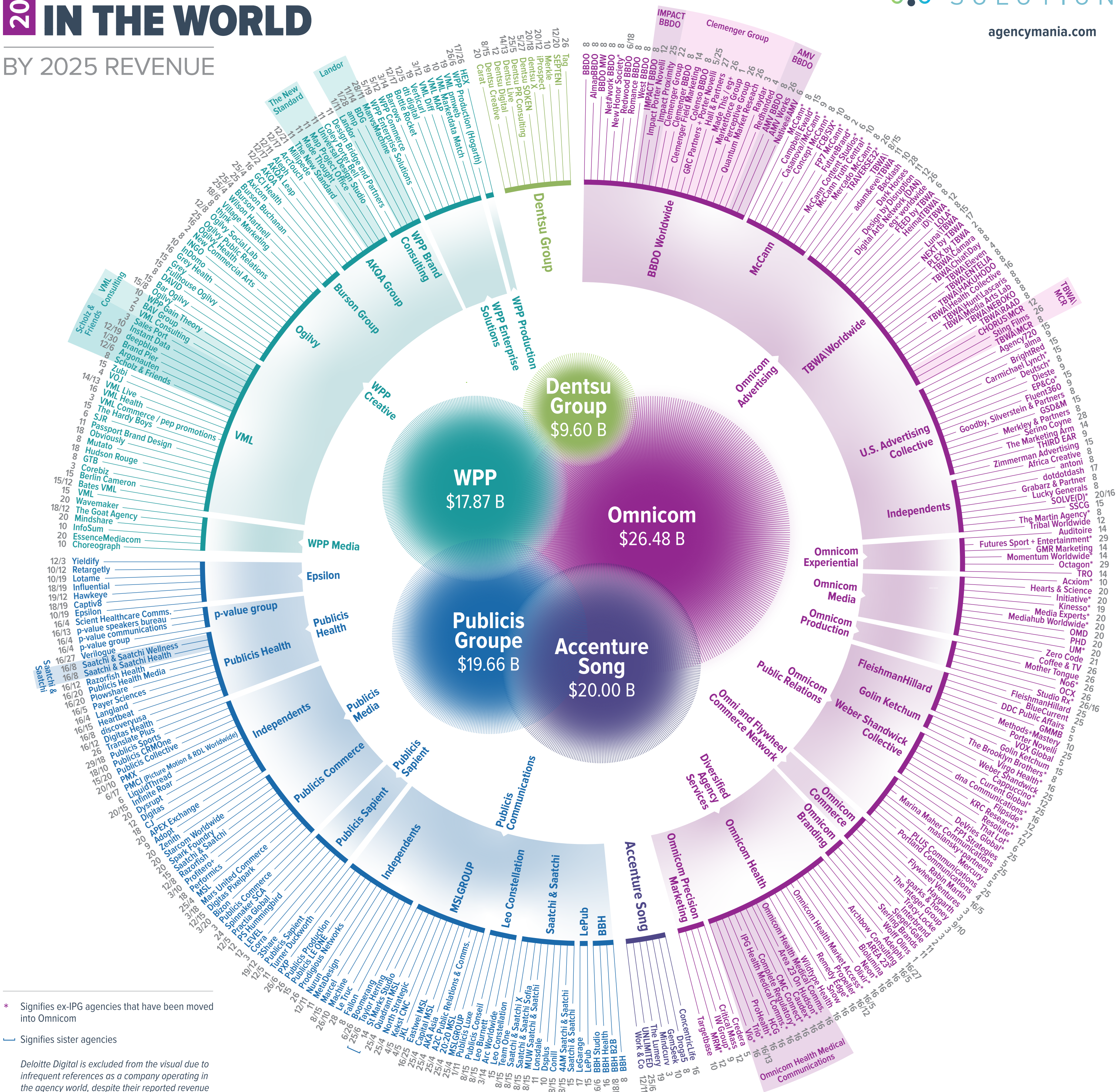


2026 TOP 15 AGENCIES IN THE WORLD

BY 2025 REVENUE



agencymania.com



AREAS OF DISCIPLINE

1	Branding	11	Design + Brand Strategy	21	Mobile Gaming
2	Brand Consulting + Experience	12	Digital	22	Multi-Disciplinary
3	Commerce-related Services	13	Event Marketing	23	Out-of-home
4	Communication	14	Experiential	24	Other
5	Consulting	15	Full-Service	25	PR
6	Content	16	Healthcare	26	Production
7	Corporate Trading	17	Innovation	27	Research
8	Creative	18	Marketing	28	Specialist Creative
9	Cultural	19	Marketing Science + Tech	29	Sponsorship Consulting
10	Data + Insight	20	Media	30	Strategy + Design

NOTABLE CHANGES

- Omnicom's acquisition of IPG finalized at the end of 2025, solidifying the No.1 spot for Omnicom for the first time since 2008.
- Worldwide revenue for the 25 biggest agency companies increased 3.7% to **\$158.8 billion** in 2025. Though, legacy holding companies account for a smaller share of that revenue this year.
- The U.S. share of top-25 revenue slipped to **42.9%** in 2025 as the market grew slower than the rest of the world. Some of the strongest U.S. gains coming from foreign-headquartered firms including Publicis, TCS, and Cheil (Ad Age).
- Omnicom retired several legacy agencies following its Interpublic acquisition: FCB folded into BBDO, while TBWA absorbed DDB and MullenLowe.
- The four largest holding companies shed a net 11,689 employees in 2025, with the Omnicom-IPG merger accounting for 70.2% of the losses.
