

# Global Contextual Advertising Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

<https://marketpublishers.com/r/G22BEB8E147GEN.html>

Date: August 2018

Pages: 135

Price: US\$ 3,480.00 (Single User License)

ID: G22BEB8E147GEN

## Abstracts

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.

### SCOPE OF THE REPORT:

This report studies the Contextual Advertising market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Contextual Advertising market by product type and applications/end industries.

North America holds the largest share of the contextual advertising market owing to the strong presence of key players offering advertising technologies in this region. North America is expected to hold the largest share of the global contextual advertising market in 2018, while the market in APAC is expected to witness the highest growth during the forecast period. The high growth of the market in APAC can be attributed to the presence of countries such as China, Japan, and India in this region. These countries have a large number of internet users, which, in turn, creates huge opportunities for advertisers.

The global Contextual Advertising market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Contextual Advertising.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Google

Beijing Miteno Communication Technology

Facebook

Microsoft

Amazon

Aol

Yahoo

Twitter

IAC

Amobee

Act-On Software

Simplycast

Inmobi

Flytxt

Infolinks

Adobe Systems

Sap

Marketo

Millennial Media

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

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

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Activity-based Advertising

Location-based Advertising

Others

Market Segment by Applications, can be divided into

Consumer Goods, Retail, and Restaurants

Telecom and IT

Banking, Financial Services, and Insurance (BFSI)

Media and Entertainment

Travel, Transportation, and Automobile

Healthcare

Academia and Government

Others

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