



Sectorfoto 2018

Reclamesector



Reclamesector

1 Beschrijving van de activiteiten in de sector

NACE-BEL 2008	BESCHRIJVING
73	Reclamewezen en marktonderzoek
73.1	Reclamewezen
73.11	Reclamebureaus
73.12	Mediarepresentatie
73.2	Markt- en opinieonderzoekbureaus

2 Kerncijfers

>> Aantal ondernemingen en bedienden: 2013 - 2018

	2013	2014	2015	2016	2017	2018
	1.252	1.223	1.226	1.288	1.293	1.320
	9.976	9.944	10.060	10.452	10.396	10.804

>> Evolutie van het aantal ondernemingen en bedienden tussen 2013 en 2018

	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018
	-2,32%	0,25%	5,06%	0,39%	2,09%
	-0,32%	1,17%	3,90%	-0,54%	3,92%

>> Dekkingsgraad APCB / privésector

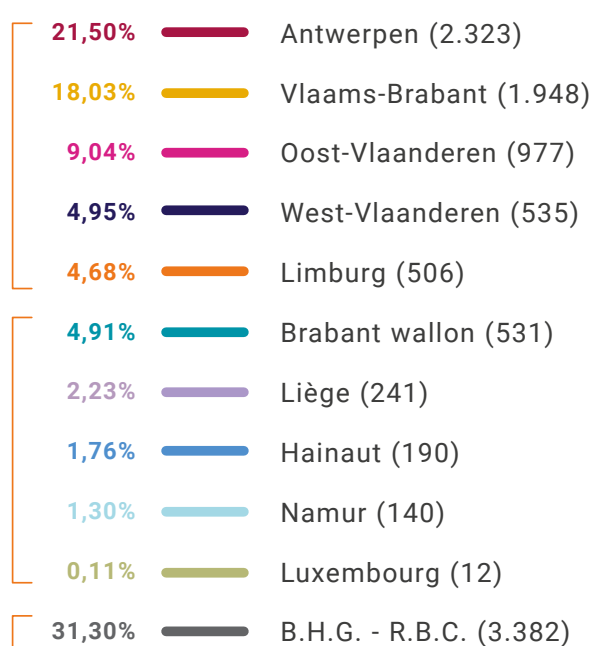
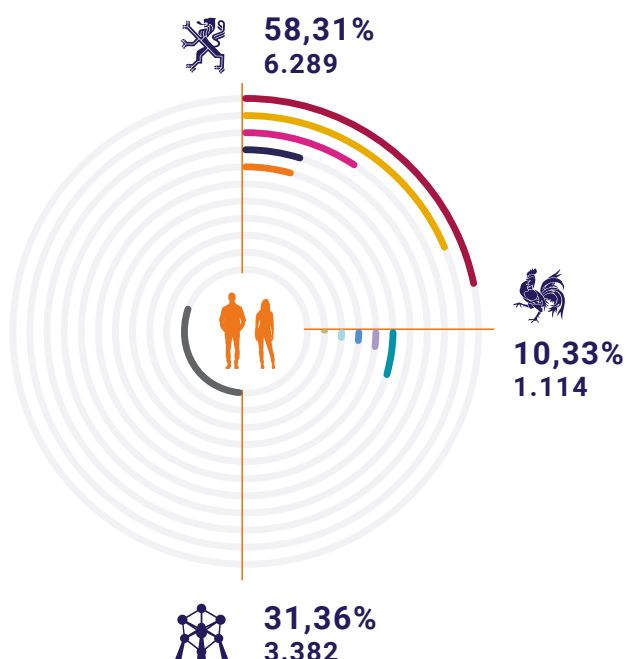
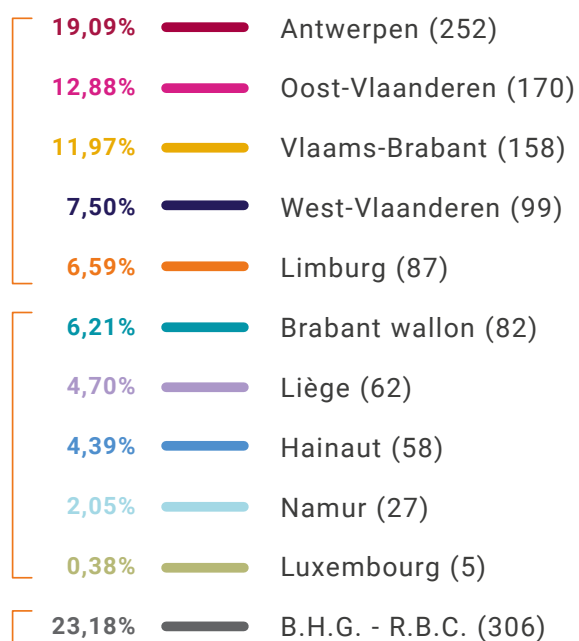
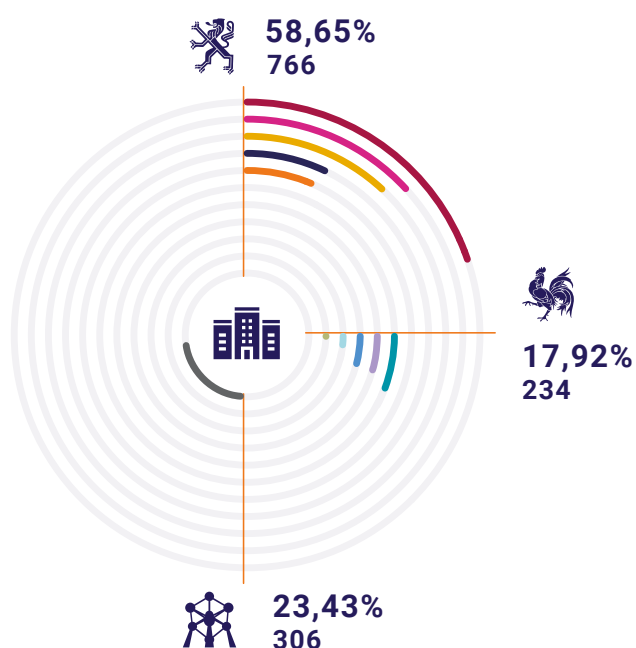


