

Global In-Game Advertising Market 2023 by Company, Regions, Type and Application, Forecast to 2029

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Abstracts

According to our (Global Info Research) latest study, the global In-Game Advertising market size was valued at USD million in 2022 and is forecast to a readjusted size of USD million by 2029 with a CAGR of % during review period. The influence of COVID-19 and the Russia-Ukraine War were considered while estimating market sizes.

This report is a detailed and comprehensive analysis for global In-Game Advertising market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2023, are provided.

Key Features:

Global In-Game Advertising market size and forecasts, in consumption value (\$ Million), 2018-2029

Global In-Game Advertising market size and forecasts by region and country, in consumption value (\$ Million), 2018-2029

Global In-Game Advertising market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2018-2029

Global In-Game Advertising market shares of main players, in revenue (\$ Million), 2018-2023

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for In-Game Advertising

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global In-Game Advertising market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Portuma, Anzu, Overwolf, Gameloft and Bidstack, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals, COVID-19 and Russia-Ukraine War Influence.

Market segmentation

In-Game Advertising market is split by Type and by Application. For the period 2018-2029, the growth among segments provide accurate calculations and forecasts for consumption value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Dynamic In-Game Advertising (DIGA)

Static In-Game Advertising

Advergames

Other

Market segment by Application

Food and Beverage

Automobile

Medical Health

Consumer Goods

Travel

Education

Other

Market segment by players, this report covers

Portuma

Anzu

Overwolf

Gameloft

Bidstack

Venatus

ironSource

Frameplay

Voodoo

Super League

Adverty

AdInMo

StackAdapt

Acrossmedia241

APEX Mobile Media

Eskimi

Adelphic

Interact

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 In-Game Advertising product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of In-Game Advertising, with revenue, gross margin and global market share of In-Game Advertising from 2018 to 2023.

Chapter 3, the In-Game 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 2018 to 2029.

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 2018 to 2023. and In-Game Advertising market forecast, by regions, type and application, with consumption value, from 2024 to 2029.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis, and Influence of COVID-19 and Russia-Ukraine War

Chapter 12, the key raw materials and key suppliers, and industry chain of In-Game Advertising.

