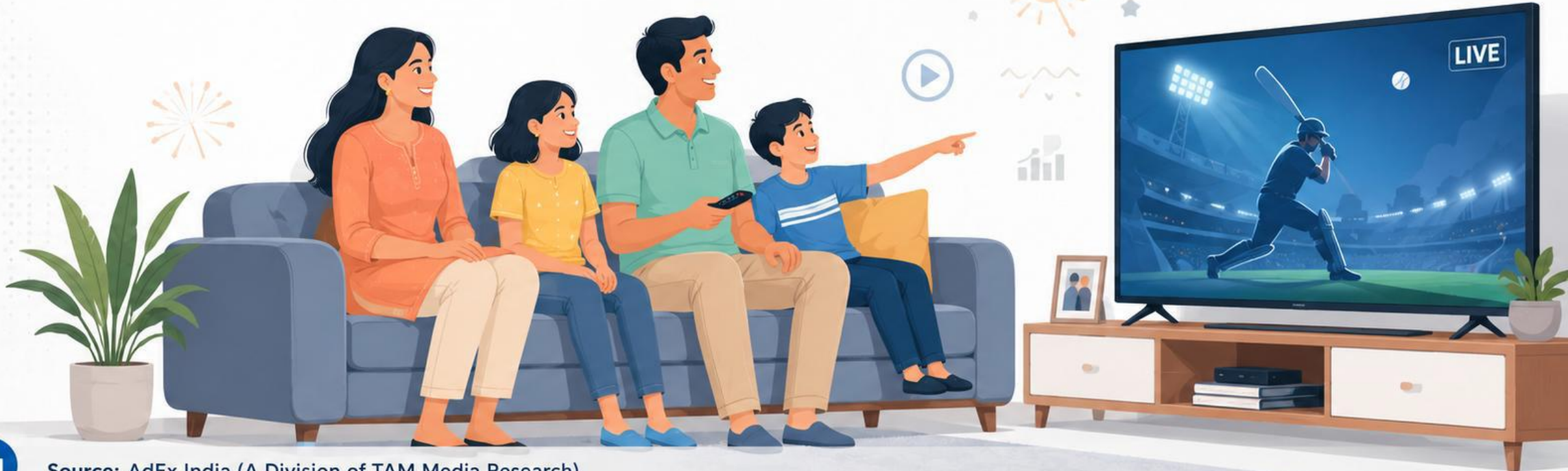


Jan-Jul'26 Report

TELEVISION ADVERTISING

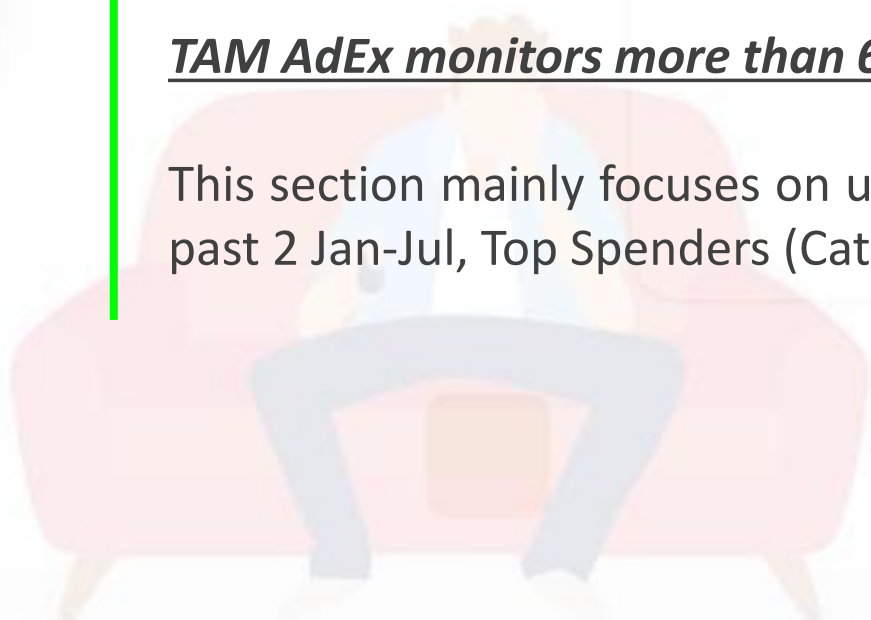


Advertising Overview on Television

A **Television** advertisement (also called a **television commercial**, **commercial**, **ad TV** advert or simply an advert) is a span of **television** programming produced and paid for by an organization. It conveys a message, aimed to market a product or service.

