

Global Online Advertising Market Size study, by Ad Format (Social Media, Search Engine, and Video), Platform (Mobile, Desktop, and Laptop), End-user Vertical (Automotive, Healthcare, and Retail), and Regional Forecasts 2021-2027

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Abstracts

Global Online Advertising Market is valued approximately USD xx billion in 2020 and is anticipated to grow with a healthy growth rate of more than 14.3% over the forecast period 2021-2027. As compared to other media such as newspapers, magazines, and television, online advertising is less expensive. It enables businesses to promote their products or services to a wide range of demographics and geographical places. Online advertisements can now target the targeted audience thanks to the availability of big data and online customer analysis. This, together with the internet's ever-increasing global penetration, is giving the sector a boost. Over the last few years, social media and mobile devices have grown in popularity. Brands are being urged to invest in innovative and engaging social media marketing as a result of this trend. Thus, these factors will drive the market in forecasting years. For instance, according to research by the Interactive Advertising Bureau, nearly 24% of media buyers, planners, and businesses have put off ad expenditure until Q2 2020. While roughly 46% said companies would cut back on ad spending over the same time period. Furthermore, lack of communication, and flexibility issues will hinder the market in forecasting years.

The main regions of Asia Pacific, North America, Europe, Latin America, and the Rest of the World are included in the geographical analysis of the worldwide Online Advertising market. In 2020, the North American region dominated the Online Advertisings market, accounting for significant amount of total revenue. The market in North America is predicted to grow at a rapid pace due to rising investments in digital

advertising, particularly internet advertising. Furthermore, the region is well-versed and advanced in terms of smartphones and online activity, providing advertising with numerous options. Furthermore, the US has a high presence of online advertising providers, which helps to the market's expansion. Google Inc., Microsoft Corporation, Twitter Inc., and Amazon.com are among them. For instance, Google introduced new capabilities in July 2020 intended at assisting advertisers in using the company's services to make their items stand out in web search results and on other platforms. Major market player included in this report are:

Google Inc.

Adobe Systems Inc.

Microsoft Corporation

Yahoo! Inc.

AOL, Inc.

MobGen B.V.

eBay, Inc.

LongJump CRM

Hulu, LLC

Facebook Inc.

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 Mode of Operation offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Ad Format:

Social Media

Search Engine

Video

Email

Other Advertising Formats

By Platform:

Mobile

Desktop and Laptop

Other Platforms

By End-user:

Automotive
Retail
Healthcare
BFSI
Telecom
Other End-user Verticals
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 Online Advertising Market in Market Study:

Key Consulting Companies & Advisors

Global Online Advertising Market Size study, by Ad Format (Social Media, Search Engine, and Video), Platform (...)

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. Online Advertising Market, by Region, 2019-2027 (USD Billion)
 - 1.2.2. Online Advertising Market, by Ad Format, 2019-2027 (USD Billion)
 - 1.2.3. Online Advertising Market, by Platform, 2019-2027 (USD Billion)
 - 1.2.4. Online Advertising Market, by End User, 2019-2027 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL ONLINE 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 ONLINE ADVERTISING MARKET DYNAMICS

- 3.1. Online Advertising Market Impact Analysis (2019-2027)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Increasing developments in technologies
 - 3.1.1.2. Rising spending on digital advertisements
 - 3.1.2. Market Challenges
 - 3.1.2.1. Lack of communication
 - 3.1.3. Market Opportunities
 - 3.1.3.1. Global digitalization offers opportunities for market expansion

CHAPTER 4. GLOBAL ONLINE 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 ONLINE ADVERTISING MARKET, BY AD FORMAT

- 5.1. Market Snapshot
- 5.2. Global Online Advertising Market by Ad Format, Performance - Potential Analysis
- 5.3. Global Online Advertising Market Estimates & Forecasts by Ad Format 2018-2027 (USD Billion)
- 5.4. Online Advertising Market, Sub Segment Analysis
 - 5.4.1. Social Media
 - 5.4.2. Search Engine
 - 5.4.3. Video
 - 5.4.4. Email
 - 5.4.5. Other Advertising Formats

CHAPTER 6. GLOBAL ONLINE ADVERTISING MARKET, BY PLATFORM,

- 6.1. Market Snapshot
- 6.2. Global Online Advertising Market by Platform, Frequency-Potential Analysis
- 6.3. Global Online Advertising Market Estimates & Forecasts by Platform, 2018-2027 (USD Billion)
- 6.4. Online Advertising Market, Sub Segment Analysis
 - 6.4.1. Mobile
 - 6.4.2. Desktop and Laptop
 - 6.4.3. Other Platforms

