

Digital Advertising: Global Market Opportunities and Forecast to 2027

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Abstracts

Report Scope:

This report provides an overview and analysis of the global market for digital advertising. Using 2021 as the base year, the report provides estimated market data for the forecast period of 2022 through 2027. This report also offers insights on drivers, restraints, and opportunities for the market, which were gathered through primary and secondary research. It also covers various market factors, including COVID-19 impact, Porter's five forces, and use case analysis.

This report has been prepared in a simple, easy-to-understand format, with some tables and charts/figures. The report's scope includes a detailed study of global and regional markets for ad format, device type, pricing model, end-users, and region. The qualitative and quantitative data of all segments are provided in the report. The report examines each segment, determines its current market size, and estimates its future market sizes with compound annual growth rates (CAGRs).

The report also provides detailed profiles of the significant digital advertising players and their strategies to enhance their market presence. The report provides a competitive landscape that includes a market ranking/share analysis of top digital advertising providers in 2021.

Report Includes:

72 data tables and 28 additional tables

An updated overview and analysis of the global market for digital advertising

Analyses of the global market trends, with historic market revenue for 2021, estimates for 2022, and projections of compound annual growth rates (CAGRs) through 2027

Understanding of the upcoming market opportunities and growth driving factors for digital ads, and areas of focus to forecast this market into various segments and sub-segments

Estimation of the actual market size and revenue forecast for global digital advertising market in USD million values, and its corresponding market share analysis based on the advertisement format, device type, pricing model, end-user, and region

In-depth information (facts and figures) on the major market driving trends, opportunities and challenges, technology advancements, value chain analysis, and competitive environment in the global digital advertising market

Coverage of the technological, economic, and business considerations of the digital advertising industry, with market data analyses and growth forecasts through 2027

Updated information on key mergers and acquisition deals, agreements, collaborations and other impactful strategies adopted by key players in the global digital advertising market

Identification of the major stakeholders and analysis of the company competitive landscape based on their recent market developments, financial performance, and segmental revenues

Descriptive company profiles of the leading global players, including Alibaba Group Holding Group Ltd., Microsoft Corp., Tencent Holdings Ltd., Twitter Inc., Adobe Inc. and Alphabet Inc.

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IAC INC.
LIVERAMP HOLDINGS INC.
META PLATFORMS INC.
MICROSOFT CORP.
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