

Global Digital Advertising Market: Size, Trends & Forecast with Impact Analysis of COVID-19 (2022-2026)

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Abstracts

Scope of the Report

The report titled “Global Digital Advertising Market: Size, Trends & Forecast with Impact Analysis of COVID-19 (2022-2026)”, provides an in-depth analysis of the Global digital advertising market by value, by ad format, by platform, by region, etc. The report provides a regional analysis of the digital advertising market, including the US, Asia Pacific, Europe, and Rest of the World. The report also provides a detailed analysis of the COVID-19 impact on the digital advertising market.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall digital advertising market has also been forecasted for the period 2022-2026, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The global digital advertising market is concentrated, with a few key players having a presence across the world. The key players of the global digital advertising market are Amazon com. Inc., Alphabet Inc. (Google), Facebook Inc., and Alibaba Group Holding Ltd. are also profiled with their financial information and respective business strategies.

Company Coverage

Amazon com. Inc.

Alphabet Inc. (Google)

Facebook Inc.

Alibaba Group Holding Ltd.

Regional Coverage

The US

Asia Pacific

Europe

Rest of World

Executive Summary

The Digital advertising market can be segmented on the basis of platform (mobile advertising, and desktop advertising), ad format (display advertising, search advertising, and classified advertising) and industrial verticals (automotive, computing products & consumer electronics, CPG, healthcare & pharma, entertainment, media, travel, telecom and others).

While most of the industries worldwide suffered a negative impact of COVID-19, the digital advertising Market witnessed a mixed impact on it. Initially, the market witnessed a drop in ad spending by the ad agencies, since most of the businesses shut down worrying about the spread of COVID-19 virus, during the first half of 2020. However, later in the year 2020, the market saw an increase in adaptation of digital form of advertising as many end-user industries adopted digitalization as a consequence of COVID-19. Many top players introduced changes in their operational policies which provided a scope to grow amidst the pandemic.

The Global digital advertising Market has increased during the years 2018-2021 and projections are made that the market would rise in the next four years i.e. 2022-2026. The Global digital advertising market is expected to increase due to the growing penetration of internet, rising popularity of smartphones, increase in social media usage, rising penetration of e-commerce, increased investment in technology and digital

platforms, and increasing adoption of real-time bidding (RTB) of online display advertisement slots. Yet, the market faces some challenges such as, government regulations and data privacy issues, skilled workforce shortages, increased use of ad-blockers, etc.

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