

Global Digital Marketing 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 Digital Marketing 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.

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

Digital marketing's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient.

The Global Info Research report includes an overview of the development of the Digital Marketing industry chain, the market status of Retail and Consumer Goods (Online Interactive Digital Marketing, Offline Interactive Digital Marketing), BFSI (Online Interactive Digital Marketing, Offline Interactive Digital Marketing), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Digital Marketing.

Regionally, the report analyzes the Digital Marketing markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Digital Marketing market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Digital Marketing 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 Digital Marketing 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., Online Interactive Digital Marketing, Offline Interactive Digital Marketing).

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 Digital Marketing market.

Regional Analysis: The report involves examining the Digital Marketing 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 Digital Marketing market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Digital Marketing:

Company Analysis: Report covers individual Digital Marketing 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 attitudes towards Digital Marketing This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Retail and Consumer Goods, BFSI).

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

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Digital Marketing 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

Digital Marketing 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

- Online Interactive Digital Marketing

- Offline Interactive Digital Marketing

Market segment by Application

- Retail and Consumer Goods

- BFSI

- IT & Telecommunication

- Media and Entertainment

- Travel

- Transportation

Supply Chain and Logistics

Healthcare

Energy & Power and Utilities

Market segment by players, this report covers

Grey Advertising

Wieden+Kennedy

Butler

Shine

Stern & Partners

Ogilvy & Mather

BBDO

Crispin Porter + Bogusky

The Martin Agency

Deutsch

Droga5

Mullen Advertising

Mood Media

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 Digital Marketing product scope, market overview, market estimation caveats and base year.

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

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

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 Digital Marketing 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 Digital Marketing.

Chapter 13, to describe Digital Marketing research findings and conclusion.

Contents

1 MARKET OVERVIEW

- 1.1 Product Overview and Scope of Digital Marketing
- 1.2 Market Estimation Caveats and Base Year
- 1.3 Classification of Digital Marketing by Type
 - 1.3.1 Overview: Global Digital Marketing Market Size by Type: 2019 Versus 2023 Versus 2030
 - 1.3.2 Global Digital Marketing Consumption Value Market Share by Type in 2023
 - 1.3.3 Online Interactive Digital Marketing
 - 1.3.4 Offline Interactive Digital Marketing
- 1.4 Global Digital Marketing Market by Application
 - 1.4.1 Overview: Global Digital Marketing Market Size by Application: 2019 Versus 2023 Versus 2030
 - 1.4.2 Retail and Consumer Goods
 - 1.4.3 BFSI
 - 1.4.4 IT & Telecommunication
 - 1.4.5 Media and Entertainment
 - 1.4.6 Travel
 - 1.4.7 Transportation
 - 1.4.8 Supply Chain and Logistics
 - 1.4.9 Healthcare
 - 1.4.10 Energy & Power and Utilities
- 1.5 Global Digital Marketing Market Size & Forecast
- 1.6 Global Digital Marketing Market Size and Forecast by Region
 - 1.6.1 Global Digital Marketing Market Size by Region: 2019 VS 2023 VS 2030
 - 1.6.2 Global Digital Marketing Market Size by Region, (2019-2030)
 - 1.6.3 North America Digital Marketing Market Size and Prospect (2019-2030)
 - 1.6.4 Europe Digital Marketing Market Size and Prospect (2019-2030)
 - 1.6.5 Asia-Pacific Digital Marketing Market Size and Prospect (2019-2030)
 - 1.6.6 South America Digital Marketing Market Size and Prospect (2019-2030)
 - 1.6.7 Middle East and Africa Digital Marketing Market Size and Prospect (2019-2030)

2 COMPANY PROFILES

- 2.1 Grey Advertising
 - 2.1.1 Grey Advertising Details
 - 2.1.2 Grey Advertising Major Business