- After an average 8% headcount cut in 2025, Forrester now forecasts a 15% reduction in 2026, citing automation, AI and restructuring. Both WPP and Omnicom have already announced additional 2026 cuts consistent with that pace (Forrester).

AGENCY

Agency		2024 (Billions)	2025 (Billions)	% Change (2024 vs. 2025)	Global HQ	Countries #	Employees #
1	Omnicom	\$26.381 B	\$26.481 B	+0.4%	New York	70+	120,000
2	Accenture Song	\$19.000 B	\$20.000 B	+5.3%	New York	120+	~8,000
3	Publicis Groupe	\$17.349 B	\$19.656 B	+13.3%	Paris	100+	114,079
4	WPP	\$18.846 B	\$17.866 B	-5.2%	London	112	98,655
5	Deloitte Digital	\$12.654 B	\$14.034 B	+10.9%	New York	150+	17,000+
6	Dentsu Group	\$9.326 B	\$9.598 B	+2.9%	Tokyo	120	68,000
7	BlueFocus Communications Group	\$8.455 B	\$9.557 B	+13%	Beijing	12	2,431
8	IBM iX	\$7.205 B	\$7.334 B	+1.8%	Armonk, NY	170+	300,000+
9	Hakuhodo DY Holdings	\$6.345 B	\$5.946 B	-6.3%	Tokyo	20	28,921
10	TCS Interactive	\$3.048 B	\$3.493 B	+14.6%	Mumbai	55	7,336
11	Havas	\$3.099 B	\$3.291 B	+6.2%	Puteaux, FR	100+	19,793
12	Cheil Worldwide	\$3.188 B	\$3.200 B	+0.4%	Seoul	55	8,000
13	Stagwell	\$2.841 B	\$2.909 B	+2.4%	New York	34+	10,000+
14	Serviceplan Group	\$2.661 B	\$2.721 B	+2.2%	Munich	20+	3,342
15	RRD	\$2.218 B	\$2.105 B	-5.1%	Chicago	30	~36,400

Agency Mania Solutions offers automated, SaaS-based solutions, along with an array of consulting services, designed to significantly improve the ability of brand advertisers to effectively manage their agency relationships. The outcome is more creative, cost effective, and consistent agency performances.