TAM AdEx monitors more than 600+ TV Channels

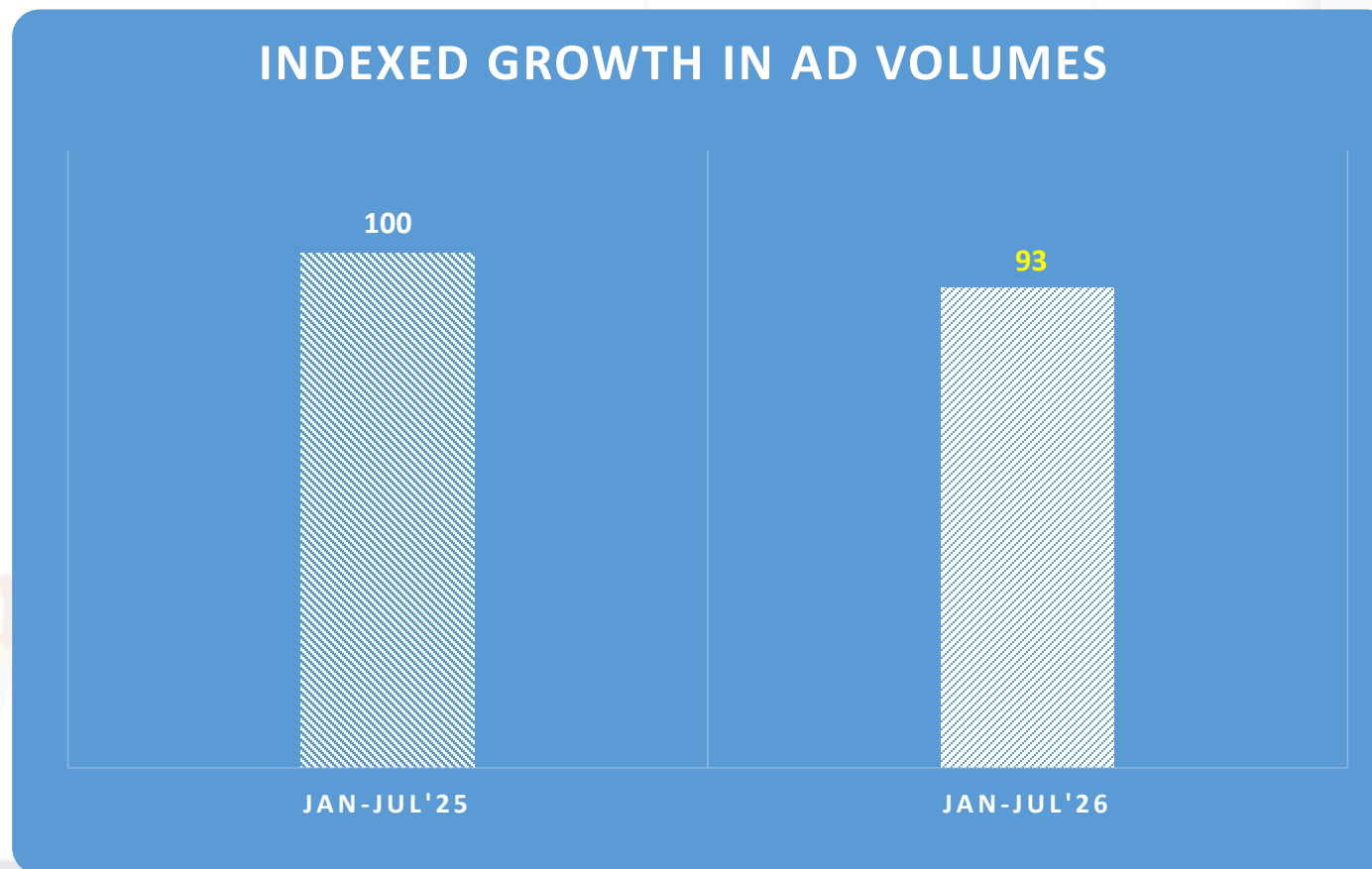
This section mainly focuses on understanding the advertising trends in comparison to the past 2 Jan-Jul, Top Spenders (Categories , Advertisers & Brands) on TV.