- 2.1.3 Grey Advertising Digital Marketing Product and Solutions
- 2.1.4 Grey Advertising Digital Marketing Revenue, Gross Margin and Market Share (2019-2024)
- 2.1.5 Grey Advertising Recent Developments and Future Plans
- 2.2 Wieden+Kennedy
 - 2.2.1 Wieden+Kennedy Details
 - 2.2.2 Wieden+Kennedy Major Business
 - 2.2.3 Wieden+Kennedy Digital Marketing Product and Solutions
 - 2.2.4 Wieden+Kennedy Digital Marketing Revenue, Gross Margin and Market Share (2019-2024)
 - 2.2.5 Wieden+Kennedy Recent Developments and Future Plans
- 2.3 Butler
 - 2.3.1 Butler Details
 - 2.3.2 Butler Major Business
 - 2.3.3 Butler Digital Marketing Product and Solutions
 - 2.3.4 Butler Digital Marketing Revenue, Gross Margin and Market Share (2019-2024)
 - 2.3.5 Butler Recent Developments and Future Plans
- 2.4 Shine
 - 2.4.1 Shine Details
 - 2.4.2 Shine Major Business
 - 2.4.3 Shine Digital Marketing Product and Solutions
 - 2.4.4 Shine Digital Marketing Revenue, Gross Margin and Market Share (2019-2024)
 - 2.4.5 Shine Recent Developments and Future Plans
- 2.5 Stern & Partners
 - 2.5.1 Stern & Partners Details
 - 2.5.2 Stern & Partners Major Business
 - 2.5.3 Stern & Partners Digital Marketing Product and Solutions
 - 2.5.4 Stern & Partners Digital Marketing Revenue, Gross Margin and Market Share (2019-2024)
 - 2.5.5 Stern & Partners Recent Developments and Future Plans
- 2.6 Ogilvy & Mather
 - 2.6.1 Ogilvy & Mather Details
 - 2.6.2 Ogilvy & Mather Major Business
 - 2.6.3 Ogilvy & Mather Digital Marketing Product and Solutions
 - 2.6.4 Ogilvy & Mather Digital Marketing Revenue, Gross Margin and Market Share (2019-2024)
 - 2.6.5 Ogilvy & Mather Recent Developments and Future Plans
- 2.7 BBDO
 - 2.7.1 BBDO Details

- 2.7.2 BBDO Major Business
- 2.7.3 BBDO Digital Marketing Product and Solutions
- 2.7.4 BBDO Digital Marketing Revenue, Gross Margin and Market Share (2019-2024)
- 2.7.5 BBDO Recent Developments and Future Plans
- 2.8 Crispin Porter + Bogusky
 - 2.8.1 Crispin Porter + Bogusky Details
 - 2.8.2 Crispin Porter + Bogusky Major Business
 - 2.8.3 Crispin Porter + Bogusky Digital Marketing Product and Solutions
 - 2.8.4 Crispin Porter + Bogusky Digital Marketing Revenue, Gross Margin and Market Share (2019-2024)
 - 2.8.5 Crispin Porter + Bogusky Recent Developments and Future Plans
- 2.9 The Martin Agency
 - 2.9.1 The Martin Agency Details
 - 2.9.2 The Martin Agency Major Business
 - 2.9.3 The Martin Agency Digital Marketing Product and Solutions
 - 2.9.4 The Martin Agency Digital Marketing Revenue, Gross Margin and Market Share (2019-2024)
 - 2.9.5 The Martin Agency Recent Developments and Future Plans
- 2.10 Deutsch
 - 2.10.1 Deutsch Details
 - 2.10.2 Deutsch Major Business
 - 2.10.3 Deutsch Digital Marketing Product and Solutions
 - 2.10.4 Deutsch Digital Marketing Revenue, Gross Margin and Market Share (2019-2024)
 - 2.10.5 Deutsch Recent Developments and Future Plans
- 2.11 Droga5
 - 2.11.1 Droga5 Details
 - 2.11.2 Droga5 Major Business
 - 2.11.3 Droga5 Digital Marketing Product and Solutions
 - 2.11.4 Droga5 Digital Marketing Revenue, Gross Margin and Market Share (2019-2024)
 - 2.11.5 Droga5 Recent Developments and Future Plans
- 2.12 Mullen Advertising
 - 2.12.1 Mullen Advertising Details
 - 2.12.2 Mullen Advertising Major Business
 - 2.12.3 Mullen Advertising Digital Marketing Product and Solutions
 - 2.12.4 Mullen Advertising Digital Marketing Revenue, Gross Margin and Market Share (2019-2024)
 - 2.12.5 Mullen Advertising Recent Developments and Future Plans

