

# AdTech Market - 2022-2030

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## Abstracts

The AdTech Market was valued at US\$ 512.8 billion in 2022 and is anticipated to reach US\$ 1499.7 billion by 2030, at a CAGR of 0.146 from 2026 to 2032.

The report delivers in-depth insights into key market dynamics, including regional growth trends, market segmentation, CAGR projections, and the revenue performance of leading industry players. It also highlights major growth drivers shaping the market landscape. Designed to provide a clear and comprehensive perspective, the report offers a detailed view of the current market size in terms of both value and volume, along with emerging opportunities and the overall development outlook of the AdTech Market.

This report delivers a comprehensive overview of the AdTech Market, with both quantitative and qualitative analyses, to help readers develop growth strategies, assess the competitive landscape, evaluate their position in the current market, and make informed business decisions regarding AdTech Market. The AdTech Market size, estimates, and forecasts are provided in terms of output/shipments (K MT) and revenue (US\$ millions), with 2025 as the base year and historical and forecast data for 2022–2030.

AdTech Market Scope:

By Solution

Demand-side Platforms (DSPs)

Supply-side Platforms (SSPs)

Ad Networks

Data Management Platforms (DMPs)

Others

### By Type

Programmatic Advertising

Search Advertising

Display Advertising

Mobile Advertising

Email Marketing

Native Advertising

Others

### By Enterprise Size

Small And Medium Enterprise (SME)

Large Enterprise

### By Platform

Mobile

Web

Others

## By End-User

Media & Entertainment

BFSI

Education

Retail & Consumer Goods

IT & Telecom

Healthcare

Others

## Key Players

Adobe

Alibaba Group Holding Limited

Amazon.com, Inc.

Criteo

Facebook Incorporation

Google Incorporation

Microsoft Incorporation

SpotX

Twitter Incorporation

Verizon

## Major Highlights

This report delivers a comprehensive overview of the AdTech Market, with both quantitative and qualitative analyses, to help readers develop growth strategies, assess the competitive landscape, evaluate their position in the current market, and make informed business decisions regarding AdTech Market. The AdTech Market size, estimates, and forecasts are provided in terms of output/shipments (K Sqm) and revenue (US\$ millions), with 2025 as the base year and historical and forecast data for 2022–2030.

This report will assist keyword manufacturers, new entrants, and companies across the industry value chain with information on revenues, production, and average prices for the overall market and its sub-segments, by company, by Type, by Application, and by region.

## Regional Analysis:

North America (U.S., Canada, Mexico)

Europe (U.K., Italy, Germany, Russia, France, Spain, The Netherlands and Rest of Europe)

Asia-Pacific (India, Japan, China, South Korea, Australia, Indonesia Rest of Asia Pacific)

South America (Colombia, Brazil, Argentina, Rest of South America)

Middle East & Africa (Saudi Arabia, U.A.E., South Africa, Rest of Middle East & Africa)

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## Target Audience 2026

Manufacturers/ Buyers

Industry Investors/Investment Bankers

Research Professionals

Emerging Companies

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