Highlights

- 01 Indexed Ad Volumes/channel on Television dropped by **7%** in Jan-Jul'26 over Jan-Jul'25.
- 02 **Food & Beverage** Sector topped with **23%** during Jan-Jul'26.
- 03 **Toilet Soaps** led the categories during Jan-Jul'26; '**Biscuits**' was the new entrant among the Top 10.
- 04 **Ecom-Other Services** was the top grown category in terms of Ad Volumes in Jan-Jul'26 over Jan-Jul'25.
- 05 **FMCG** players dominated the list of Top 10 advertisers with **Reckitt Benckiser** leading the list.
- 06 **7** out of Top 10 brands were from **Reckitt Benckiser** during Jan-Jul'26.
- 07 During Jan-Jul'26, **GEC Channel Genre** tops the genre for advertising, similar to the same period in 2025.
- 08 The Top 5 channels genres accounted for more than **90%** share of TV Ad Volumes during both Jan-Jul'25 and Jan-Jul'26.

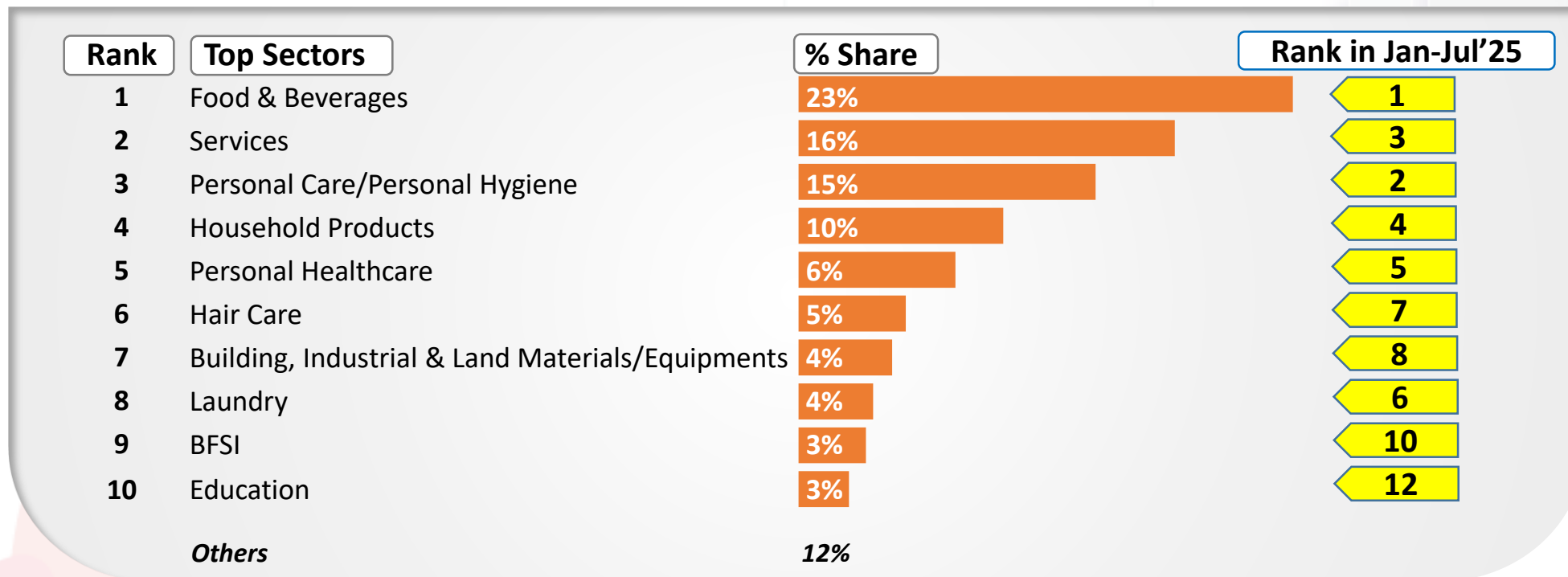
Indexed Ad Volumes per channel on Television in Jan-Jul'25-26



Index: Jan - Jul'25 =100

- Television Ad Volumes during Jan-Jun'25 witnessed a modest **7%** correction compared to the same period last year, indicating a phase of strategic recalibration in advertiser spending.
- There was 9% drop in Jan-Jul'25 over Jan-Jul'24, which shows that there was modest correction in Ad Vol of Jan-Jul'26.