2.13 Mood Media

2.13.1 Mood Media Details

2.13.2 Mood Media Major Business

2.13.3 Mood Media Digital Marketing Product and Solutions

2.13.4 Mood Media Digital Marketing Revenue, Gross Margin and Market Share (2019-2024)

2.13.5 Mood Media Recent Developments and Future Plans

3 MARKET COMPETITION, BY PLAYERS

3.1 Global Digital Marketing Revenue and Share by Players (2019-2024)

3.2 Market Share Analysis (2023)

3.2.1 Market Share of Digital Marketing by Company Revenue

3.2.2 Top 3 Digital Marketing Players Market Share in 2023

3.2.3 Top 6 Digital Marketing Players Market Share in 2023

3.3 Digital Marketing Market: Overall Company Footprint Analysis

3.3.1 Digital Marketing Market: Region Footprint

3.3.2 Digital Marketing Market: Company Product Type Footprint

3.3.3 Digital Marketing Market: Company Product Application Footprint

3.4 New Market Entrants and Barriers to Market Entry

3.5 Mergers, Acquisition, Agreements, and Collaborations

4 MARKET SIZE SEGMENT BY TYPE

4.1 Global Digital Marketing Consumption Value and Market Share by Type (2019-2024)

4.2 Global Digital Marketing Market Forecast by Type (2025-2030)

5 MARKET SIZE SEGMENT BY APPLICATION

5.1 Global Digital Marketing Consumption Value Market Share by Application (2019-2024)

5.2 Global Digital Marketing Market Forecast by Application (2025-2030)

6 NORTH AMERICA

6.1 North America Digital Marketing Consumption Value by Type (2019-2030)

6.2 North America Digital Marketing Consumption Value by Application (2019-2030)

6.3 North America Digital Marketing Market Size by Country

- 6.3.1 North America Digital Marketing Consumption Value by Country (2019-2030)
- 6.3.2 United States Digital Marketing Market Size and Forecast (2019-2030)
- 6.3.3 Canada Digital Marketing Market Size and Forecast (2019-2030)
- 6.3.4 Mexico Digital Marketing Market Size and Forecast (2019-2030)

7 EUROPE

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

8 ASIA-PACIFIC

- 8.1 Asia-Pacific Digital Marketing Consumption Value by Type (2019-2030)
- 8.2 Asia-Pacific Digital Marketing Consumption Value by Application (2019-2030)
- 8.3 Asia-Pacific Digital Marketing Market Size by Region
 - 8.3.1 Asia-Pacific Digital Marketing Consumption Value by Region (2019-2030)
 - 8.3.2 China Digital Marketing Market Size and Forecast (2019-2030)
 - 8.3.3 Japan Digital Marketing Market Size and Forecast (2019-2030)
 - 8.3.4 South Korea Digital Marketing Market Size and Forecast (2019-2030)
 - 8.3.5 India Digital Marketing Market Size and Forecast (2019-2030)
 - 8.3.6 Southeast Asia Digital Marketing Market Size and Forecast (2019-2030)
 - 8.3.7 Australia Digital Marketing Market Size and Forecast (2019-2030)

