

Global Native Advertising Market Size study, by Types (In Feed Ad Units (Forbes, Yahoo, Facebook, Twitter), Search Ads (Yahoo, Google, Bing, Ask), Recommendation Units (Outbrain, Taboola, Disqus, Gravity), Promoted Listings (Etsy, Amazon, Foursquare, Google), In-Ad (IAB Standard) - (Appssavvy, Martini Media, EA, Onespot, Federated Media), Custom / Can't be Contained (Hearst, Flipboard, Tumblr, Spotify, Pandora)) by Platform (Closed Platforms, Open Platforms, Hybrid Platforms) and Regional Forecasts 2022-2028

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Abstracts

Global Native Advertising Market is valued approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2022-2028. Native advertising also known as sponsored content refers to concept of creating tailored ads that relates with the page content, similar to the design, and consistent with the platform overview that the viewer feels the ad belongs there. Some of the examples of native ads are promoted search results and sponsored social media posts. Native or sponsored content ads are meant to be less obtrusive and more relevant than regular display ads. Growing digital advertising spending and rising number of smartphone users are key drivers for the growth of Native Advertising market. For instance, according to The United Nations Conference on Trade and Development (UNCTAD)'s "DIGITAL ECONOMY REPORT 2021"- As of 2020, the global digital advertising spending was estimated at around USD 300 billion and accounted for 30% of total media advertising spending and as per projections by the

year 2022, the total digital advertising spending would reach to approx. USD 450 billion, would account for around 40% of the total media advertising spending. Also, with the increasing penetration of Internet in emerging markets and changing spending pattern of consumers, the adoption & demand for Native Advertising is likely to increase the market growth during the forecast period. However, unfavorable government rules and regulations impedes the growth of the market over the forecast period of 2022-2028.

The key regions considered for the global Native Advertising market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is the leading region across the world in terms of market share owing to growing technological advancements and presence of leading market players in the region. Whereas Asia-Pacific is anticipated to exhibit highest growth rate over the forecast period 2022-2028. Factors such as rapid adoption of smartphone and increasing penetration of mobile internet in the emerging countries in the region would create lucrative growth prospects for the Native Advertising market across Asia-Pacific region.

Major market player included in this report are:

IAB Playbook Pvt Ltd.

Outbrain, Inc Ltd.

Taboola, Inc Ltd.

Sharethrough, Pvt Ltd.

AdsNative, Pvt Ltd.

TripleLift, Pvt Ltd.

Nativo, Pvt Ltd.

Instinctive, Pvt Ltd.

OneSpot Pvt Ltd.

Livefyre Pvt Ltd.

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 Types:

In Feed Ad Units (Forbes, Yahoo, Facebook, Twitter)

Search Ads (Yahoo, Google, Bing, Ask)

Recommendation Units (Outbrain, Taboola, Disqus, Gravity)

Promoted Listings (Etsy, Amazon, Foursquare, Google)

In-Ad (IAB Standard) - (Appssavvy, Martini Media, EA, Onespot, Federated Media)

Custom / Can't be Contained (Hearst, Flipboard, Tumblr, Spotify, Pandora)

By Platform:

Closed Platforms

Open Platforms

Hybrid Platforms

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, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Native 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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