

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

<https://marketpublishers.com/r/G532E115D7E7EN.html>

Date: February 2022

Pages: 108

Price: US\$ 950.00 (Single User License)

ID: G532E115D7E7EN

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.

Contents

1. EXECUTIVE SUMMARY

2. INTRODUCTION

2.1 Advertising: An Overview

2.1.1 Basic Components of Advertisement

2.1.2 History of Advertisement

2.2 Digital Advertising: An Overview

2.2.1 Goals for Digital Advertising

2.2.2 History of Digital Advertising

2.3 Digital Advertising: Advantages and Disadvantages

2.4 Digital Advertising: Segmentation by Platform

2.5 Digital Advertising: Segmentation by Ad Format

2.6 Digital Advertising: Segmentation by Industrial Vertical

3. GLOBAL MARKET ANALYSIS

3.1 Global Digital Advertising Market: An Analysis

3.1.1 Global Digital Advertising Market by Value

3.1.2 Global Digital Advertising Market by Ad Format (display ad format, search ad format, and classified ad format)

3.1.3 Global Digital Advertising Market by Platform (mobile digital advertising, and desktop digital advertising)

3.1.4 Global Digital Advertising Market by Region (The US, Asia Pacific, Europe, and Rest of the World)

3.2 Global Digital Advertising Market: Ad Format Analysis

3.2.1 Global Digital Display Ad Format Market by Value

3.2.2 Global Digital Search Ad Format Market by Value

3.2.3 Global Digital Classified Ad Format Market by Value

3.3 Global Digital Advertising Market: Platform Analysis

3.3.1 Global Mobile Digital Advertising Market by Value

3.3.2 Global Desktop Digital Advertising Market by Value

4. REGIONAL MARKET ANALYSIS

4.1 The US Digital Advertising Market: An Analysis

4.1.1 The US Digital Advertising Market by Value

4.1.2 The US Digital Advertising Market by Platform (mobile digital advertising, and desktop digital advertising)

4.1.3 The US Mobile Digital Advertising Market by Value

4.1.4 The US Desktop Digital Advertising Market by Value

4.1.5 The US Digital Advertising Market by Industry (Retail, CPG, financial services, telecom, computing products & consumer electronics, automotive, healthcare & pharma, entertainment, media, travel, and other)

4.1.6 The US Automotive Digital Advertising Market by Value

4.1.7 The US Computing Products & Consumer Electronics Digital Advertising Market by Value

4.1.8 The US CPG Digital Advertising Market by Value

4.1.9 The US Entertainment Digital Advertising Market by Value

4.1.10 The US Financial Services Digital Advertising Market by Value

4.1.11 The US Healthcare & Pharma Digital Advertising Market by Value

4.1.12 The US Media Digital Advertising Market by Value

4.1.13 The US Retail Digital Advertising Market by Value

4.1.14 The US Telecom Digital Advertising Market by Value

4.1.15 The US Travel Digital Advertising Market by Value

4.1.16 The US Others Digital Advertising Market by Value

4.2 Asia Pacific Digital Advertising Market: An Analysis

4.2.1 Asia Pacific Digital Advertising Market by Value

4.3 Europe Digital Advertising Market: An Analysis

4.3.1 Europe Digital Advertising Market by Value

4.3.2 Europe Digital Advertising Market by Platform (mobile digital advertising, and desktop digital advertising)

4.3.3 Europe Mobile Digital Advertising Market by Value

4.3.4 Europe Desktop Digital Advertising Market by Value

4.4 Rest of World Digital Advertising Market: An Analysis

4.4.1 Rest of World Digital Advertising Market by Value

5. IMPACT OF COVID

5.1 Impact of COVID-19 on Global Advertising Market

5.2 Impact of COVID-19 on Global Digital Advertising Market

5.2.1 Change in Consumer Interests

5.2.2 Search Engine Optimization

5.2.3 Multichannel Digital Presence and Increased Screen Time

5.3 Post COVID-19 Scenario

6. MARKET DYNAMICS

6.1 Growth Driver

- 6.1.1 Growing Penetration of Internet
- 6.1.2 Rising Popularity of Smartphones
- 6.1.3 Increase in Social Media Usage
- 6.1.4 Rising Penetration of E-commerce
- 6.1.5 Increased Investment in Technology and Digital Platforms
- 6.1.6 Increasing Adoption of Real-time Bidding (RTB) Of Online Display Advertisement

Slots

6.2 Challenges

- 6.2.1 Government Regulations and Data Privacy Issues
- 6.2.2 Skilled Workforce Shortages
- 6.2.3 Increased Use of Ad-blockers

6.3 Market Trends

- 6.3.1 Increasing Adoption Of Internet Of Things (IoT)
- 6.3.2 Increasing Adoption Of 5G Networks
- 6.3.3 Increasing Cloud Subscriptions
- 6.3.4 Increasing Adoption Of Location-based Ad Services
- 6.3.5 Introduction of Digital Out-of-home (OOH) Media