9 SOUTH AMERICA

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

10 MIDDLE EAST & AFRICA

10.1 Middle East & Africa Digital Marketing Consumption Value by Type (2019-2030)

10.2 Middle East & Africa Digital Marketing Consumption Value by Application (2019-2030)

10.3 Middle East & Africa Digital Marketing Market Size by Country

10.3.1 Middle East & Africa Digital Marketing Consumption Value by Country (2019-2030)

10.3.2 Turkey Digital Marketing Market Size and Forecast (2019-2030)

10.3.3 Saudi Arabia Digital Marketing Market Size and Forecast (2019-2030)

10.3.4 UAE Digital Marketing Market Size and Forecast (2019-2030)

11 MARKET DYNAMICS

11.1 Digital Marketing Market Drivers

11.2 Digital Marketing Market Restraints

11.3 Digital Marketing 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

11.4.4 Threat of Substitutes

11.4.5 Competitive Rivalry

12 INDUSTRY CHAIN ANALYSIS

12.1 Digital Marketing Industry Chain

12.2 Digital Marketing Upstream Analysis

12.3 Digital Marketing Midstream Analysis

12.4 Digital Marketing Downstream Analysis

13 RESEARCH FINDINGS AND CONCLUSION

14 APPENDIX

14.1 Methodology

14.2 Research Process and Data Source

14.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global Digital Marketing Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Table 2. Global Digital Marketing Consumption Value by Application, (USD Million), 2019 & 2023 & 2030

Table 3. Global Digital Marketing Consumption Value by Region (2019-2024) & (USD Million)

Table 4. Global Digital Marketing Consumption Value by Region (2025-2030) & (USD Million)

Table 5. Grey Advertising Company Information, Head Office, and Major Competitors

Table 6. Grey Advertising Major Business

Table 7. Grey Advertising Digital Marketing Product and Solutions

Table 8. Grey Advertising Digital Marketing Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 9. Grey Advertising Recent Developments and Future Plans

Table 10. Wieden+Kennedy Company Information, Head Office, and Major Competitors

Table 11. Wieden+Kennedy Major Business

Table 12. Wieden+Kennedy Digital Marketing Product and Solutions

Table 13. Wieden+Kennedy Digital Marketing Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 14. Wieden+Kennedy Recent Developments and Future Plans

Table 15. Butler Company Information, Head Office, and Major Competitors

Table 16. Butler Major Business

Table 17. Butler Digital Marketing Product and Solutions

Table 18. Butler Digital Marketing Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 19. Butler Recent Developments and Future Plans

Table 20. Shine Company Information, Head Office, and Major Competitors

Table 21. Shine Major Business

Table 22. Shine Digital Marketing Product and Solutions

Table 23. Shine Digital Marketing Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 24. Shine Recent Developments and Future Plans

Table 25. Stern & Partners Company Information, Head Office, and Major Competitors

Table 26. Stern & Partners Major Business

Table 27. Stern & Partners Digital Marketing Product and Solutions

Table 28. Stern & Partners Digital Marketing Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 29. Stern & Partners Recent Developments and Future Plans

Table 30. Ogilvy & Mather Company Information, Head Office, and Major Competitors

Table 31. Ogilvy & Mather Major Business

Table 32. Ogilvy & Mather Digital Marketing Product and Solutions

Table 33. Ogilvy & Mather Digital Marketing Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 34. Ogilvy & Mather Recent Developments and Future Plans

Table 35. BBDO Company Information, Head Office, and Major Competitors

Table 36. BBDO Major Business

Table 37. BBDO Digital Marketing Product and Solutions

Table 38. BBDO Digital Marketing Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 39. BBDO Recent Developments and Future Plans

Table 40. Crispin Porter + Bogusky Company Information, Head Office, and Major Competitors

Table 41. Crispin Porter + Bogusky Major Business

Table 42. Crispin Porter + Bogusky Digital Marketing Product and Solutions

Table 43. Crispin Porter + Bogusky Digital Marketing Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 44. Crispin Porter + Bogusky Recent Developments and Future Plans

Table 45. The Martin Agency Company Information, Head Office, and Major Competitors

Table 46. The Martin Agency Major Business

Table 47. The Martin Agency Digital Marketing Product and Solutions

Table 48. The Martin Agency Digital Marketing Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 49. The Martin Agency Recent Developments and Future Plans