3 Verdeling naar activiteitensector

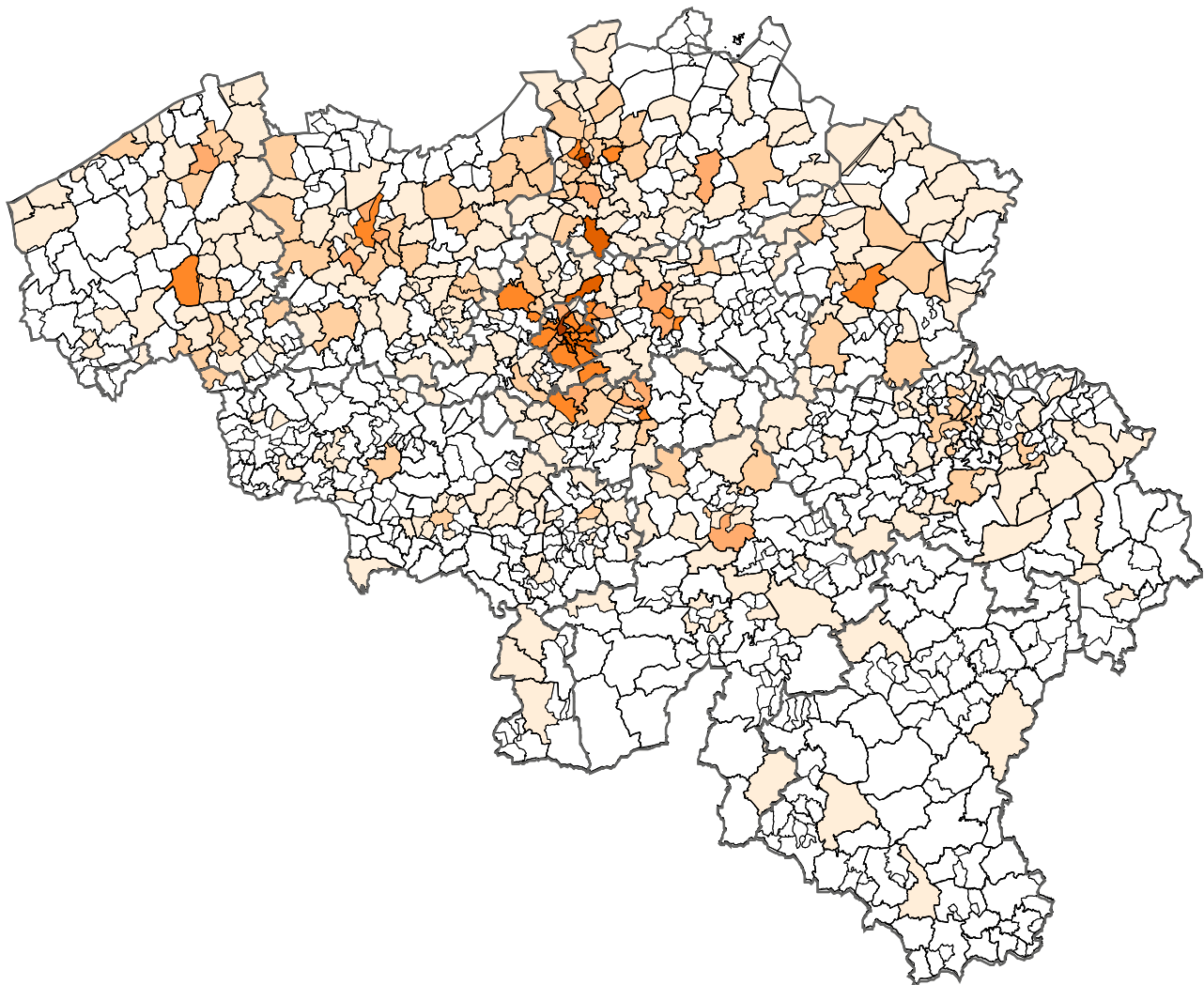
NACE-BEL 2008	BESCHRIJVING		%		%
73.1	Reclamewezen	1.025	77,65%	7.990	73,95%
73.11	Reclamebureaus	934	70,76%	6.450	59,70%
73.12	Mediarepresentatie	91	6,89%	1.540	14,25%
73.2	Markt- en opinieonderzoekbureaus	295	22,35%	2.814	26,05%
73.20	Markt- en opinieonderzoekbureaus	295	22,35%	2.814	26,05%
	Totaal	1.320	100%	10.804	100%