7. COMPETITIVE LANDSCAPE

7.1 Global Digital Advertising Market: Competitive Landscape

7.2 Global Digital Advertising Market Players: Research & Development Expenses Comparison

7.3 Global Digital Advertising Market Players: Daily Active Users Comparison

7.4 Global Digital Advertising Market Players: Online reach

7.5 Global Digital Advertising Players by Market Share

7.6 The US Digital Advertising Players by Market Share

7.7 The US Digital Advertising Market Players: Daily Active Users Comparison

8. COMPANY PROFILES

8.1 Amazon com. Inc.

- 8.1.1 Business Overview
- 8.1.2 Financial Overview
- 8.1.3 Business Strategy

8.2 Alphabet Inc. (Google)

8.2.1 Business Overview

8.2.2 Financial Overview

8.2.3 Business Strategy

8.3 Facebook Inc.

8.3.1 Business Overview

8.3.2 Financial Overview

8.3.3 Business Strategy

8.4 Alibaba Group Holding Ltd.

8.4.1 Business Overview

8.4.2 Financial Overview

8.4.3 Business Strategy

List Of Figures

LIST OF FIGURES

- Figure 1: Basic Components of Advertisement
- Figure 2: History of Advertisement
- Figure 3: Goals for Digital Advertising
- Figure 4: History of Digital Advertising
- Figure 5: Advantages and Disadvantages of Digital Advertising
- Figure 6: Digital Advertising Segmentation by Platform
- Figure 7: Digital Advertising Segmentation by Ad Format
- Figure 8: Digital Advertising Segmentation by Industrial Vertical
- Figure 9: Global Digital Advertising Market by Value; 2018-2021 (US\$ Billion)
- Figure 10: Global Digital Advertising Market by Value; 2022-2026 (US\$ Billion)
- Figure 11: Global Digital Advertising Market by Ad Format; 2021 (Percentage, %)
- Figure 12: Global Digital Advertising Market by Platform; 2021 (Percentage, %)
- Figure 13: Global Digital Advertising Market by Region; 2021 (Percentage, %)
- Figure 14: Global Digital Display Ad Format Market by Value; 2019-2021 (US\$ Billion)
- Figure 15: Global Digital Display Ad Format Market by Value; 2022-2026 (US\$ Billion)
- Figure 16: Global Digital Search Ad Format Market by Value; 2019-2021 (US\$ Billion)
- Figure 17: Global Digital Search Ad Format Market by Value; 2022-2026 (US\$ Billion)
- Figure 18: Global Digital Classified Ad Format Market by Value; 2019-2021 (US\$ Billion)
- Figure 19: Global Digital Classified Ad Format Market by Value; 2022-2026 (US\$ Billion)
- Figure 20: Global Mobile Digital Advertising Market by Value; 2020-2021(US\$ Billion)
- Figure 21: Global Mobile Digital Advertising Market by Value; 2022-2026 (US\$ Billion)
- Figure 22: Global Desktop Digital Advertising Market by Value; 2019-2021(US\$ Billion)
- Figure 23: Global Desktop Digital Advertising Market by Value; 2022-2026 (US\$ Billion)
- Figure 24: The US Digital Advertising Market by Value; 2020-2021 (US\$ Billion)
- Figure 25: The US Digital Advertising Market by Value; 2022-2026 (US\$ Billion)
- Figure 26: The US Digital Advertising Market by Platform; 2021 (Percentage, %)
- Figure 27: The US Mobile Digital Advertising Market by Value; 2020-2021(US\$ Billion)
- Figure 28: The US Mobile Digital Advertising Market by Value; 2022-2026 (US\$ Billion)
- Figure 29: The US Desktop Digital Advertising Market by Value; 2020-2021 (US\$ Billion)
- Figure 30: The US Desktop Digital Advertising Market by Value; 2022-2026 (US\$ Billion)
- Figure 31: The US Digital Advertising Market by Industry; 2021 (Percentage, %)
- Figure 32: The US Automotive Digital Advertising Market by Value; 2020-2021 (US\$ Billion)

Figure 33: The US Automotive Digital Advertising Market by Value; 2022-2026 (US\$ Billion)

Figure 34: The US Computing Products & Consumer Electronics Digital Advertising Market by Value; 2020-2021 (US\$ Billion)

Figure 35: The US Computing Products & Consumer Electronics Digital Advertising Market by Value; 2022-2026 (US\$ Billion)

Figure 36: The US CPG Digital Advertising Market by Value; 2020-2021 (US\$ Billion)

Figure 37: The US CPG Digital Advertising Market by Value; 2022-2026 (US\$ Billion)

Figure 38: The US Entertainment Digital Advertising Market by Value; 2020-2021 (US\$ Billion)

Figure 39: The US Entertainment Digital Advertising Market by Value; 2022-2026 (US\$ Billion)

Figure 40: The US Financial Services Digital Advertising Market by Value; 2020-2021 (US\$ Billion)

Figure 41: The US Financial Services Digital Advertising Market by Value; 2022-2026 (US\$ Billion)