Table 50. Deutsch Company Information, Head Office, and Major Competitors

Table 51. Deutsch Major Business

Table 52. Deutsch Digital Marketing Product and Solutions

Table 53. Deutsch Digital Marketing Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 54. Deutsch Recent Developments and Future Plans

Table 55. Droga5 Company Information, Head Office, and Major Competitors

Table 56. Droga5 Major Business

Table 57. Droga5 Digital Marketing Product and Solutions

Table 58. Droga5 Digital Marketing Revenue (USD Million), Gross Margin and Market

Share (2019-2024)

Table 59. Droga5 Recent Developments and Future Plans

Table 60. Mullen Advertising Company Information, Head Office, and Major Competitors

Table 61. Mullen Advertising Major Business

Table 62. Mullen Advertising Digital Marketing Product and Solutions

Table 63. Mullen Advertising Digital Marketing Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 64. Mullen Advertising Recent Developments and Future Plans

Table 65. Mood Media Company Information, Head Office, and Major Competitors

Table 66. Mood Media Major Business

Table 67. Mood Media Digital Marketing Product and Solutions

Table 68. Mood Media Digital Marketing Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 69. Mood Media Recent Developments and Future Plans

Table 70. Global Digital Marketing Revenue (USD Million) by Players (2019-2024)

Table 71. Global Digital Marketing Revenue Share by Players (2019-2024)

Table 72. Breakdown of Digital Marketing by Company Type (Tier 1, Tier 2, and Tier 3)

Table 73. Market Position of Players in Digital Marketing, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2023

Table 74. Head Office of Key Digital Marketing Players

Table 75. Digital Marketing Market: Company Product Type Footprint

Table 76. Digital Marketing Market: Company Product Application Footprint

Table 77. Digital Marketing New Market Entrants and Barriers to Market Entry

Table 78. Digital Marketing Mergers, Acquisition, Agreements, and Collaborations

Table 79. Global Digital Marketing Consumption Value (USD Million) by Type (2019-2024)

Table 80. Global Digital Marketing Consumption Value Share by Type (2019-2024)

Table 81. Global Digital Marketing Consumption Value Forecast by Type (2025-2030)

Table 82. Global Digital Marketing Consumption Value by Application (2019-2024)

Table 83. Global Digital Marketing Consumption Value Forecast by Application (2025-2030)

Table 84. North America Digital Marketing Consumption Value by Type (2019-2024) & (USD Million)

Table 85. North America Digital Marketing Consumption Value by Type (2025-2030) & (USD Million)

Table 86. North America Digital Marketing Consumption Value by Application (2019-2024) & (USD Million)

Table 87. North America Digital Marketing Consumption Value by Application (2025-2030) & (USD Million)

- Table 88. North America Digital Marketing Consumption Value by Country (2019-2024) & (USD Million)
- Table 89. North America Digital Marketing Consumption Value by Country (2025-2030) & (USD Million)
- Table 90. Europe Digital Marketing Consumption Value by Type (2019-2024) & (USD Million)
- Table 91. Europe Digital Marketing Consumption Value by Type (2025-2030) & (USD Million)
- Table 92. Europe Digital Marketing Consumption Value by Application (2019-2024) & (USD Million)
- Table 93. Europe Digital Marketing Consumption Value by Application (2025-2030) & (USD Million)
- Table 94. Europe Digital Marketing Consumption Value by Country (2019-2024) & (USD Million)
- Table 95. Europe Digital Marketing Consumption Value by Country (2025-2030) & (USD Million)
- Table 96. Asia-Pacific Digital Marketing Consumption Value by Type (2019-2024) & (USD Million)
- Table 97. Asia-Pacific Digital Marketing Consumption Value by Type (2025-2030) & (USD Million)
- Table 98. Asia-Pacific Digital Marketing Consumption Value by Application (2019-2024) & (USD Million)
- Table 99. Asia-Pacific Digital Marketing Consumption Value by Application (2025-2030) & (USD Million)
- Table 100. Asia-Pacific Digital Marketing Consumption Value by Region (2019-2024) & (USD Million)
- Table 101. Asia-Pacific Digital Marketing Consumption Value by Region (2025-2030) & (USD Million)
- Table 102. South America Digital Marketing Consumption Value by Type (2019-2024) & (USD Million)
- Table 103. South America Digital Marketing Consumption Value by Type (2025-2030) & (USD Million)
- Table 104. South America Digital Marketing Consumption Value by Application (2019-2024) & (USD Million)
- Table 105. South America Digital Marketing Consumption Value by Application (2025-2030) & (USD Million)
- Table 106. South America Digital Marketing Consumption Value by Country (2019-2024) & (USD Million)
- Table 107. South America Digital Marketing Consumption Value by Country