‘Food & Beverages’-The Leading Sector with 23% share of Ad Volumes

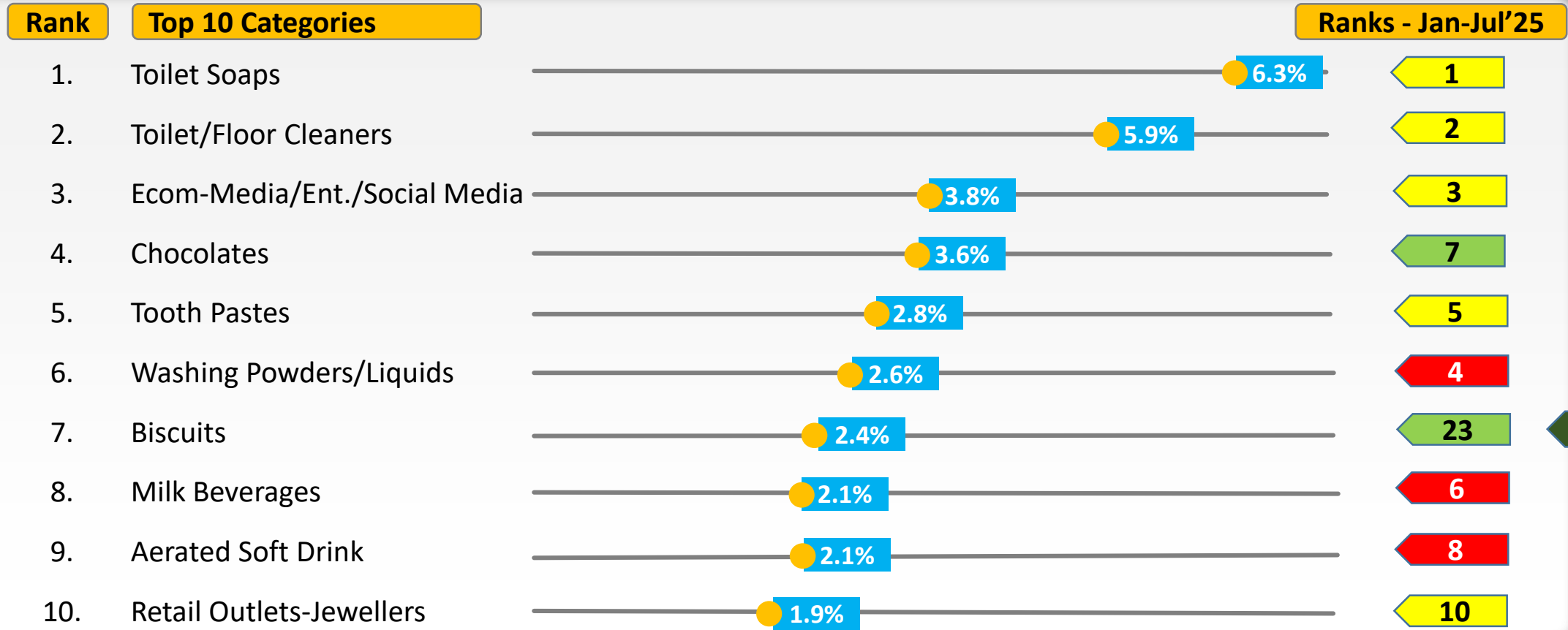


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- In Jan-Jul'26, ‘Food & Beverage’ (23%) was on top followed by ‘Services’ sector with 16% share.
- Ranking of **Personal Care/Personal Hygiene, Building, Industrial & Land Materials/Equipments, BFSI** and **Education** sectors improved in the top 10 list during Jan-Jul'26 over Jan-Jul'25.
- Top 10 Sectors contribute nearly 90% of the ad volume share in Jan-Jul'26.

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'Toilet Soaps' led the categories during Jan-Jul'26



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- The Top 10 categories together added **33%** share of ad volumes in Jan-Jul'26.
- In the period from Jan-Jul'26, 2 categories showed a positive shift in rank compared to the same period in 2025.
- **'Biscuits'** was the new entrants among the Top 10 categories during Jan-Jul'26.
- 5 out of Top 10 categories maintained their respective rankings in Jan-Jul'26 compared to Jan-Jul'25.

