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Global Context Advertising Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Context Advertising market size was valued at USD million in 2023 and is forecast to a readjusted size of USD million by 2030 with a CAGR of % during review period.

Contextual advertising is a form of targeted advertising for advertisements appearing on websites or other media, such as content displayed in mobile browsers. The advertisements themselves are selected and served by automated systems based on the identity of the user and the content displayed.

The market for the consumer goods, retail, and restaurants industry is expected to register the highest growth rate during the forecast period. The growth of this market can be attributed to the wide use of digital advertising in the consumer goods, retail, and restaurants industry. In addition, digital marketing is used in the consumer goods and retail industry to improve marketing services, enhance customer intelligence, manage trade promotions, and optimize prices, and for loyalty marketing. In addition, rising purchasing power of consumers is driving the growth of the market.

The Global Info Research report includes an overview of the development of the Context Advertising industry chain, the market status of Consumer Goods, Retail, and Restaurants (Activity-based Advertising, Location-based Advertising), Telecom and IT (Activity-based Advertising, Location-based Advertising), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Context Advertising.

Regionally, the report analyzes the Context Advertising markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives

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and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Context Advertising market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Context Advertising market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Context Advertising industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Activity-based Advertising, Location-based Advertising).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Context Advertising market.

Regional Analysis: The report involves examining the Context Advertising market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Context Advertising market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Context Advertising:

Company Analysis: Report covers individual Context Advertising players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and

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attitudes towards Context Advertising This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Consumer Goods, Retail, and Restaurants, Telecom and IT).

Technology Analysis: Report covers specific technologies relevant to Context Advertising. It assesses the current state, advancements, and potential future developments in Context Advertising areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Context Advertising market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Context Advertising market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

Activity-based Advertising

Location-based Advertising

Others

Market segment by Application

Consumer Goods, Retail, and Restaurants

Telecom and IT

Banking, Financial Services, and Insurance (BFSI)

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Media and Entertainment

Travel, Transportation, and Automobile

Healthcare

Academia and Government

Others

Market segment by players, this report covers

Act-on Software

Adobe Systems

Amazon.com

Amobee (Subsidiary of Singapore Telecommunications)

AOL

Facebook

Flurry (Yahoo's Developer Network)

Flytxt

Google

IAC

Infolinks

Inmobi

Marketo

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Media.net (Acquired by Beijing Miteno Communication Technology)

Microsoft

Millennial Media

Sap

Simplycast

Twitter

Yahoo

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, UK, Russia, Italy, and Rest of Europe)

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

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

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Context Advertising product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Context Advertising, with revenue, gross margin and global market share of Context Advertising from 2019 to 2024.

Chapter 3, the Context Advertising competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

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Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024.and Context Advertising market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Context Advertising.

Chapter 13, to describe Context Advertising research findings and conclusion.

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Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope of Context Advertising
1.2 Market Estimation Caveats and Base Year
1.3 Classification of Context Advertising by Type
  1.3.1 Overview: Global Context Advertising Market Size by Type: 2019 Versus 2023 Versus 2030
  1.3.2 Global Context Advertising Consumption Value Market Share by Type in 2023
  1.3.3 Activity-based Advertising
  1.3.4 Location-based Advertising
  1.3.5 Others
1.4 Global Context Advertising Market by Application
  1.4.1 Overview: Global Context Advertising Market Size by Application: 2019 Versus 2023 Versus 2030
  1.4.2 Consumer Goods, Retail, and Restaurants
  1.4.3 Telecom and IT
  1.4.4 Banking, Financial Services, and Insurance (BFSI)
  1.4.5 Media and Entertainment
  1.4.6 Travel, Transportation, and Automobile
  1.4.7 Healthcare
  1.4.8 Academia and Government
  1.4.9 Others
1.5 Global Context Advertising Market Size & Forecast
1.6 Global Context Advertising Market Size and Forecast by Region
  1.6.1 Global Context Advertising Market Size by Region: 2019 VS 2023 VS 2030
  1.6.2 Global Context Advertising Market Size by Region, (2019-2030)
  1.6.3 North America Context Advertising Market Size and Prospect (2019-2030)
  1.6.4 Europe Context Advertising Market Size and Prospect (2019-2030)
  1.6.5 Asia-Pacific Context Advertising Market Size and Prospect (2019-2030)
  1.6.6 South America Context Advertising Market Size and Prospect (2019-2030)
  1.6.7 Middle East and Africa Context Advertising Market Size and Prospect (2019-2030)

