

Global AdTech Market Size study & Forecast, by Solution (Demand-Side Platforms (DSPs), Supply-Side Platforms (SSPs), Ad Networks, Data Management Platforms (DMPs), Others), By Advertising Type (Programmatic Advertising, Search Advertising, Display Advertising, Mobile Advertising, Email Marketing, Others), By Platform (Mobile, Web, Others), By Enterprise Size (Small and Medium Enterprise (SME), Large Enterprise), By Vertical (Media & Entertainment, BFSI, Retail & Consumer Goods, IT & Telecom, Others), and Regional Analysis, 2022-2029

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Abstracts

Global AdTech Market is valued at approximately USD 779.41 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 13.7% over the forecast period 2022-2029. The term 'AdTech' refers to the software and technologies used by publishers, platforms, brands, and agencies to target, deliver, and track their digital advertising campaigns. Platforms for AdTech software assist agencies and brands in buying advertising space. The AdTech industry comprises a variety of demand-side platforms (DSPs), ad exchanges, data management platforms (DMPs), supply-side platforms (SSPs), and other businesses and products. Advertisers can use these tools to target the appropriate audiences for their ads, make the most of their advertising budgets, and assess the success of their campaigns. The market growth is primarily driven by the factors such as the growth of mobile & online video, consumer inclination to online media, coupled with the high usage of smartphones and the internet.

The surge in inclination towards digital advertising is acting as a major driving factor that is leading the market expansion globally. According to Statista, in 2021, the expenditure on digital advertising was estimated to account for USD 521.02 billion, which is projected to rise and is likely to reach USD 876.1 billion by 2026. Thereby, these aforementioned factors are expected to bolster the demand for AdTech in the global market. In addition, the growing investments in R&D to create new and improved AdTech solutions, as well as the rising demand for programmatic advertising is presenting various lucrative opportunities over the forecasting years. However, the presence of ad-blocking software, and increasing concerns regarding the use of personal data in advertising are hampering the market growth over the forecast period of 2022-2029.

The key regions considered for the Global AdTech Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America dominated the market in terms of revenue, owing to the growing penetration of digital advertising and increase in the growth of DMPs and marketing analytics platforms. Whereas, Asia Pacific is expected to grow at the highest growth rate over the forecasting period. Factors such as the rising inclination toward video platforms such as Facebook, YouTube, Instagram, and TikTok, as well as the increasing proliferation of internet consumption are burgeoning the market growth in the forecasting years.

Major market players included in this report are:

Adobe

Alibaba Group Holding Limited

Amazon.com, Inc.

Criteo

Facebook Incorporation

Google Incorporation

Microsoft Incorporation

SpotX

Twitter Incorporation

Verizon

Recent Developments in the Market:

In June 2022, Vi announced the introduction of its own 'Ad-Tech' platform - Vi Ads, which is a self-serve interface designed to assist marketers to establish campaigns and obtain personalized insight, and leads the targeted outreach at hyper-local level.

Global AdTech Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Solution, Advertising Type, Platform, Enterprise Size, Vertical, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Solution:

Demand-Side Platforms (DSPs)

Supply-Side Platforms (SSPs)

Ad Networks

Data Management Platforms (DMPs)

Others

By Advertising Type:

Programmatic Advertising

Search Advertising

Display Advertising

Mobile Advertising

Email Marketing

Others

By Platform:

Mobile

Web

Others

By Enterprise Size:

Small and Medium Enterprise (SME)

Large Enterprise

By Vertical:

Media & Entertainment

BFSI

Retail & Consumer Goods

IT & Telecom

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

RoLA

Rest of the World

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