

Global Internet Advertising Market Analysis 2015-2019 and Forecast 2020-2025

<https://marketpublishers.com/r/G2153DC7E96EN.html>

Date: January 2020

Pages: 122

Price: US\$ 2,980.00 (Single User License)

ID: G2153DC7E96EN

Abstracts

SNAPSHOT

Online advertising, also called online or Internet advertising or web advertising, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. Online advertising is a marketing strategy that involves the use of the Internet as a medium to obtain website traffic and target and deliver marketing messages to the right customers. Online advertising is geared toward defining markets through unique and useful applications.

The global Internet Advertising market size is estimated at xxx million USD with a CAGR xx% from 2015-2019 and is expected to reach xxx Million USD in 2020 with a CAGR xx% from 2020 to 2025. The report begins from overview of Industry Chain structure, and describes industry environment, then analyses market size and forecast of Internet Advertising by product, region and application, in addition, this report introduces market competition situation among the vendors and company profile, besides, market price analysis and value chain features are covered in this report.

Product Type Coverage (Market Size & Forecast, Major Company of Product Type etc.):

Search Ads

Mobile Ads

Banner Ads

Classified Ads

Digital Video Ads

Others

Company Coverage (Company Profile, Sales Revenue, Price, Gross Margin, Main Products etc.):

Alphabet

Facebook

Baidu

Yahoo! Inc

Microsoft

Alibaba

Tencent

Twitter

Aol(Verizon Communications)

eBay

Linkedin

Amazon

IAC

Soho

Pandora

Application Coverage (Market Size & Forecast, Different Demand Market by Region, Main Consumer Profile etc.):

Retail

Automotive

Entertainment

Financial Services

Telecom

Consumer Goods

Others

Region Coverage (Regional Production, Demand & Forecast by Countries etc.):

North America (U.S., Canada, Mexico)

Europe (Germany, U.K., France, Italy, Russia, Spain etc.)

Asia-Pacific (China, India, Japan, Southeast Asia etc.)

South America (Brazil, Argentina etc.)

Middle East & Africa (Saudi Arabia, South Africa etc.)

Contents

1 INDUSTRY OVERVIEW

1.1 Internet Advertising Industry

Figure Internet Advertising Industry Chain Structure

1.1.1 Overview

1.1.2 Development of Internet Advertising

1.2 Market Segment

1.2.1 Upstream

Table Upstream Segment of Internet Advertising

1.2.2 Downstream

Table Application Segment of Internet Advertising

Table Global Internet Advertising Market 2015-2025, by Application, in USD Million

1.3 Cost Analysis

2 INDUSTRY ENVIRONMENT (PEST ANALYSIS)

2.1 Policy

2.2 Economics

2.3 Sociology

2.4 Technology

3 INTERNET ADVERTISING MARKET BY TYPE

3.1 By Type

3.1.1 Search Ads

Table Major Company List of Search Ads

3.1.2 Mobile Ads

Table Major Company List of Mobile Ads

3.1.3 Banner Ads

Table Major Company List of Banner Ads

3.1.4 Classified Ads

Table Major Company List of Classified Ads

3.1.5 Digital Video Ads

Table Major Company List of Digital Video Ads

3.1.6 Others

Table Major Company List of Others

3.2 Market Size

Table Global Internet Advertising Market 2015-2019, by Type, in USD Million

Figure Global Internet Advertising Market Growth 2015-2019, by Type, in USD Million

3.3 Market Forecast

Table Global Internet Advertising Market Forecast 2020-2025, by Type, in USD Million

4 MAJOR COMPANIES LIST

4.1 Alphabet (Company Profile, Sales Data etc.)

4.1.1 Alphabet Profile

Table Alphabet Overview List

4.1.2 Alphabet Products & Services

4.1.3 Alphabet Business Operation Conditions

Table Business Operation of Alphabet (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

4.2 Facebook (Company Profile, Sales Data etc.)

4.2.1 Facebook Profile

Table Facebook Overview List

4.2.2 Facebook Products & Services

4.2.3 Facebook Business Operation Conditions

Table Business Operation of Facebook (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

4.3 Baidu (Company Profile, Sales Data etc.)

4.3.1 Baidu Profile

Table Baidu Overview List

4.3.2 Baidu Products & Services

4.3.3 Baidu Business Operation Conditions

Table Business Operation of Baidu (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