4 Profiel van de bedrijven en de bedienden

>> Geografische spreiding



5 Lokalisatie van de bedienden in de reclamesector



Aantal bedienden



>> Verdeling van de bedrijven volgens het aantal werknemers



<5	859	65,08%
5 - 9	195	14,77%
10 - 19	138	10,45%
20 - 49	86	6,52%
50 - 99	24	1,82%
100 - 199	15	1,14%
200 - 499	3	0,23%
500 - 999	0	0,00%
>1000	0	0,00%
Totaal	1.320	100%



KMO's (<50)

97%

1.278 bedrijven



Grote bedrijven

3%

42 bedrijven

>> Verdeling per leeftijd

Bedienden PC 200 Reclamesector

<25 : **7,65%**

25 - 49 : 75,81%

50+ : 16,55%

Bedienden PC 200 Diensten

<25 : **6,18%**

25 - 49 : 75,10%

50+ : 18,71%

Arbeiders en bedienden Reclamesector

<25 : **7,63%**

25 - 49 : 74,86%

50+ : 17,50%

Bedienden PC 200 Alle sectoren

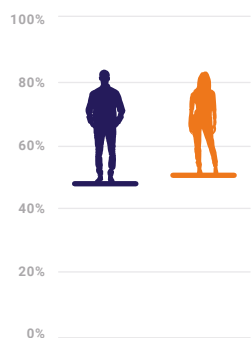
<25 : **5,19%**

25 - 49 : 71,21%

50+ : 23,60%

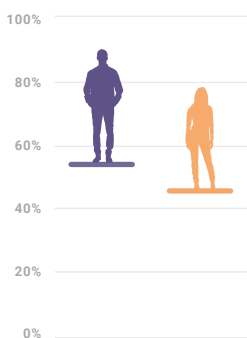
>> Verdeling per geslacht

**Bedienden PC 200
Reclamesector**



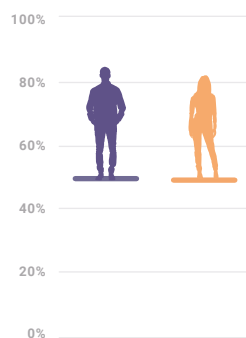
47,09% 52,91%

**Bedienden PC 200
Diensten**



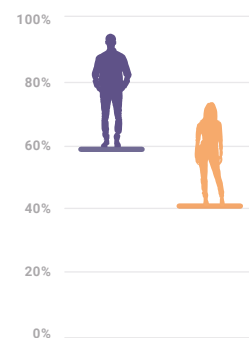
55,99% 44,01%

**Arbeiders en
bedienden
Reclamesector**



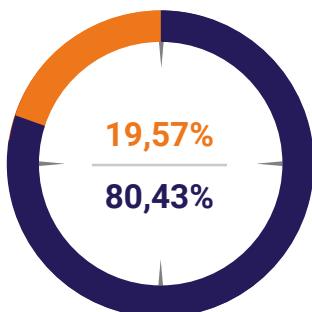
50,26% 49,74%

**Bedienden PC 200
Alle sectoren**

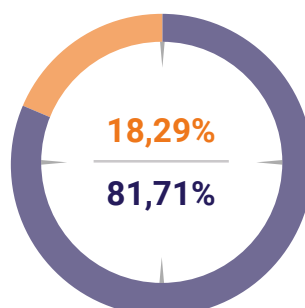


59,19% 40,81%

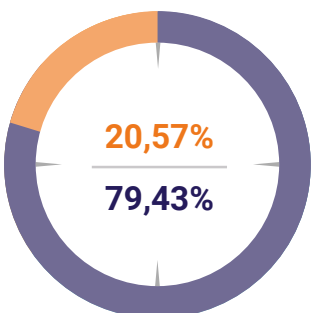
>> Verdeling per type prestatie



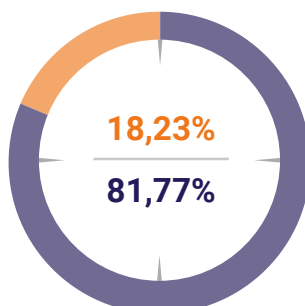
**Bedienden PC 200
Reclamesector**



**Bedienden PC 200
Diensten**



**Arbeiders en
bedienden
