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Global In-Game Advertising Market Size study, by Ad Type (Static Ads, Dynamic Ads, and Advergaming), Game Type (Laptop/PC Games, Console Games, and Smart Phone/Tablet games) and Regional Forecasts 2021-2027

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Abstracts

Global In-Game Advertising Market is valued approximately USD 5.29 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 19.5 % over the forecast period 2021-2027. In-game ads uses typical IAB creatives to run advertising components in a real-time advertising campaign within video games, equivalent to any other digital medium. Marketers may get their name or brands advertised in interactive games by in-game advertisements. Increasing demand for social and mobile gaming, increasing internet penetration, growing reach and return on investments and easy configuration of advertisements in social gaming are expected to drive the market growth. Also, these advertisements are non-intrusive and enable players to have a more enjoyable experience and this service may also generate added revenues for game developers which has led the adoption of In-Game Advertising across the forecast period. According to the article published by Frontiers in Psychology in 2019, time spent playing video games has gradually increased, from 5.1 hours a week in 2011 to 6.5 hours per week in 2017. As per the journal released by Website Setup, in 2019, there are 7.83 billion people around the world, with 4.66 billion actively using the Internet. However, producers' platforms for engagement and in-game dynamics are often pirated, Over-interrupting and unrelated advertisements, the stretched development process and scalability with a short lifecycle is likely to stifle demand growth of the market over the forecast period of 2021-2027. Also, value exchange model and audio-visual influence on viewers which creates long lasting impact are likely to increase the adoption & demand for In-Game advertising market during the forecast period.

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The key regions of Asia Pacific, North America, Europe, Latin America, and the Rest of the World are considered in the geographical study of the global In-Game Advertising industry.North America is the dominating region across the world in terms of market share due to early technological adoption and the presence of cutting-edge gaming infrastructure. Whereas, Asia-Pacific is also anticipated to exhibit the highest growth rate over the forecast period 2021-2027. Factors such as adoption of games and high internet penetration would create lucrative growth prospects for the In-Game Advertising market across Asia-Pacific region.

Major market player included in this report are:
RapidFire Inc.
Playwire Media LLC
Atlas Alpha Inc.
Engage
Audiencly GmbH
Social Tokens Ltd.
FreakOut Holdings, Inc.
ironSource
Viral Nation Inc.
Gamelin Advergames
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 Ad Type:
Static Ads
Dynamic Ads
Advergaming
By Game Type:
Laptop/PC Games
Console Games
Smart Phone/Tablet games
By Region:
North America

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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 In-Game 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

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