4.4 Yahoo! Inc (Company Profile, Sales Data etc.)

4.4.1 Yahoo! Inc Profile

Table Yahoo! Inc Overview List

4.4.2 Yahoo! Inc Products & Services

4.4.3 Yahoo! Inc Business Operation Conditions

Table Business Operation of Yahoo! Inc (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

4.5 Microsoft (Company Profile, Sales Data etc.)

4.5.1 Microsoft Profile

Table Microsoft Overview List

4.5.2 Microsoft Products & Services

4.5.3 Microsoft Business Operation Conditions

Table Business Operation of Microsoft (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

4.6 Alibaba (Company Profile, Sales Data etc.)

4.6.1 Alibaba Profile

Table Alibaba Overview List

4.6.2 Alibaba Products & Services

4.6.3 Alibaba Business Operation Conditions

Table Business Operation of Alibaba (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

4.7 Tencent (Company Profile, Sales Data etc.)

4.7.1 Tencent Profile

Table Tencent Overview List

4.7.2 Tencent Products & Services

4.7.3 Tencent Business Operation Conditions

Table Business Operation of Tencent (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

4.8 Twitter (Company Profile, Sales Data etc.)

4.8.1 Twitter Profile

Table Twitter Overview List

4.8.2 Twitter Products & Services

4.8.3 Twitter Business Operation Conditions

Table Business Operation of Twitter (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

4.9 Aol(Verizon Communications) (Company Profile, Sales Data etc.)

4.9.1 Aol(Verizon Communications) Profile

Table Aol(Verizon Communications) Overview List

4.9.2 Aol(Verizon Communications) Products & Services

4.9.3 Aol(Verizon Communications) Business Operation Conditions

Table Business Operation of Aol(Verizon Communications) (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

4.10 eBay (Company Profile, Sales Data etc.)

4.10.1 eBay Profile

Table eBay Overview List

4.10.2 eBay Products & Services

4.10.3 eBay Business Operation Conditions

Table Business Operation of eBay (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

4.11 LinkedIn (Company Profile, Sales Data etc.)

4.11.1 LinkedIn Profile

Table LinkedIn Overview List

4.11.2 LinkedIn Products & Services

4.11.3 LinkedIn Business Operation Conditions

Table Business Operation of LinkedIn (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

4.12 Amazon (Company Profile, Sales Data etc.)

4.12.1 Amazon Profile

Table Amazon Overview List

4.12.2 Amazon Products & Services

4.12.3 Amazon Business Operation Conditions

Table Business Operation of Amazon (Sales Revenue, Cost, Gross Margin)

4.13 IAC (Company Profile, Sales Data etc.)

4.13.1 IAC Profile

Table IAC Overview List

4.13.2 IAC Products & Services

4.13.3 IAC Business Operation Conditions

Table Business Operation of IAC (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

4.14 Soho (Company Profile, Sales Data etc.)

4.14.1 Soho Profile

Table Soho Overview List

4.14.2 Soho Products & Services

4.14.3 Soho Business Operation Conditions

Table Business Operation of Soho (Sales Revenue, Cost, Gross Margin)

4.15 Pandora (Company Profile, Sales Data etc.)

4.15.1 Pandora Profile

Table Pandora Overview List

4.15.2 Pandora Products & Services

4.15.3 Pandora Business Operation Conditions

Table Business Operation of Pandora (Sales Revenue, Cost, Gross Margin)

5 MARKET COMPETITION

5.1 Company Competition

Table Global Internet Advertising Sales Revenue 2015-2019, by Company, in USD Million

Table Global Internet Advertising Sales Revenue Share 2015-2019, by Company, in USD Million

Figure Global Internet Advertising Sales Revenue Share in 2019, by Company, in USD Million