CHAPTER 7. GLOBAL ONLINE ADVERTISING MARKET, BY END USER,

- 7.1. Market Snapshot

- 7.2. Global Online Advertising Market by End User, Performance-Potential Analysis
- 7.3. Global Online Advertising Market Estimates & Forecasts by End User, 2018-2027 (USD Billion)
- 7.4. Online Advertising Market, Sub Segment Analysis
 - 7.4.1. Automotive
 - 7.4.2. Retail
 - 7.4.3. Healthcare
 - 7.4.4. BFSI
 - 7.4.5. Telecom
 - 7.4.6. Other End-user Verticals

CHAPTER 8. GLOBAL ONLINE ADVERTISING MARKET, REGIONAL ANALYSIS

- 8.1. Online Advertising Market, Regional Market Snapshot
- 8.2. North America Online Advertising Market
 - 8.2.1. U.S. Online Advertising Market
 - 8.2.1.1. Ad Format breakdown estimates & forecasts, 2018-2027
 - 8.2.1.2. Platform breakdown estimates & forecasts, 2018-2027
 - 8.2.1.3. End User breakdown estimates & forecasts, 2018-2027
 - 8.2.2. Canada Online Advertising Market
- 8.3. Europe Online Advertising Market Snapshot
 - 8.3.1. U.K. Online Advertising Market
 - 8.3.2. Germany Online Advertising Market
 - 8.3.3. France Online Advertising Market
 - 8.3.4. Spain Online Advertising Market
 - 8.3.5. Italy Online Advertising Market
 - 8.3.6. Rest of Europe Online Advertising Market
- 8.4. Asia-Pacific Online Advertising Market Snapshot
 - 8.4.1. China Online Advertising Market
 - 8.4.2. India Online Advertising Market
 - 8.4.3. Japan Online Advertising Market
 - 8.4.4. Australia Online Advertising Market
 - 8.4.5. South Korea Online Advertising Market
 - 8.4.6. Rest of Asia Pacific Online Advertising Market
- 8.5. Latin America Online Advertising Market Snapshot
 - 8.5.1. Brazil Online Advertising Market
 - 8.5.2. Mexico Online Advertising Market
- 8.6. Rest of The World Online Advertising Market

CHAPTER 9. COMPETITIVE INTELLIGENCE

9.1. Top Market Strategies

9.2. Company Profiles

9.2.1. Google 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. Ad Format Summary

9.2.1.5. Recent Developments

9.2.2. Adobe Systems Inc.

9.2.3. Microsoft Corporation

9.2.4. Yahoo! Inc.

9.2.5. AOL, Inc.

9.2.6. MobGen B.V.

9.2.7. eBay, Inc.

9.2.8. LongJump CRM

9.2.9. Hulu, LLC

9.2.10. Facebook Inc.

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 1. Global Online Advertising Market , report scope

TABLE 2. Global Online Advertising Market estimates & forecasts by Region 2018-2027 (USD Billion)

TABLE 3. Global Online Advertising Market estimates & forecasts by Ad Format 2018-2027 (USD Billion)

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

TABLE 5. Global Online Advertising Market estimates & forecasts by End User 2018-2027 (USD Billion)

TABLE 6. Global Online Advertising Market by segment, estimates & forecasts, 2018-2027 (USD Billion)

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

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

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

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

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

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

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

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

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

TABLE 16. U.S. Online Advertising Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 17. U.S. Online Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 18. U.S. Online Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 19. Canada Online Advertising Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 20. Canada Online Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 21. Canada Online Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 22. UK Online Advertising Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 23. UK Online Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 24. UK Online Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 25. Germany Online Advertising Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 26. Germany Online Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 27. Germany Online Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 28. RoE Online Advertising Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 29. RoE Online Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 30. RoE Online Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 31. China Online Advertising Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 32. China Online Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 33. China Online Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 34. India Online Advertising Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 35. India Online Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 36. India Online Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 37. Japan Online Advertising Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 38. Japan Online Advertising Market estimates & forecasts by segment

2018-2027 (USD Billion)

TABLE 39. Japan Online Advertising Market estimates & forecasts by segment

2018-2027 (USD Billion)

TABLE 40. RoAPAC Online Advertising Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 41. RoAPAC Online Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

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

TABLE 43. Brazil Online Advertising Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 44. Brazil Online Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

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

TABLE 46. Mexico Online Advertising Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 47. Mexico Online Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

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

TABLE 49. RoLA Online Advertising Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 50. RoLA Online Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

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

TABLE 52. Row Online Advertising Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 53. Row Online Advertising Market estimates & forecasts by segment 2018-2027 (USD Billion)

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

TABLE 55. List of secondary sources, used in the study of global Online Advertising Market

TABLE 56. List of primary sources, used in the study of global Online Advertising Market

TABLE 57. Years considered for the study

TABLE 58. Exchange rates considered

List Of Figures

LIST OF FIGURES

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

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