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Top Growing Categories : 150+ Categories registered Positive Growth

Rank	Top 10 Growing Categories (Jan-Jul'26) (based on highest increase in actual Ad Volumes)	Growth
1	Ecom-Other Services	10.2 Times
2	Biscuits	2.1 Times
3	Chocolates	36%
4	Other Hair Dressing	3.8 Times
5	Coffee	36%
6	Fitness Equipments/Clinics	2.9 Times
7	Two Wheelers	35%
8	Noodles/Pasta	67%
9	Life Insurance	46%
10	Range of Hair Care	2.0 Times

- “
- ‘Ecom-Other Services’ category saw highest increase in Ad secondages with **10.2 times** growth followed by ‘Biscuits’ with **2.1 Times** growth during Jan-Jul’26 compared to Jan-Jul’25.
- ”

Leading Advertisers: FMCG Players dominated the top 10 list

Top 10 Advertisers (Jan-Jul'26): [4,600+]		Rank (Jan-Jul'25)	
1.	Reckitt Benckiser (India)	2	
2.	Hindustan Unilever	1	
3.	Godrej Consumer Products	3	
4.	Cadburys India	5	
5.	Coca Cola India	6	
6.	Nestle India	7	
7.	P&G	4	
8.	Wipro Enterprises	11	New Entrant
9.	Britannia Industries	58	New Entrant
10.	Google	3203	New Entrant

“

- 'Reckitt' topped the list followed by 'HUL' during Jan-Jul'26.
- The Top 10 advertisers together added **43%** share of Ad Volumes during Jan-Jul'26.
- 7 out of Top 10 Advertisers witnessed the positive rank shift in Jan-Jul'26 over Jan-Jul'25.