5.2 Regional Market by Company

Figure North America Internet Advertising Market Concentration, in 2019

Figure Europe Internet Advertising Market Market Concentration, in 2019

Figure Asia-Pacific Internet Advertising Market Concentration, in 2019

Figure South America Internet Advertising Market Concentration, in 2019

Figure Middle East & Africa Internet Advertising Market Concentration, in 2019

6 DEMAND BY END MARKET

6.1 Demand Situation

6.1.1 Demand in Retail

Figure Internet Advertising Demand in Retail, 2015-2019, in USD Million

6.1.2 Demand in Automotive

Figure Internet Advertising Demand in Automotive, 2015-2019, in USD Million

6.1.3 Demand in Entertainment

Figure Internet Advertising Demand in Entertainment, 2015-2019, in USD Million

6.1.4 Demand in Financial Services

Figure Internet Advertising Demand in Financial Services, 2015-2019, in USD Million

6.1.5 Demand in Telecom

Figure Internet Advertising Demand in Telecom, 2015-2019, in USD Million

6.1.6 Demand in Consumer Goods

Figure Internet Advertising Demand in Consumer Goods, 2015-2019, in USD Million

6.1.7 Demand in Others

Figure Internet Advertising Demand in Others, 2015-2019, in USD Million

6.2 Regional Demand Comparison

Table Regional Demand Comparison List

Table Major Application in Different Regions

6.3 Demand Forecast

Table Internet Advertising Demand Forecast 2020-2025, by Application, in USD Million

Figure Internet Advertising Market Growth 2020-2025, by Application, in USD Million

Figure Internet Advertising Market Share in 2025, by Application, in USD Million

7 REGION OPERATION

7.1 Regional Production

Table Internet Advertising Production 2015-2019, by Region, in USD Million

7.2 Regional Market

Table Global Internet Advertising Market 2015-2019, by Region, in USD Million

Table Global Internet Advertising Market Share 2015-2019, by Region, in USD Million

7.3 by Region

7.3.1 North America

7.3.1.1 Overview

Figure North America Internet Advertising Market Size and Growth 2015-2019, in USD Million

7.3.1.2 by Country (U.S., Canada, Mexico)

Table North America Internet Advertising Market Size 2015-2019, by Country, in USD Million

7.3.2 Europe

7.3.2.1 Overview

Figure Europe Internet Advertising Market Size and Growth 2015-2019, in USD Million

7.3.2.2 by Country (Germany, U.K., France, Italy, Russia, Spain etc.)

Table Europe Internet Advertising Market Size 2015-2019, by Country, in USD Million

7.3.3 Asia-Pacific

7.3.3.1 Overview

Figure Asia-Pacific Internet Advertising Market Size and Growth 2015-2019, in USD Million

7.3.3.2 by Country (China, India, Japan, Southeast Asia etc.)

Table Asia-Pacific Internet Advertising Market Size 2015-2019, by Country, in USD Million

7.3.4 South America

7.3.4.1 Overview

Figure South America Internet Advertising Market Size and Growth 2015-2019, in USD Million

7.3.4.2 by Country (Brazil, Argentina etc.)

Table South America Internet Advertising Market Size 2015-2019, by Country, in USD Million

7.3.5 Middle East & Africa

7.3.5.1 Overview

Figure Middle East & Africa Internet Advertising Market Size and Growth 2015-2019, in USD Million

7.3.5.2 by Country (Saudi Arabia, South Africa etc.)

Table Middle East & Africa Internet Advertising Market Size 2015-2019, by Country, in USD Million

7.4 Regional Import & Export

7.5 Regional Forecast

Table Internet Advertising Market Forecast 2020-2025, by Region, in USD Million

8 MARKETING & PRICE

8.1 Price and Margin

8.1.1 Price Trends

8.1.2 Factors of Price Change

Table Price Factors List

8.1.3 Manufacturers Gross Margin Analysis

8.2 Marketing Channel

Figure Marketing Channels Overview

9 RESEARCH CONCLUSION

List Of Tables

LIST OF TABLES

Table Upstream Segment of Internet Advertising

Table Application Segment of Internet Advertising

Table Global Internet Advertising Market 2015-2025, by Application, in USD Million

Table Major Company List of Mobile Ads

Table Major Company List of Banner Ads

Table Major Company List of Classified Ads

Table Major Company List of Digital Video Ads

Table Major Company List of Others

Table Global Internet Advertising Market 2015-2019, by Type, in USD Million

Table Global Internet Advertising Market Forecast 2020-2025, by Type, in USD Million

Table Alphabet Overview List

Table Business Operation of Alphabet (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Facebook Overview List