(2025-2030) & (USD Million)

Table 108. Middle East & Africa Digital Marketing Consumption Value by Type

(2019-2024) & (USD Million)

Table 109. Middle East & Africa Digital Marketing Consumption Value by Type

(2025-2030) & (USD Million)

Table 110. Middle East & Africa Digital Marketing Consumption Value by Application

(2019-2024) & (USD Million)

Table 111. Middle East & Africa Digital Marketing Consumption Value by Application

(2025-2030) & (USD Million)

Table 112. Middle East & Africa Digital Marketing Consumption Value by Country

(2019-2024) & (USD Million)

Table 113. Middle East & Africa Digital Marketing Consumption Value by Country

(2025-2030) & (USD Million)

Table 114. Digital Marketing Raw Material

Table 115. Key Suppliers of Digital Marketing Raw Materials

List Of Figures

LIST OF FIGURES

Figure 1. Digital Marketing Picture

Figure 2. Global Digital Marketing Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Figure 3. Global Digital Marketing Consumption Value Market Share by Type in 2023

Figure 4. Online Interactive Digital Marketing

Figure 5. Offline Interactive Digital Marketing

Figure 6. Global Digital Marketing Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Figure 7. Digital Marketing Consumption Value Market Share by Application in 2023

Figure 8. Retail and Consumer Goods Picture

Figure 9. BFSI Picture

Figure 10. IT & Telecommunication Picture

Figure 11. Media and Entertainment Picture

Figure 12. Travel Picture

Figure 13. Transportation Picture

Figure 14. Supply Chain and Logistics Picture

Figure 15. Healthcare Picture

Figure 16. Energy & Power and Utilities Picture

Figure 17. Global Digital Marketing Consumption Value, (USD Million): 2019 & 2023 & 2030

Figure 18. Global Digital Marketing Consumption Value and Forecast (2019-2030) & (USD Million)

Figure 19. Global Market Digital Marketing Consumption Value (USD Million) Comparison by Region (2019 & 2023 & 2030)

Figure 20. Global Digital Marketing Consumption Value Market Share by Region (2019-2030)

Figure 21. Global Digital Marketing Consumption Value Market Share by Region in 2023

Figure 22. North America Digital Marketing Consumption Value (2019-2030) & (USD Million)

Figure 23. Europe Digital Marketing Consumption Value (2019-2030) & (USD Million)

Figure 24. Asia-Pacific Digital Marketing Consumption Value (2019-2030) & (USD Million)

Figure 25. South America Digital Marketing Consumption Value (2019-2030) & (USD Million)

Figure 26. Middle East and Africa Digital Marketing Consumption Value (2019-2030) & (USD Million)

Figure 27. Global Digital Marketing Revenue Share by Players in 2023

Figure 28. Digital Marketing Market Share by Company Type (Tier 1, Tier 2 and Tier 3) in 2023

Figure 29. Global Top 3 Players Digital Marketing Market Share in 2023

Figure 30. Global Top 6 Players Digital Marketing Market Share in 2023

Figure 31. Global Digital Marketing Consumption Value Share by Type (2019-2024)

