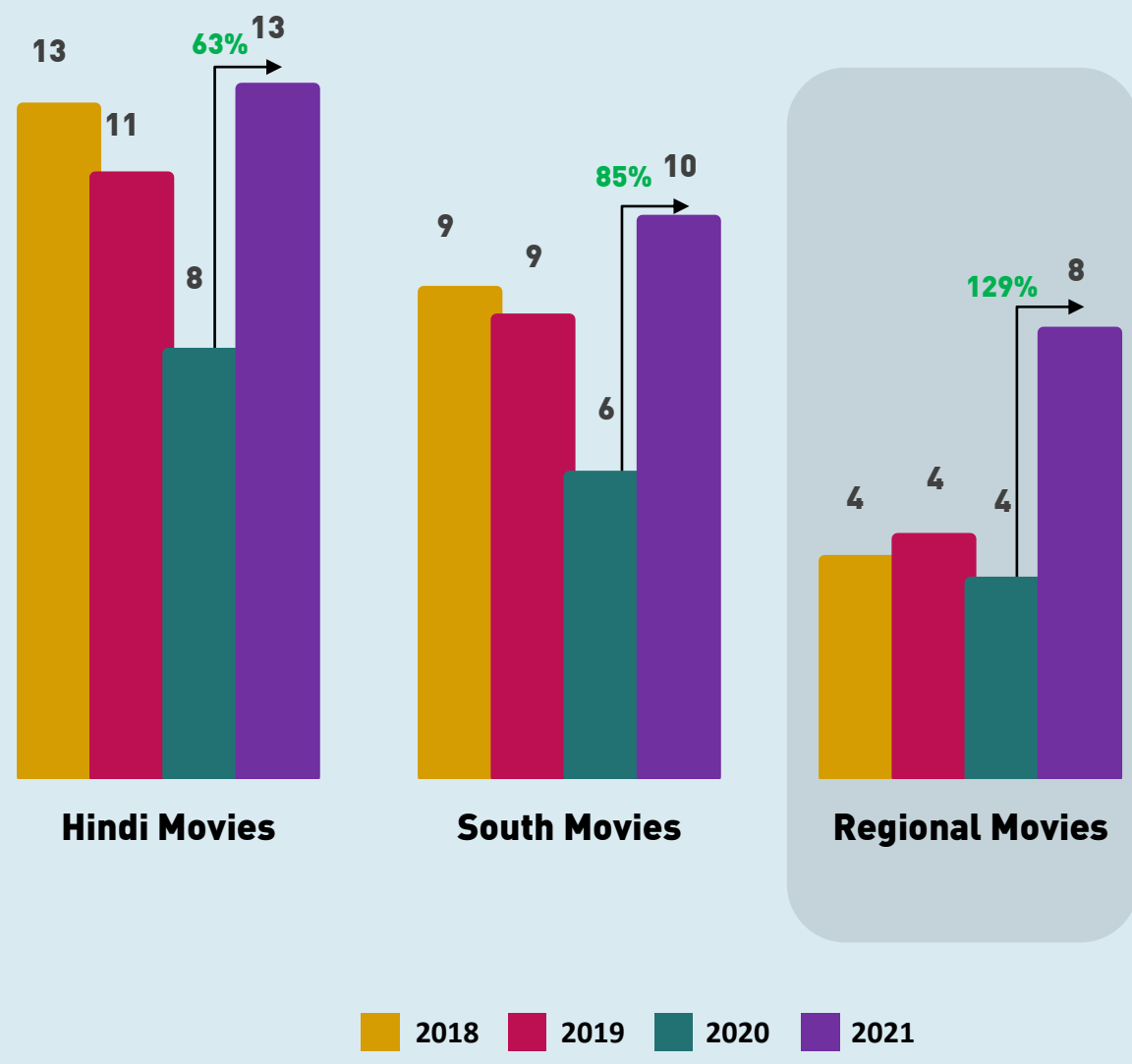
May 2021

South GEC bounces back this year to register a 2x growth over last year



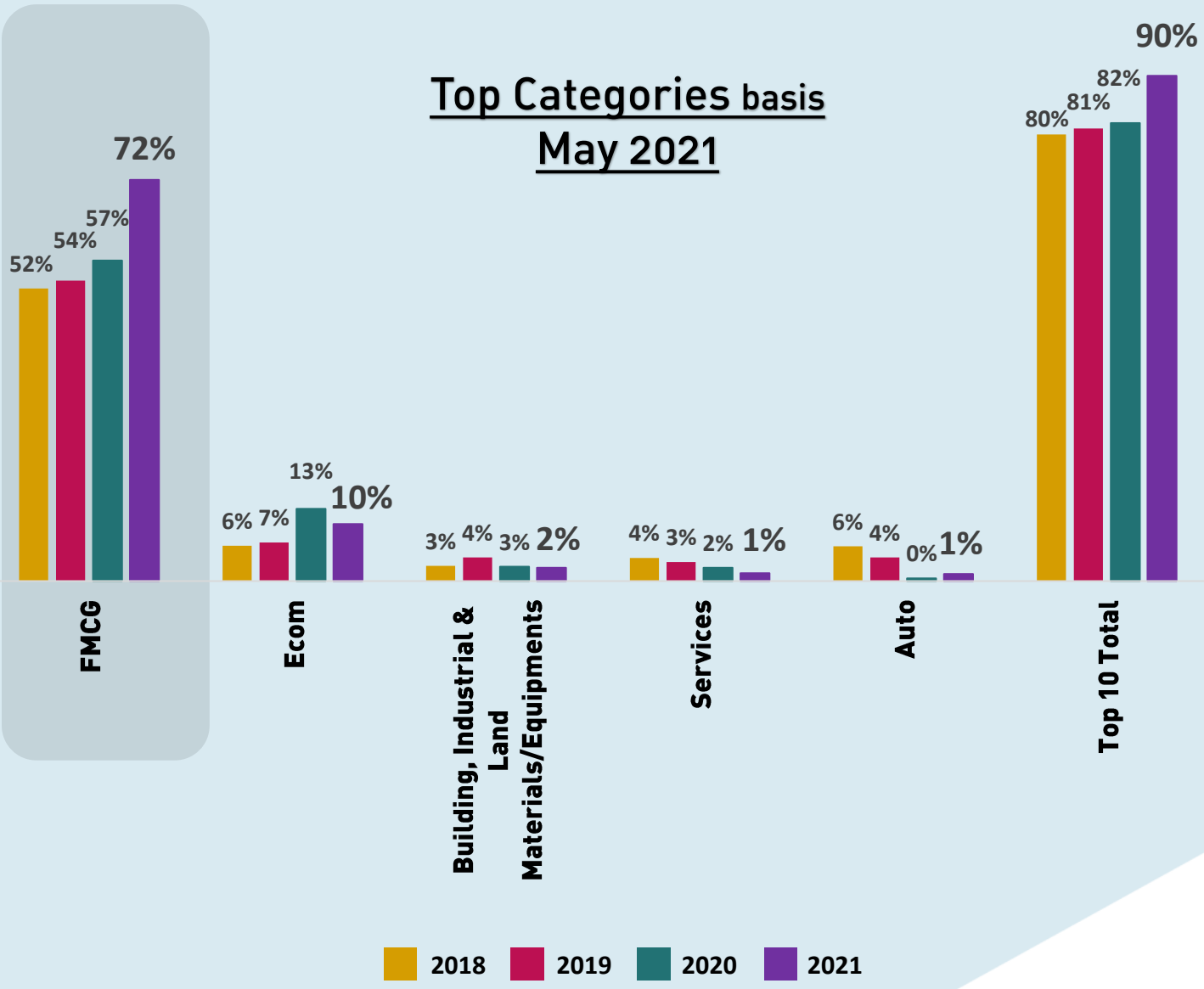
May 2021

Regional Movies doubles its Ad Volumes in May'21 over previous years



Ad Volumes (Mn secs)
Excludes: ASSOCIATIONS/SOCIAL/CULTURAL ORG; SOCIAL ADVERTISEMENTS-NGOS & FILLER