2 COMPANY PROFILES

2.1 Act-on Software
  2.1.1 Act-on Software Details

+357 96 030922
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2.1.2 Act-on Software Major Business
2.1.3 Act-on Software Context Advertising Product and Solutions
2.1.4 Act-on Software Context Advertising Revenue, Gross Margin and Market Share (2019-2024)
2.1.5 Act-on Software Recent Developments and Future Plans
2.2 Adobe Systems
2.2.1 Adobe Systems Details
2.2.2 Adobe Systems Major Business
2.2.3 Adobe Systems Context Advertising Product and Solutions
2.2.4 Adobe Systems Context Advertising Revenue, Gross Margin and Market Share (2019-2024)
2.2.5 Adobe Systems Recent Developments and Future Plans
2.3 Amazon.com
2.3.1 Amazon.com Details
2.3.2 Amazon.com Major Business
2.3.3 Amazon.com Context Advertising Product and Solutions
2.3.4 Amazon.com Context Advertising Revenue, Gross Margin and Market Share (2019-2024)
2.3.5 Amazon.com Recent Developments and Future Plans
2.4 Amobee (Subsidiary of Singapore Telecommunications)
2.4.1 Amobee (Subsidiary of Singapore Telecommunications) Details
2.4.2 Amobee (Subsidiary of Singapore Telecommunications) Major Business
2.4.3 Amobee (Subsidiary of Singapore Telecommunications) Context Advertising Product and Solutions
2.4.4 Amobee (Subsidiary of Singapore Telecommunications) Context Advertising Revenue, Gross Margin and Market Share (2019-2024)
2.4.5 Amobee (Subsidiary of Singapore Telecommunications) Recent Developments and Future Plans
2.5 AOL
2.5.1 AOL Details
2.5.2 AOL Major Business
2.5.3 AOL Context Advertising Product and Solutions
2.5.4 AOL Context Advertising Revenue, Gross Margin and Market Share (2019-2024)
2.5.5 AOL Recent Developments and Future Plans
2.6 Facebook
2.6.1 Facebook Details
2.6.2 Facebook Major Business
2.6.3 Facebook Context Advertising Product and Solutions
2.6.4 Facebook Context Advertising Revenue, Gross Margin and Market Share

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(2019-2024)
2.6.5 Facebook Recent Developments and Future Plans
2.7 Flurry (Yahoo's Developer Network)
2.7.1 Flurry (Yahoo's Developer Network) Details
2.7.2 Flurry (Yahoo's Developer Network) Major Business
2.7.3 Flurry (Yahoo's Developer Network) Context Advertising Product and Solutions
2.7.4 Flurry (Yahoo's Developer Network) Context Advertising Revenue, Gross Margin and Market Share (2019-2024)
2.7.5 Flurry (Yahoo's Developer Network) Recent Developments and Future Plans
2.8 Flytxt
2.8.1 Flytxt Details
2.8.2 Flytxt Major Business
2.8.3 Flytxt Context Advertising Product and Solutions
2.8.4 Flytxt Context Advertising Revenue, Gross Margin and Market Share (2019-2024)
2.8.5 Flytxt Recent Developments and Future Plans
2.9 Google
2.9.1 Google Details
2.9.2 Google Major Business
2.9.3 Google Context Advertising Product and Solutions
2.9.4 Google Context Advertising Revenue, Gross Margin and Market Share (2019-2024)
2.9.5 Google Recent Developments and Future Plans
2.10 IAC
2.10.1 IAC Details
2.10.2 IAC Major Business
2.10.3 IAC Context Advertising Product and Solutions
2.10.4 IAC Context Advertising Revenue, Gross Margin and Market Share (2019-2024)
2.10.5 IAC Recent Developments and Future Plans
2.11 Infolinks
2.11.1 Infolinks Details
2.11.2 Infolinks Major Business
2.11.3 Infolinks Context Advertising Product and Solutions
2.11.4 Infolinks Context Advertising Revenue, Gross Margin and Market Share (2019-2024)
2.11.5 Infolinks Recent Developments and Future Plans
2.12 Inmobi
2.12.1 Inmobi Details