Table Business Operation of Facebook (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Baidu Overview List

Table Business Operation of Baidu (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Yahoo! Inc Overview List

Table Business Operation of Yahoo! Inc (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Microsoft Overview List

Table Business Operation of Microsoft (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Alibaba Overview List

Table Business Operation of Alibaba (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Tencent Overview List

Table Business Operation of Tencent (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Twitter Overview List

Table Business Operation of Twitter (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Aol(Verizon Communications) Overview List

Table Business Operation of Aol(Verizon Communications) (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table eBay Overview List

Table Business Operation of eBay (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table LinkedIn Overview List

Table Business Operation of LinkedIn (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Amazon Overview List

Table Business Operation of Amazon (Sales Revenue, Cost, Gross Margin)

Table IAC Overview List

Table Business Operation of IAC (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Soho Overview List

Table Business Operation of Soho (Sales Revenue, Cost, Gross Margin)

Table Pandora Overview List

Table Business Operation of Pandora (Sales Revenue, Cost, Gross Margin)

Table Global Internet Advertising Sales Revenue 2015-2019, by Company, in USD Million

Table Global Internet Advertising Sales Revenue Share 2015-2019, by Company, in USD Million

Table Regional Demand Comparison List

Table Major Application in Different Regions

Table Internet Advertising Demand Forecast 2020-2025, by Application, in USD Million

Table Internet Advertising Production 2015-2019, by Region, in USD Million

Table Global Internet Advertising Market 2015-2019, by Region, in USD Million

Table Global Internet Advertising Market Share 2015-2019, by Region, in USD Million

Table North America Internet Advertising Market Size 2015-2019, by Country, in USD Million

Table Europe Internet Advertising Market Size 2015-2019, by Country, in USD Million

Table Asia-Pacific Internet Advertising Market Size 2015-2019, by Country, in USD Million

Table South America Internet Advertising Market Size 2015-2019, by Country, in USD Million

Table Middle East & Africa Internet Advertising Market Size 2015-2019, by Country, in USD Million

Table Internet Advertising Market Forecast 2020-2025, by Region, in USD Million

Table Price Factors List

List Of Figures

LIST OF FIGURES

Figure Internet Advertising Industry Chain Structure

Figure Global Internet Advertising Market Growth 2015-2019, by Type, in USD Million

Figure Global Internet Advertising Sales Revenue Share in 2019, by Company, in USD Million

Figure North America Internet Advertising Market Concentration, in 2019

Figure Europe Internet Advertising Market Market Concentration, in 2019

Figure Asia-Pacific Internet Advertising Market Concentration, in 2019

Figure South America Internet Advertising Market Concentration, in 2019

Figure Middle East & Africa Internet Advertising Market Concentration, in 2019

Figure Internet Advertising Demand in Retail, 2015-2019, in USD Million

Figure Internet Advertising Demand in Automotive, 2015-2019, in USD Million

Figure Internet Advertising Demand in Entertainment, 2015-2019, in USD Million

Figure Internet Advertising Demand in Financial Services, 2015-2019, in USD Million

Figure Internet Advertising Demand in Telecom, 2015-2019, in USD Million

Figure Internet Advertising Demand in Consumer Goods, 2015-2019, in USD Million

Figure Internet Advertising Demand in Others, 2015-2019, in USD Million

Figure Internet Advertising Market Growth 2020-2025, by Application, in USD Million

Figure Internet Advertising Market Share in 2025, by Application, in USD Million

Figure North America Internet Advertising Market Size and Growth 2015-2019, in USD Million

Figure Europe Internet Advertising Market Size and Growth 2015-2019, in USD Million

Figure Asia-Pacific Internet Advertising Market Size and Growth 2015-2019, in USD Million

Figure South America Internet Advertising Market Size and Growth 2015-2019, in USD Million

Figure Middle East & Africa Internet Advertising Market Size and Growth 2015-2019, in USD Million

Figure Marketing Channels Overview

I would like to order

Product name: Global Internet Advertising Market Analysis 2015-2019 and Forecast 2020-2025

Product link: <https://marketpublishers.com/r/G2153DC7E96EN.html>

Price: US\$ 2,980.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G2153DC7E96EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970