

Global Cloud Advertising Market Size study, by Type (Public Cloud, Private Cloud, Hybrid Cloud), by Service (Infrastructure as a Service, Software as a Service, Platform as a Service), by End Users (Retail, Media and Entertainment, IT and Telecom, BFSI, Government, Other End Users), and Regional Forecasts 2021-2027

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Abstracts

Global cloud advertising market is valued approximately at USD 2.3 billion in 2020 and is anticipated to grow with a healthy growth rate of about 19.6% over the forecast period 2021-2027. Cloud advertising deals with cloud-based services that support transaction, selection and delivery of advertising and related data in which price and content are determined during end-user access, by an auction mechanism which matches advertising impressions with bidders as they become available. The global cloud advertising market is being driven by increasing adoption of cloud service and growing need for targeted marketing and consumer analytics. Furthermore, growing impact of internet users and consumption of digital media will provide new opportunities for the global cloud advertising industry. For instance, according to Statista, the total number of internet users across the globe is expected to increase from 3.9 billion in 2018 to approximately 5.3 billion by 2023. Such growth in the internet users across the globe is expected to fuel developments in the market as software is hosted in cloud and accessed through internet. Hence, this is expected to boost the market growth. However, data security concerns may impede market growth over the forecast period of 2021-2027.

The regional analysis of the global cloud advertising market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America, and Rest of the

World. North America accounts for the largest share in terms of market revenue in the global cloud advertising market over the forecast period 2021-2027. Factors such as presence of a large number of market players in the region, growth in digital marketing and advertising industry, technological developments and advancements, etc. contribute towards the largest market share of the region in the forecast years.

Major market player included in this report are:

Adobe Inc.

Google LLC (Alphabet Inc.)

Sprinklr Inc.

Oracle Corp.

IBM Corp.

Microsoft Corp.

Salesforce.com Inc.

Amazon Web Services Inc.

InMobi Pte Ltd.

SAP SE

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 eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available 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 Type:

Public Cloud

Private Cloud

Hybrid Cloud

By Service:

Infrastructure as a Service (IaaS)

Software as a Service (SaaS)

Platform as a Service (PaaS)

By End Users:

Retail

Media and Entertainment

IT and Telecom
BFSI
Government
Other End Users
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
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027.

Target Audience of the Global Cloud Advertising Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2019-2027 (USD Billion)
 - 1.2.1. Cloud Advertising Market, by Region, 2019-2027 (USD Billion)
 - 1.2.2. Cloud Advertising Market, by Type, 2019-2027 (USD Billion)
 - 1.2.3. Cloud Advertising Market, by Service, 2019-2027 (USD Billion)
 - 1.2.4. Cloud Advertising Market, by End Users, 2019-2027 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL CLOUD ADVERTISING MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Scope of the Study
 - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL CLOUD ADVERTISING MARKET DYNAMICS

- 3.1. Cloud Advertising Market Impact Analysis (2019-2027)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Increasing adoption of cloud services
 - 3.1.1.2. Growing need for targeted marketing and consumer analytics
 - 3.1.2. Market Restraint
 - 3.1.2.1. Data security concerns
 - 3.1.3. Market Opportunities
 - 3.1.3.1. Growing impact of internet users and consumption of digital media

CHAPTER 4. GLOBAL CLOUD ADVERTISING MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers
 - 4.1.2. Bargaining Power of Buyers

- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model (2018-2027)
- 4.2. PEST Analysis
 - 4.2.1. Political
 - 4.2.2. Economical
 - 4.2.3. Social
 - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL CLOUD ADVERTISING MARKET, BY TYPE

- a. Market Snapshot
 - 5.1. Global Cloud Advertising Market by Type, Performance - Potential Analysis
 - 5.2. Global Cloud Advertising Market Estimates & Forecasts by Type 2018-2027 (USD Billion)
 - 5.3. Cloud Advertising Market, Sub Segment Analysis
 - 5.3.1. Public Cloud
 - 5.3.2. Private Cloud
 - 5.3.3. Hybrid Cloud

CHAPTER 6. GLOBAL CLOUD ADVERTISING MARKET, BY SERVICE

- b. Market Snapshot
 - 6.1. Global Cloud Advertising Market by Service, Performance - Potential Analysis
 - 6.2. Global Cloud Advertising Market Estimates & Forecasts by Service 2018-2027 (USD Billion)
 - 6.3. Cloud Advertising Market, Sub Segment Analysis
 - 6.3.1. Infrastructure as a Service (IaaS)
 - 6.3.2. Software as a Service (SaaS)
 - 6.3.3. Platform as a Service (PaaS)