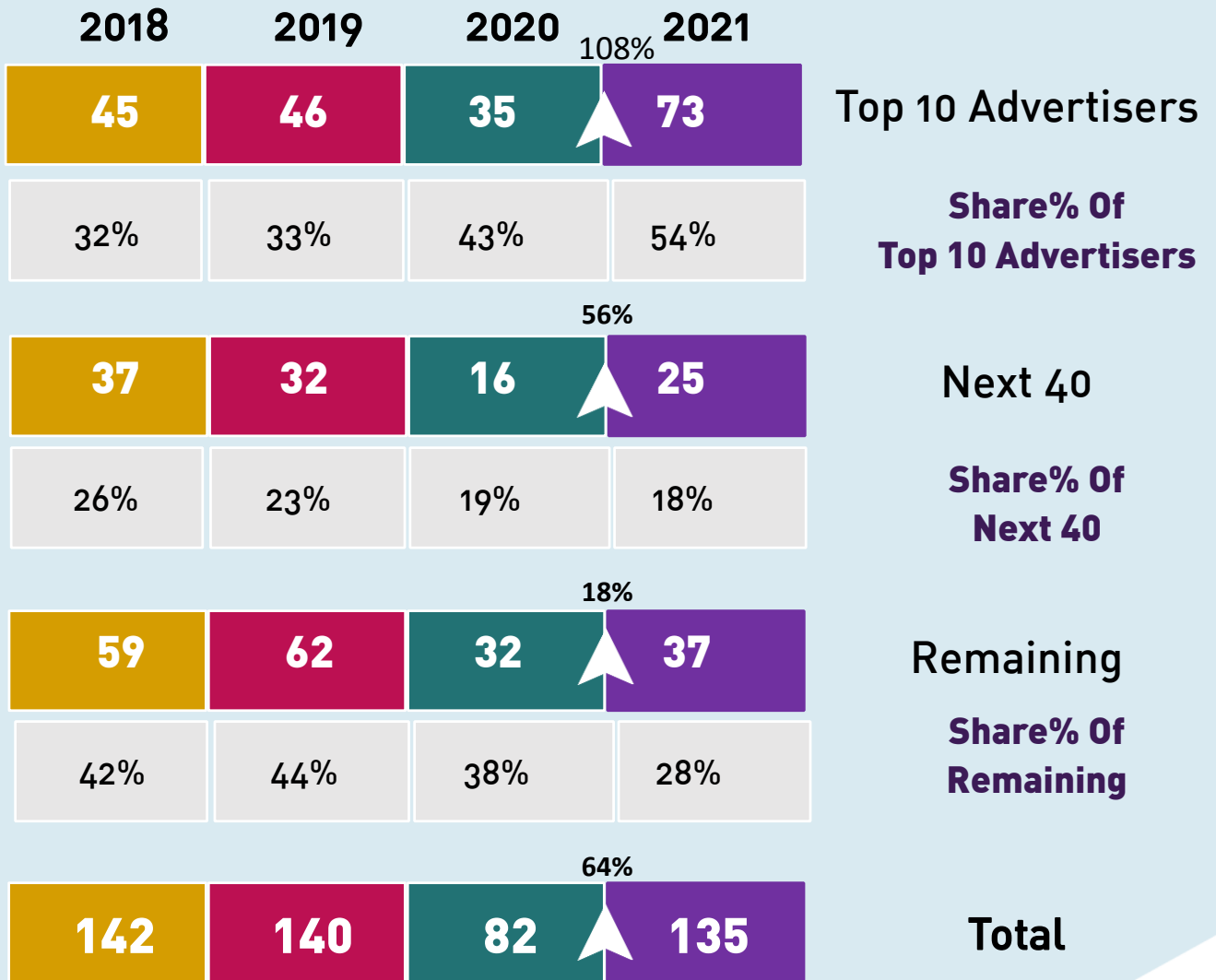
FMCG contributes a staggering **72%** to the overall ad volume in May'21



May 2021

Top 10 Advertisers' Ad Volumes is the highest as compared to previous years, with a contribution of over 50%

Out of 2142 Advertisers in May'21, 1347 are new Advertisers



Ad Volumes (Mn secs)

Excludes: ASSOCIATIONS/SOCIAL/CULTURAL ORG; SOCIAL ADVERTISEMENTS-NGOS & FILLER

Top 10 & Next 40 Excludes - Govt, Media & Film Trailers

Top 10 Advertisers

HUL continues to lead; Reckitt has grown exponentially over previous years; Pepsi at No.4 doubled from 2019

Top 10 Advertisers May 2021	2018	2019	2020	2021	Change% 2021 Vs 2020
HINDUSTAN UNILEVER LTD	16.0	17.9	15.6	28.1	81%
RECKITT BENCKISER GROUP	9.4	7.5	5.5	22.0	303%
PROCTER & GAMBLE	2.9	3.3	2.1	4.6	122%
PEPSI FOODS (G)	1.9	1.7	0.6	3.4	426%
GLAXOSMITHKLINE GROUP	1.9	2.3	1.3	3.1	127%
ITC LTD	3.6	3.4	2.2	2.5	16%
COLGATE PALMOLIVE INDIA LTD	2.3	2.5	2.1	2.5	18%
CADBURYS INDIA LTD	2.7	1.9	0.3	2.4	738%
WIPRO (G)	2.5	2.8	2.0	2.2	13%
AMAZON ONLINE INDIA PVT LTD	1.9	1.2	0.5	2.2	347%

Ad Volumes (Mn secs)

Excludes: ASSOCIATIONS/SOCIAL/CULTURAL ORG; SOCIAL ADVERTISEMENTS-NGOS & FILLER

Data Sorted basis 2021

May 2021

Top 10 Brands

9 of top 10 brands belongs to Reckitt v/s 3 brands in Top 10 last year

Top 10 Brands May 2021	2018	2019	2020	2021	Change% 2021 Vs 2020
DETTOL TOILET SOAPS	0.87	0.62	1.04	2.17	108%
LIZOL	1.05	0.95	0.99	2.06	108%
DETTOL LIQUID SOAP	0.77			1.66	
AMAZON PRIME VIDEO	0.79	0.38	0.48	1.66	244%
DETTOL ANTISEPTIC LIQUID	0.44	0.59	0.45	1.50	232%
HARPIC BATHROOM CLEANER		0.67	0.67	1.47	121%
DETTOL INTENSE COOL SOAP			0.75	1.44	93%
HARPIC POWER PLUS 10X MAX CLEAN				1.36	
VANISH OXI ACTION	0.44	0.42	0.15	1.29	744%
HARPIC		0.73	0.16	1.28	706%

Ad Volumes (Mn secs)

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Data Sorted basis 2021



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