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Global In-App 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 In-App Advertising market size was valued at USD 126220 million in 2023 and is forecast to a readjusted size of USD 390360 million by 2030 with a CAGR of 17.5% during review period.

In-app advertising is a form of advertising through smartphones wherein the advertisements are integrated into the mobile applications. With adaption of digital marketing and smartphones penetration worldwide, there are lucrative opportunities for in-app advertising worldwide.

The global in-app advertising market is primarily driven by the increasing smartphone penetration and increased use of various smart phone applications, which the consumers use regularly such as Facebook, WhatsApp among others. Among various smart phone applications, the messaging applications will have a significant effect on the in-app advertising market as the consumers use the messaging applications on a regular basis compared to other smartphone applications. It is expected that the smartphone messaging applications will gain a billion new users in the next few years, which in turn will drive the market for in-app advertising market globally. Moreover, the increase in the number of smart phone applications downloads from google play store, iOS store will also drive the market for in-app advertising market globally. However, the technicality issues like the testing of advertisements for in-app advertising for different smartphone software's like android and iOS are time-consuming as both software's display contents differently which might pose as a restraint to the in-app advertising market globally.

The Global Info Research report includes an overview of the development of the In-App Advertising industry chain, the market status of Messaging (Standard Banner Ads,

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Interstitial Ads), Online Shopping (Standard Banner Ads, Interstitial Ads), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of In-App Advertising.

Regionally, the report analyzes the In-App Advertising 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 In-App Advertising market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the In-App 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 In-App 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., Standard Banner Ads, Interstitial Ads).

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 In-App Advertising market.

Regional Analysis: The report involves examining the In-App 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 In-App 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 In-App Advertising:

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Company Analysis: Report covers individual In-App 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 attitudes towards In-App Advertising This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Messaging, Online Shopping).

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

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the In-App 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

In-App 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

Standard Banner Ads

Interstitial Ads

Hyper-local Targeted Ads

Rich Media Ads

Video Ads

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Native Ads

Market segment by Application

Messaging

Online Shopping

Ticketing

Others

Market segment by players, this report covers

Chartboost

Flurry

Inmobi

Millennial media

Mopub

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)

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

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

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

Chapter 3, the In-App Advertising 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 In-App 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 In-App Advertising.

Chapter 13, to describe In-App Advertising research findings and conclusion.

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