CHAPTER 7. GLOBAL CLOUD ADVERTISING MARKET, BY END USERS

- c. Market Snapshot
 - 7.1. Global Cloud Advertising Market by End Users, Performance - Potential Analysis
 - 7.2. Global Cloud Advertising Market Estimates & Forecasts by End Users 2018-2027

(USD Billion)

7.3. Cloud Advertising Market, Sub Segment Analysis

- 7.3.1. Retail
- 7.3.2. Media and Entertainment
- 7.3.3. IT and Telecom
- 7.3.4. BFSI
- 7.3.5. Government
- 7.3.6. Other End Users

CHAPTER 8. GLOBAL CLOUD ADVERTISING MARKET, REGIONAL ANALYSIS

8.1. Cloud Advertising Market, Regional Market Snapshot

8.2. North America Cloud Advertising Market

- 8.2.1. U.S. Cloud Advertising Market
 - 8.2.1.1. Type breakdown estimates & forecasts, 2018-2027
 - 8.2.1.2. Service breakdown estimates & forecasts, 2018-2027
 - 8.2.1.3. End Users breakdown estimates & forecasts, 2018-2027
- 8.2.2. Canada Cloud Advertising Market

8.3. Europe Cloud Advertising Market Snapshot

- 8.3.1. U.K. Cloud Advertising Market
- 8.3.2. Germany Cloud Advertising Market
- 8.3.3. France Cloud Advertising Market
- 8.3.4. Spain Cloud Advertising Market
- 8.3.5. Italy Cloud Advertising Market
- 8.3.6. Rest of Europe Cloud Advertising Market

8.4. Asia-Pacific Cloud Advertising Market Snapshot

- 8.4.1. China Cloud Advertising Market
- 8.4.2. India Cloud Advertising Market
- 8.4.3. Japan Cloud Advertising Market
- 8.4.4. Australia Cloud Advertising Market
- 8.4.5. South Korea Cloud Advertising Market
- 8.4.6. Rest of Asia Pacific Cloud Advertising Market

8.5. Latin America Cloud Advertising Market Snapshot

- 8.5.1. Brazil Cloud Advertising Market
- 8.5.2. Mexico Cloud Advertising Market

8.6. Rest of The World Cloud Advertising Market

CHAPTER 9. COMPETITIVE INTELLIGENCE

9.1. Top Market Strategies

9.2. Company Profiles

9.2.1. Adobe Inc.

9.2.1.1. Key Information

9.2.1.2. Overview

9.2.1.3. Financial (Subject to Data Availability)

9.2.1.4. Product Summary

9.2.1.5. Recent Developments

9.2.2. Google LLC (Alphabet Inc.)

9.2.3. Sprinklr Inc.

9.2.4. Oracle Corp.

9.2.5. IBM Corp.

9.2.6. Microsoft Corp.

9.2.7. Salesforce.com Inc.

9.2.8. Amazon Web Services Inc.

9.2.9. InMobi Pte Ltd.

9.2.10. SAP SE

CHAPTER 10. RESEARCH PROCESS

10.1. Research Process

10.1.1. Data Mining

10.1.2. Analysis

10.1.3. Market Estimation

10.1.4. Validation

10.1.5. Publishing

10.2. Research Attributes

10.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 2. Global Cloud Advertising Market, report scope

TABLE 3. Global Cloud Advertising Market estimates & forecasts by region 2018-2027 (USD Billion)

TABLE 4. Global Cloud Advertising Market estimates & forecasts by Type 2018-2027 (USD Billion)

TABLE 5. Global Cloud Advertising Market estimates & forecasts by Service 2018-2027 (USD Billion)

TABLE 6. Global Cloud Advertising Market estimates & forecasts by End Users 2018-2027 (USD Billion)

TABLE 7. Global Cloud Advertising Market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 8. Global Cloud Advertising Market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 9. Global Cloud Advertising Market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 10. Global Cloud Advertising Market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 11. Global Cloud Advertising Market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 12. Global Cloud Advertising Market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 13. Global Cloud Advertising Market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 14. Global Cloud Advertising Market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 15. Global Cloud Advertising Market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 16. Global Cloud Advertising Market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 17. Global Cloud Advertising Market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 18. Global Cloud Advertising Market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 19. Global Cloud Advertising Market by segment, estimates & forecasts, 2018-2027 (USD Billion)