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2.12.2 Inmobi Major Business
2.12.3 Inmobi Context Advertising Product and Solutions
2.12.4 Inmobi Context Advertising Revenue, Gross Margin and Market Share (2019-2024)
2.12.5 Inmobi Recent Developments and Future Plans
2.13 Marketo
2.13.1 Marketo Details
2.13.2 Marketo Major Business
2.13.3 Marketo Context Advertising Product and Solutions
2.13.4 Marketo Context Advertising Revenue, Gross Margin and Market Share (2019-2024)
2.13.5 Marketo Recent Developments and Future Plans
2.14 Media.net (Acquired by Beijing Miteno Communication Technology)
2.14.1 Media.net (Acquired by Beijing Miteno Communication Technology) Details
2.14.2 Media.net (Acquired by Beijing Miteno Communication Technology) Major Business
2.14.3 Media.net (Acquired by Beijing Miteno Communication Technology) Context Advertising Product and Solutions
2.14.4 Media.net (Acquired by Beijing Miteno Communication Technology) Context Advertising Revenue, Gross Margin and Market Share (2019-2024)
2.14.5 Media.net (Acquired by Beijing Miteno Communication Technology) Recent Developments and Future Plans
2.15 Microsoft
2.15.1 Microsoft Details
2.15.2 Microsoft Major Business
2.15.3 Microsoft Context Advertising Product and Solutions
2.15.4 Microsoft Context Advertising Revenue, Gross Margin and Market Share (2019-2024)
2.15.5 Microsoft Recent Developments and Future Plans
2.16 Millennial Media
2.16.1 Millennial Media Details
2.16.2 Millennial Media Major Business
2.16.3 Millennial Media Context Advertising Product and Solutions
2.16.4 Millennial Media Context Advertising Revenue, Gross Margin and Market Share (2019-2024)
2.16.5 Millennial Media Recent Developments and Future Plans
2.17 Sap
2.17.1 Sap Details
2.17.2 Sap Major Business

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info@marketpublishers.com

2.17.3 Sap Context Advertising Product and Solutions
2.17.4 Sap Context Advertising Revenue, Gross Margin and Market Share (2019-2024)
2.17.5 Sap Recent Developments and Future Plans
2.18 Simplycast
2.18.1 Simplycast Details
2.18.2 Simplycast Major Business
2.18.3 Simplycast Context Advertising Product and Solutions
2.18.4 Simplycast Context Advertising Revenue, Gross Margin and Market Share (2019-2024)
2.18.5 Simplycast Recent Developments and Future Plans
2.19 Twitter
2.19.1 Twitter Details
2.19.2 Twitter Major Business
2.19.3 Twitter Context Advertising Product and Solutions
2.19.4 Twitter Context Advertising Revenue, Gross Margin and Market Share (2019-2024)
2.19.5 Twitter Recent Developments and Future Plans
2.20 Yahoo
2.20.1 Yahoo Details
2.20.2 Yahoo Major Business
2.20.3 Yahoo Context Advertising Product and Solutions
2.20.4 Yahoo Context Advertising Revenue, Gross Margin and Market Share (2019-2024)
2.20.5 Yahoo Recent Developments and Future Plans

3 MARKET COMPETITION, BY PLAYERS

3.1 Global Context Advertising Revenue and Share by Players (2019-2024)
3.2 Market Share Analysis (2023)
3.2.1 Market Share of Context Advertising by Company Revenue
3.2.2 Top 3 Context Advertising Players Market Share in 2023
3.2.3 Top 6 Context Advertising Players Market Share in 2023
3.3 Context Advertising Market: Overall Company Footprint Analysis
3.3.1 Context Advertising Market: Region Footprint
3.3.2 Context Advertising Market: Company Product Type Footprint
3.3.3 Context Advertising Market: Company Product Application Footprint
3.4 New Market Entrants and Barriers to Market Entry
3.5 Mergers, Acquisition, Agreements, and Collaborations

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info@marketpublishers.com

4 MARKET SIZE SEGMENT BY TYPE

4.1 Global Context Advertising Consumption Value and Market Share by Type (2019-2024)
4.2 Global Context Advertising Market Forecast by Type (2025-2030)

5 MARKET SIZE SEGMENT BY APPLICATION

5.1 Global Context Advertising Consumption Value Market Share by Application (2019-2024)
5.2 Global Context Advertising Market Forecast by Application (2025-2030)

