

# The Agency/Client Landscape in MENA

**The Team**

**41%** HAVE A GLOBAL PR NETWORK MEMBERSHIP


**30%** EXPECT TO INCREASE # OF JUNIOR STAFF

**AVERAGE AGENCY SIZE**

**38**

**MOST SOUGHT AFTER SKILLS:**

- CREATIVITY (47%)
- INSIGHTS/PLANNING (38%)
- BUSINESS DEVELOPMENT (33%)
- SOCIAL MEDIA (27%)



**The Team**

**MOST PREVALENT TEAM SIZE (30%)**

**2-5**



## AGENCIES

### The Business

**AVERAGE # OF CLIENTS**


GCC **51** NORTH AFRICA **40**

**46%** OF CAMPAIGNS ARE ADAPTED LOCALLY

**EXPECTED AVERAGE INCOME GROWTH (NEXT 12 MONTHS)**

**28%**

**40%** HAVE NOTICED BUDGET RESTRICTIONS



**AVERAGE RETAINER**

GCC **3.4** YEARS

NORTH AFRICA **3.1** YEARS

**CORE INDUSTRY FOCUS: TECHNOLOGY**

**KEY FUTURE MARKET FOCUS**

- UAE (40%)
- KSA (39%)
- EGYPT (36%)

**BIGGEST UP AND COMING MARKET**

**INDIA (13%)**




**The Market**

## CLIENTS

### The Business

**EXPECTED AVERAGE INCOME GROWTH (NEXT 12 MONTHS)**

**24%**



**45%** HAVE NOTICED BUDGET RESTRICTIONS

**61%** OF CAMPAIGNS ARE ADAPTED LOCALLY

**KEY FUTURE MARKET FOCUS**

- UAE (48%)
- KSA (34%)
- EGYPT (28%)
- MOROCCO (21%)

**BIGGEST UP AND COMING MARKET**

**INDIA (17%)**



**The Market**