Figure 32. Global Digital Marketing Market Share Forecast by Type (2025-2030)

Figure 33. Global Digital Marketing Consumption Value Share by Application (2019-2024)

Figure 34. Global Digital Marketing Market Share Forecast by Application (2025-2030)

Figure 35. North America Digital Marketing Consumption Value Market Share by Type (2019-2030)

Figure 36. North America Digital Marketing Consumption Value Market Share by Application (2019-2030)

Figure 37. North America Digital Marketing Consumption Value Market Share by Country (2019-2030)

Figure 38. United States Digital Marketing Consumption Value (2019-2030) & (USD Million)

Figure 39. Canada Digital Marketing Consumption Value (2019-2030) & (USD Million)

Figure 40. Mexico Digital Marketing Consumption Value (2019-2030) & (USD Million)

Figure 41. Europe Digital Marketing Consumption Value Market Share by Type (2019-2030)

Figure 42. Europe Digital Marketing Consumption Value Market Share by Application (2019-2030)

Figure 43. Europe Digital Marketing Consumption Value Market Share by Country (2019-2030)

Figure 44. Germany Digital Marketing Consumption Value (2019-2030) & (USD Million)

Figure 45. France Digital Marketing Consumption Value (2019-2030) & (USD Million)

Figure 46. United Kingdom Digital Marketing Consumption Value (2019-2030) & (USD Million)

Figure 47. Russia Digital Marketing Consumption Value (2019-2030) & (USD Million)

Figure 48. Italy Digital Marketing Consumption Value (2019-2030) & (USD Million)

Figure 49. Asia-Pacific Digital Marketing Consumption Value Market Share by Type (2019-2030)

Figure 50. Asia-Pacific Digital Marketing Consumption Value Market Share by Application (2019-2030)

Figure 51. Asia-Pacific Digital Marketing Consumption Value Market Share by Region

(2019-2030)

Figure 52. China Digital Marketing Consumption Value (2019-2030) & (USD Million)

Figure 53. Japan Digital Marketing Consumption Value (2019-2030) & (USD Million)

Figure 54. South Korea Digital Marketing Consumption Value (2019-2030) & (USD Million)

Figure 55. India Digital Marketing Consumption Value (2019-2030) & (USD Million)

Figure 56. Southeast Asia Digital Marketing Consumption Value (2019-2030) & (USD Million)

Figure 57. Australia Digital Marketing Consumption Value (2019-2030) & (USD Million)

Figure 58. South America Digital Marketing Consumption Value Market Share by Type (2019-2030)

Figure 59. South America Digital Marketing Consumption Value Market Share by Application (2019-2030)

Figure 60. South America Digital Marketing Consumption Value Market Share by Country (2019-2030)

Figure 61. Brazil Digital Marketing Consumption Value (2019-2030) & (USD Million)

Figure 62. Argentina Digital Marketing Consumption Value (2019-2030) & (USD Million)

Figure 63. Middle East and Africa Digital Marketing Consumption Value Market Share by Type (2019-2030)

Figure 64. Middle East and Africa Digital Marketing Consumption Value Market Share by Application (2019-2030)

Figure 65. Middle East and Africa Digital Marketing Consumption Value Market Share by Country (2019-2030)

Figure 66. Turkey Digital Marketing Consumption Value (2019-2030) & (USD Million)

Figure 67. Saudi Arabia Digital Marketing Consumption Value (2019-2030) & (USD Million)

Figure 68. UAE Digital Marketing Consumption Value (2019-2030) & (USD Million)

Figure 69. Digital Marketing Market Drivers

Figure 70. Digital Marketing Market Restraints

Figure 71. Digital Marketing Market Trends

Figure 72. Porters Five Forces Analysis

Figure 73. Manufacturing Cost Structure Analysis of Digital Marketing in 2023

Figure 74. Manufacturing Process Analysis of Digital Marketing

Figure 75. Digital Marketing Industrial Chain

Figure 76. Methodology

Figure 77. Research Process and Data Source

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