- TABLE 20. Global Cloud Advertising Market by region, estimates & forecasts, 2018-2027 (USD Billion)
- TABLE 21. Global Cloud Advertising Market by segment, estimates & forecasts, 2018-2027 (USD Billion)
- TABLE 22. Global Cloud Advertising Market by region, estimates & forecasts, 2018-2027 (USD Billion)
- TABLE 23. U.S. Cloud Advertising Market estimates & forecasts, 2018-2027 (USD Billion)
- TABLE 24. U.S. Cloud Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)
- TABLE 25. U.S. Cloud Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)
- TABLE 26. Canada Cloud Advertising Market estimates & forecasts, 2018-2027 (USD Billion)
- TABLE 27. Canada Cloud Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)
- TABLE 28. Canada Cloud Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)
- TABLE 29. UK Cloud Advertising Market estimates & forecasts, 2018-2027 (USD Billion)
- TABLE 30. UK Cloud Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)
- TABLE 31. UK Cloud Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)
- TABLE 32. Germany Cloud Advertising Market estimates & forecasts, 2018-2027 (USD Billion)
- TABLE 33. Germany Cloud Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)
- TABLE 34. Germany Cloud Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)
- TABLE 35. France Cloud Advertising Market estimates & forecasts, 2018-2027 (USD Billion)
- TABLE 36. France Cloud Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)
- TABLE 37. France Cloud Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)
- TABLE 38. Spain Cloud Advertising Market estimates & forecasts, 2018-2027 (USD Billion)
- TABLE 39. Spain Cloud Advertising Market estimates & forecasts by segment

2018-2027 (USD Billion)

TABLE 40. Spain Cloud Advertising Market estimates & forecasts by segment

2018-2027 (USD Billion)

TABLE 41. Italy Cloud Advertising Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 42. Italy Cloud Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 43. Italy Cloud Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 44. ROE Cloud Advertising Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 45. ROE Cloud Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 46. ROE Cloud Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 47. China Cloud Advertising Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 48. China Cloud Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 49. China Cloud Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 50. India Cloud Advertising Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 51. India Cloud Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 52. India Cloud Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 53. Japan Cloud Advertising Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 54. Japan Cloud Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 55. Japan Cloud Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 56. Australia Cloud Advertising Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 57. Australia Cloud Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 58. Australia Cloud Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 59. South Korea Cloud Advertising Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 60. South Korea Cloud Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 61. South Korea Cloud Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 62. ROPAC Cloud Advertising Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 63. ROPAC Cloud Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 64. ROPAC Cloud Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 65. Brazil Cloud Advertising Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 66. Brazil Cloud Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 67. Brazil Cloud Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 68. Mexico Cloud Advertising Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 69. Mexico Cloud Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 70. Mexico Cloud Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 71. ROLA Cloud Advertising Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 72. ROLA Cloud Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 73. ROLA Cloud Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 74. ROW Cloud Advertising Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 75. ROW Cloud Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 76. ROW Cloud Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 77. List of secondary sources used in the study of global Cloud Advertising Market.

TABLE 78. List of primary sources used in the study of global Cloud Advertising Market.

TABLE 79. Years considered for the study.

TABLE 80. Exchange rates considered.

List Of Figures

LIST OF FIGURES

- FIG 1. Global Cloud Advertising Market, research methodology
- FIG 2. Global Cloud Advertising Market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Cloud Advertising Market, key trends 2020
- FIG 5. Global Cloud Advertising Market, growth prospects 2021-2027
- FIG 6. Global Cloud Advertising Market, porters 5 force model
- FIG 7. Global Cloud Advertising Market, pest analysis
- FIG 8. Global Cloud Advertising Market, value chain analysis
- FIG 9. Global Cloud Advertising Market by segment, 2018 & 2027 (USD Billion)
- FIG 10. Global Cloud Advertising Market by segment, 2018 & 2027 (USD Billion)
- FIG 11. Global Cloud Advertising Market by segment, 2018 & 2027 (USD Billion)
- FIG 12. Global Cloud Advertising Market by segment, 2018 & 2027 (USD Billion)
- FIG 13. Global Cloud Advertising Market by segment, 2018 & 2027 (USD Billion)
- FIG 14. Global Cloud Advertising Market by segment, 2018 & 2027 (USD Billion)
- FIG 15. Global Cloud Advertising Market by segment, 2018 & 2027 (USD Billion)
- FIG 16. Global Cloud Advertising Market by segment, 2018 & 2027 (USD Billion)
- FIG 17. Global Cloud Advertising Market, regional snapshot 2018 & 2027
- FIG 18. North America Cloud Advertising Market 2018 & 2027 (USD Billion)
- FIG 19. Europe Cloud Advertising Market 2018 & 2027 (USD Billion)
- FIG 20. Asia-Pacific Cloud Advertising Market 2018 & 2027 (USD Billion)
- FIG 21. Latin America Cloud Advertising Market 2018 & 2027 (USD Billion)
- FIG 22. Global Cloud Advertising Market, company market share analysis (2020)

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