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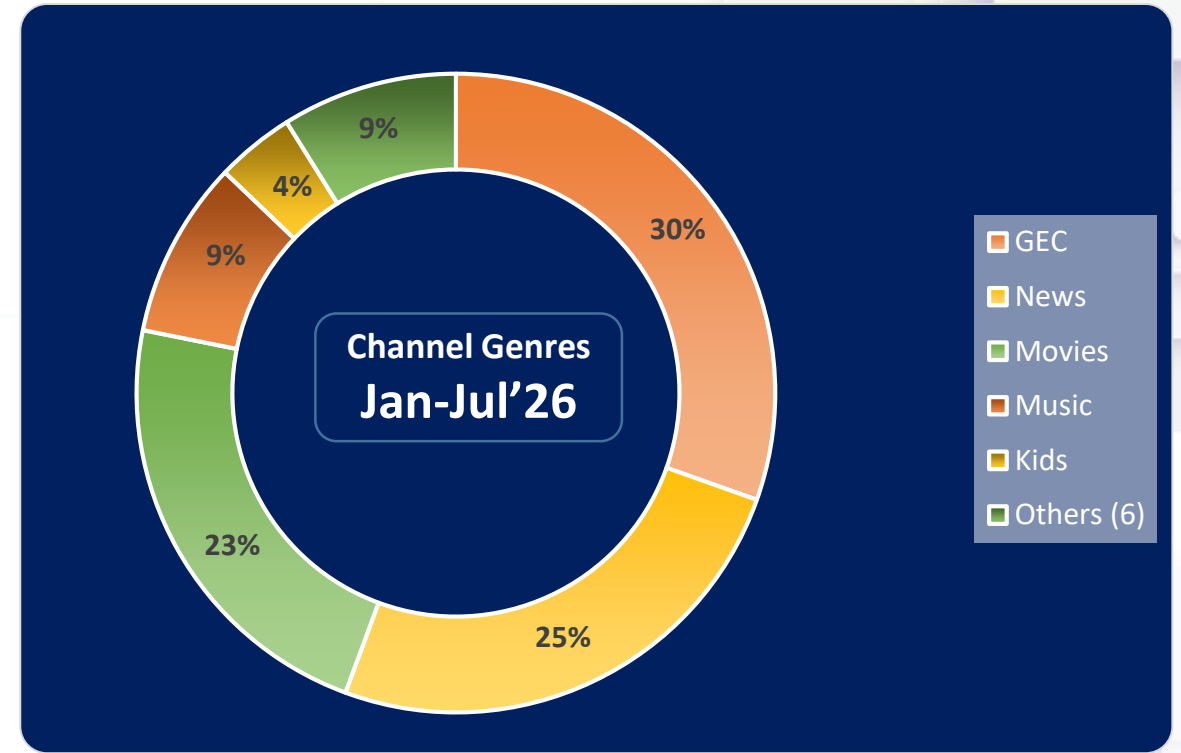
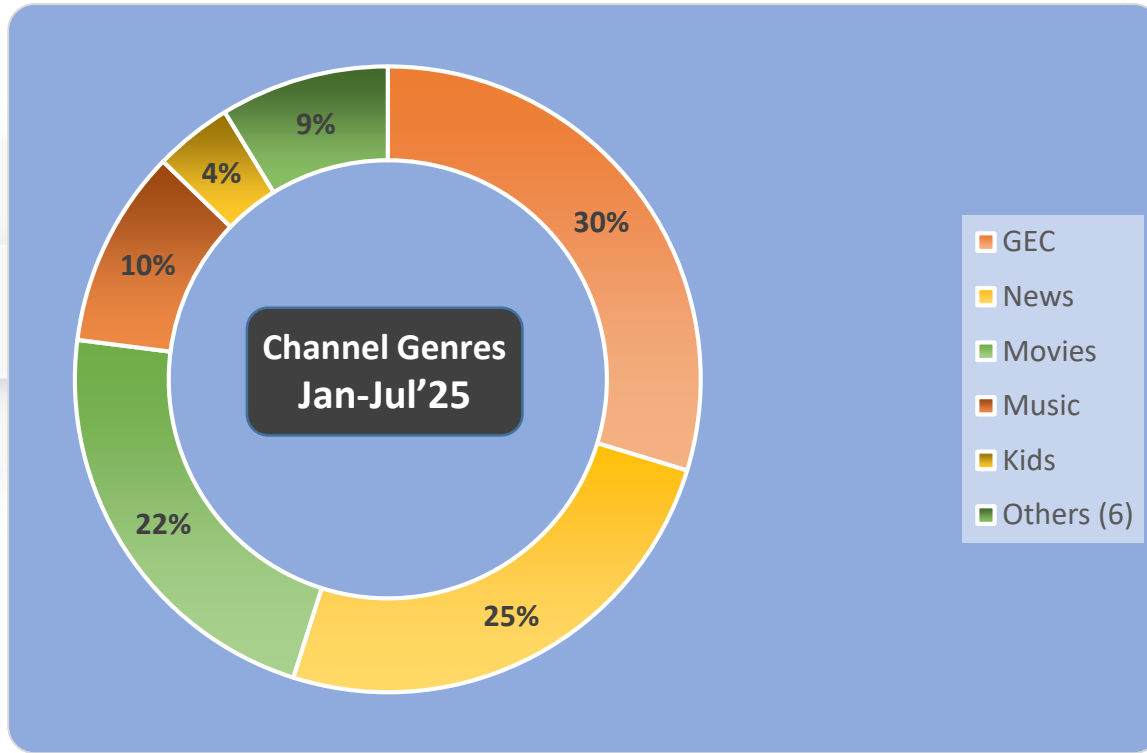
‘Harpic Power Plus 10x Total Clean’ was the top brand on TV during Jan-Jul’26

Rank	Top 10 Brands (Jan-Jul’26): [7,200+]
1	Harpic Power Plus 10x Total Clean
2	Dettol Toilet Soaps
3	Dettol Antiseptic Liquid
4	Lizol All In 1
5	Dettol Icy Cool
6	Harpic Bathroom Ultra 10x
7	Moov Pain Balm
8	Ultratech Cement
9	Flipkart.Com
10	Google Search Engine

Top 10 Brands contributed **11%** share of Television Ad Volumes

- During Jan-Jul’26, total **7.2K+** brands were present on Television.
- **7** out of Top 10 brands were from ‘**Reckitt Benckiser**’ and **2** were from ‘**HUL**’.

Top 5 Channel Genres Jan-Jul'26 : GEC and News had 56% of Ad Volumes



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- 'GEC' channel genre leads among TV genres during both Jan-Jul'25 and Jan-Jul'26.
- Top 5 channels genres accounted for more than **90%** share of Ad Volumes during both Jan-Jul'25 and Jan-Jul'26.

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