Figure 42: The US Healthcare & Pharma Digital Advertising Market by Value; 2020-2021 (US\$ Billion)

Figure 43: The US Healthcare & Pharma Digital Advertising Market by Value; 2022-2026 (US\$ Billion)

Figure 44: The US Media Digital Advertising Market by Value; 2020-2021 (US\$ Billion)

Figure 45: The US Media Digital Advertising Market by Value; 2022-2026 (US\$ Billion)

Figure 46: The US Retail Digital Advertising Market by Value; 2020-2021 (US\$ Billion)

Figure 47: The US Retail Digital Advertising Market by Value; 2022-2026 (US\$ Billion)

Figure 48: The US Telecom Digital Advertising Market by Value; 2020-2021 (US\$ Billion)

Figure 49: The US Telecom Digital Advertising Market by Value; 2022-2026 (US\$ Billion)

Figure 50: The US Travel Digital Advertising Market by Value; 2020-2021 (US\$ Billion)

Figure 51: The US Travel Digital Advertising Market by Value; 2022-2026 (US\$ Billion)

Figure 52: The US Others Digital Advertising Market by Value; 2020-2021 (US\$ Billion)

Figure 53: The US Others Digital Advertising Market by Value; 2022-2026 (US\$ Billion)

Figure 54: Asia Pacific Digital Advertising Market by Value; 2020-2021 (US\$ Billion)

Figure 55: Asia Pacific Digital Advertising Market by Value; 2022-2026 (US\$ Billion)

Figure 56: Europe Digital Advertising Market by Value; 2020-2021 (US\$ Billion)

Figure 57: Europe Digital Advertising Market by Value; 2022-2026 (US\$ Billion)

Figure 58: Europe Digital Advertising Market by Platform; 2021 (Percentage, %)

Figure 59: Europe Mobile Digital Advertising Market by Value; 2020-2021 (US\$ Billion)

Figure 60: Europe Mobile Digital Advertising Market by Value; 2022-2026 (US\$ Billion)

Figure 61: Europe Desktop Digital Advertising Market by Value; 2020-2021 (US\$ Billion)

- Figure 62: Europe Desktop Digital Advertising Market by Value; 2022-2026 (US\$ Billion)
- Figure 63: Rest of World Digital Advertising Market by Value; 2020-2021 (US\$ Billion)
- Figure 64: Rest of World Digital Advertising Market by Value; 2022-2026 (US\$ Billion)
- Figure 65: Global Advertising Revenue YoY Growth; Q1 2020-Q4 2020 (Percentage, %)
- Figure 66: Global All Categories Search Engine Optimization Interest Over Time, December, 2019- January, 2021
- Figure 67: Global Internet Users Growth; 2018-2022 (Million)
- Figure 68: Global Number of Smartphone Users; 2018-2026 (Billion)
- Figure 69: Global Active Social Media Users; 2015-2021 (Billion)
- Figure 70: Global Retail E-commerce Sales; 2017-2025 (US\$ Billion)
- Figure 71: Global Spending On Digital Transformation Technologies and Services; 2017-2025 (US\$ Trillion)
- Figure 72: Global Number of Desktop and Mobile Ad-Block Users; 2015-2020 (Million)
- Figure 73: Global Number of Active IoT Connection (Installed Base); 2018-2025 (Billion)
- Figure 74: Global 5G Smartphone Subscriptions; 2020-2026 (Million)
- Figure 75: Global Cloud Applications Market Size; 2018-2025 (US\$ Billion)
- Figure 76: Global Digital Advertising Market Players: Research & Development Expenses Comparison; 2017-2020 (US\$ Billion)
- Figure 77: Global Digital Advertising Market Players: Daily Active Users Comparison; 2019-2022 (Million)
- Figure 78: Global Digital Advertising Players by Market Share; 2020 (Percentage, %)
- Figure 79: The US Digital Advertising Players by Market Share; 2020 (Percentage, %)
- Figure 80: The US Digital Advertising Market Players: Daily Active Users Comparison; 2019-2022 (Million)
- Figure 81: Amazon com. Inc. Net Sales; 2016-2020 (US\$ Billion)
- Figure 82: Amazon com. Inc. Net Sales by Region; 2020 (Percentage, %)
- Figure 83: Alphabet Inc. Revenues; 2016-2020 (US\$ Billion)
- Figure 84: Alphabet Inc. Revenues by Segment; 2020 (Percentage, %)
- Figure 85: Alphabet Inc. Revenues by Region; 2020 (Percentage, %)
- Figure 86: Facebook Inc. Revenue; 2016-2020 (US\$ Billion)
- Figure 87: Facebook Inc. Revenue by Segment; 2020 (Percentage, %)
- Figure 88: Facebook Inc. Revenue by Region; 2020 (Percentage, %)
- Figure 89: Alibaba Group Holding Ltd. Revenues; 2017-2021 (US\$ Billion)
- Figure 90: Alibaba Group Holding Ltd. Revenue by Segment; 2021 (Percentage, %)
- Table 1: Global Digital Advertising Market Players: Online Reach; 2021

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