6 NORTH AMERICA

6.1 North America Context Advertising Consumption Value by Type (2019-2030)
6.2 North America Context Advertising Consumption Value by Application (2019-2030)
6.3 North America Context Advertising Market Size by Country
  6.3.1 North America Context Advertising Consumption Value by Country (2019-2030)
  6.3.2 United States Context Advertising Market Size and Forecast (2019-2030)
  6.3.3 Canada Context Advertising Market Size and Forecast (2019-2030)
  6.3.4 Mexico Context Advertising Market Size and Forecast (2019-2030)

7 EUROPE

7.1 Europe Context Advertising Consumption Value by Type (2019-2030)
7.2 Europe Context Advertising Consumption Value by Application (2019-2030)
7.3 Europe Context Advertising Market Size by Country
  7.3.1 Europe Context Advertising Consumption Value by Country (2019-2030)
  7.3.2 Germany Context Advertising Market Size and Forecast (2019-2030)
  7.3.3 France Context Advertising Market Size and Forecast (2019-2030)
  7.3.4 United Kingdom Context Advertising Market Size and Forecast (2019-2030)
  7.3.5 Russia Context Advertising Market Size and Forecast (2019-2030)
  7.3.6 Italy Context Advertising Market Size and Forecast (2019-2030)

8 ASIA-PACIFIC

8.1 Asia-Pacific Context Advertising Consumption Value by Type (2019-2030)
8.2 Asia-Pacific Context Advertising Consumption Value by Application (2019-2030)

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info@marketpublishers.com

8.3 Asia-Pacific Context Advertising Market Size by Region
8.3.1 Asia-Pacific Context Advertising Consumption Value by Region (2019-2030)
8.3.2 China Context Advertising Market Size and Forecast (2019-2030)
8.3.3 Japan Context Advertising Market Size and Forecast (2019-2030)
8.3.4 South Korea Context Advertising Market Size and Forecast (2019-2030)
8.3.5 India Context Advertising Market Size and Forecast (2019-2030)
8.3.6 Southeast Asia Context Advertising Market Size and Forecast (2019-2030)
8.3.7 Australia Context Advertising Market Size and Forecast (2019-2030)

9 SOUTH AMERICA

9.1 South America Context Advertising Consumption Value by Type (2019-2030)
9.2 South America Context Advertising Consumption Value by Application (2019-2030)
9.3 South America Context Advertising Market Size by Country
9.3.1 South America Context Advertising Consumption Value by Country (2019-2030)
9.3.2 Brazil Context Advertising Market Size and Forecast (2019-2030)
9.3.3 Argentina Context Advertising Market Size and Forecast (2019-2030)

10 MIDDLE EAST & AFRICA

10.1 Middle East & Africa Context Advertising Consumption Value by Type (2019-2030)
10.2 Middle East & Africa Context Advertising Consumption Value by Application (2019-2030)
10.3 Middle East & Africa Context Advertising Market Size by Country
10.3.1 Middle East & Africa Context Advertising Consumption Value by Country (2019-2030)
10.3.2 Turkey Context Advertising Market Size and Forecast (2019-2030)
10.3.3 Saudi Arabia Context Advertising Market Size and Forecast (2019-2030)
10.3.4 UAE Context Advertising Market Size and Forecast (2019-2030)

11 MARKET DYNAMICS

11.1 Context Advertising Market Drivers
11.2 Context Advertising Market Restraints
11.3 Context Advertising Trends Analysis
11.4 Porters Five Forces Analysis
11.4.1 Threat of New Entrants
11.4.2 Bargaining Power of Suppliers
11.4.3 Bargaining Power of Buyers

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11.4.4 Threat of Substitutes
11.4.5 Competitive Rivalry

12 INDUSTRY CHAIN ANALYSIS

12.1 Context Advertising Industry Chain
12.2 Context Advertising Upstream Analysis
12.3 Context Advertising Midstream Analysis
12.4 Context Advertising Downstream Analysis

13 RESEARCH FINDINGS AND CONCLUSION

14 APPENDIX

14.1 Methodology
14.2 Research Process and Data Source
14.3 Disclaimer

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List Of Tables

LIST OF TABLES

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List Of Figures

LIST OF FIGURES

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