Reclamesector**



**Bedienden PC 200
Alle sectoren**

— Part-time
— Fulltime

6 Lijst van de 30 grootste bedrijven

	Bedrijven	NACE	Provincie	Aantal bedienden
1	Fcr Media Belgium Nv	73110	Antwerpen	308
2	Morfeus Nv	73120	Vlaams Brabant	208
3	Ppd International Holdings, Llc Bu Ent	73200	Onbekend	174
4	The Nielsen Company (Belgium) Sprl	73200	Brussel	169
5	Ipsos Nv	73200	Antwerpen	166
6	Gfk Belgium Nv	73200	Vlaams Brabant	140
7	Mediabrand Belgium Nv	73120	Vlaams Brabant	137
8	Europromotion Nv	73110	Antwerpen	135
9	Wunderman Y&R Nv	73110	Antwerpen	126
10	T.b.w.a. Nv	73110	Brussel	125
11	Promo Sapiens Nv	73110	Vlaams Brabant	114
12	Netwerk Nv	73200	Antwerpen	113
13	Mavenly Benelux Sa	73110	Waals Brabant	111
14	Clear Channel Belgium Sp Rl	73120	Brussel	105
15	Field & Concept Et/Ou Boomerang Media Company Sa	73110	Brussel	105
16	Space Sa	73120	Brussel	101
17	Ogilvy Social Lab Sa	73110	Brussel	93
18	Regie Media Belge Sa	73120	Brussel	86
19	Ip Belgium Sa	73120	Brussel	86
20	Kantar Belgium Sa	73200	Brussel	81
21	Jcdecaux Street Furniture Belgium Sa	73120	Brussel	75
22	Mms Communications Belgium Nv	73110	Brussel	74
23	Proximity Bbdo Nv	73110	Brussel	73
24	Mckinsey Solutions Sprl	73200	Waals Brabant	72
25	Ong-Conseil Belgique Sprl	73200	Brussel	70
26	Highco Shelf Service Nv	73110	Vlaams Brabant	69
27	Iqvia Solutions Belgium Bvba	73200	Vlaams Brabant	69
28	Dentsu Aegis Network Belgium Sa	73120	Brussel	66
29	Havas Media Belgium Sa	73110	Brussel	65
30	The House Of Marketing Cvba	73200	Vlaams Brabant	62