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

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope of In-Game Advertising

1.2 Market Estimation Caveats and Base Year

1.3 Classification of In-Game Advertising by Type

1.3.1 Overview: Global In-Game Advertising Market Size by Type: 2018 Versus 2022 Versus 2029

1.3.2 Global In-Game Advertising Consumption Value Market Share by Type in 2022

1.3.3 Dynamic In-Game Advertising (DIGA)

1.3.4 Static In-Game Advertising

1.3.5 Advergames

1.3.6 Other

1.4 Global In-Game Advertising Market by Application

1.4.1 Overview: Global In-Game Advertising Market Size by Application: 2018 Versus 2022 Versus 2029

1.4.2 Food and Beverage

1.4.3 Automobile

1.4.4 Medical Health

1.4.5 Consumer Goods

1.4.6 Travel

1.4.7 Education

1.4.8 Other

1.5 Global In-Game Advertising Market Size & Forecast

1.6 Global In-Game Advertising Market Size and Forecast by Region

1.6.1 Global In-Game Advertising Market Size by Region: 2018 VS 2022 VS 2029

1.6.2 Global In-Game Advertising Market Size by Region, (2018-2029)

1.6.3 North America In-Game Advertising Market Size and Prospect (2018-2029)

1.6.4 Europe In-Game Advertising Market Size and Prospect (2018-2029)

1.6.5 Asia-Pacific In-Game Advertising Market Size and Prospect (2018-2029)

1.6.6 South America In-Game Advertising Market Size and Prospect (2018-2029)

1.6.7 Middle East and Africa In-Game Advertising Market Size and Prospect (2018-2029)

2 COMPANY PROFILES

2.1 Portuma

2.1.1 Portuma Details

- 2.1.2 Portuma Major Business
- 2.1.3 Portuma In-Game Advertising Product and Solutions
- 2.1.4 Portuma In-Game Advertising Revenue, Gross Margin and Market Share (2018-2023)
- 2.1.5 Portuma Recent Developments and Future Plans
- 2.2 Anzu
 - 2.2.1 Anzu Details
 - 2.2.2 Anzu Major Business
 - 2.2.3 Anzu In-Game Advertising Product and Solutions
 - 2.2.4 Anzu In-Game Advertising Revenue, Gross Margin and Market Share (2018-2023)
 - 2.2.5 Anzu Recent Developments and Future Plans
- 2.3 Overwolf
 - 2.3.1 Overwolf Details
 - 2.3.2 Overwolf Major Business
 - 2.3.3 Overwolf In-Game Advertising Product and Solutions
 - 2.3.4 Overwolf In-Game Advertising Revenue, Gross Margin and Market Share (2018-2023)
 - 2.3.5 Overwolf Recent Developments and Future Plans
- 2.4 Gameloft
 - 2.4.1 Gameloft Details
 - 2.4.2 Gameloft Major Business
 - 2.4.3 Gameloft In-Game Advertising Product and Solutions
 - 2.4.4 Gameloft In-Game Advertising Revenue, Gross Margin and Market Share (2018-2023)
 - 2.4.5 Gameloft Recent Developments and Future Plans
- 2.5 Bidstack
 - 2.5.1 Bidstack Details
 - 2.5.2 Bidstack Major Business
 - 2.5.3 Bidstack In-Game Advertising Product and Solutions
 - 2.5.4 Bidstack In-Game Advertising Revenue, Gross Margin and Market Share (2018-2023)
 - 2.5.5 Bidstack Recent Developments and Future Plans
- 2.6 Venatus
 - 2.6.1 Venatus Details
 - 2.6.2 Venatus Major Business
 - 2.6.3 Venatus In-Game Advertising Product and Solutions
 - 2.6.4 Venatus In-Game Advertising Revenue, Gross Margin and Market Share (2018-2023)

- 2.6.5 Venatus Recent Developments and Future Plans
- 2.7 ironSource
 - 2.7.1 ironSource Details
 - 2.7.2 ironSource Major Business
 - 2.7.3 ironSource In-Game Advertising Product and Solutions
 - 2.7.4 ironSource In-Game Advertising Revenue, Gross Margin and Market Share (2018-2023)
 - 2.7.5 ironSource Recent Developments and Future Plans
- 2.8 Frameplay
 - 2.8.1 Frameplay Details
 - 2.8.2 Frameplay Major Business
 - 2.8.3 Frameplay In-Game Advertising Product and Solutions
 - 2.8.4 Frameplay In-Game Advertising Revenue, Gross Margin and Market Share (2018-2023)
 - 2.8.5 Frameplay Recent Developments and Future Plans
- 2.9 Voodoo
 - 2.9.1 Voodoo Details
 - 2.9.2 Voodoo Major Business
 - 2.9.3 Voodoo In-Game Advertising Product and Solutions
 - 2.9.4 Voodoo In-Game Advertising Revenue, Gross Margin and Market Share (2018-2023)
 - 2.9.5 Voodoo Recent Developments and Future Plans
- 2.10 Super League
 - 2.10.1 Super League Details
 - 2.10.2 Super League Major Business
 - 2.10.3 Super League In-Game Advertising Product and Solutions
 - 2.10.4 Super League In-Game Advertising Revenue, Gross Margin and Market Share (2018-2023)
 - 2.10.5 Super League Recent Developments and Future Plans
- 2.11 Adverty
 - 2.11.1 Adverty Details
 - 2.11.2 Adverty Major Business
 - 2.11.3 Adverty In-Game Advertising Product and Solutions
 - 2.11.4 Adverty In-Game Advertising Revenue, Gross Margin and Market Share (2018-2023)
 - 2.11.5 Adverty Recent Developments and Future Plans
- 2.12 AdInMo
 - 2.12.1 AdInMo Details
 - 2.12.2 AdInMo Major Business

- 2.12.3 AdInMo In-Game Advertising Product and Solutions
- 2.12.4 AdInMo In-Game Advertising Revenue, Gross Margin and Market Share (2018-2023)
- 2.12.5 AdInMo Recent Developments and Future Plans
- 2.13 StackAdapt
 - 2.13.1 StackAdapt Details
 - 2.13.2 StackAdapt Major Business
 - 2.13.3 StackAdapt In-Game Advertising Product and Solutions
 - 2.13.4 StackAdapt In-Game Advertising Revenue, Gross Margin and Market Share (2018-2023)
 - 2.13.5 StackAdapt Recent Developments and Future Plans
- 2.14 Acrossmedia241
 - 2.14.1 Acrossmedia241 Details
 - 2.14.2 Acrossmedia241 Major Business
 - 2.14.3 Acrossmedia241 In-Game Advertising Product and Solutions
 - 2.14.4 Acrossmedia241 In-Game Advertising Revenue, Gross Margin and Market Share (2018-2023)
 - 2.14.5 Acrossmedia241 Recent Developments and Future Plans
- 2.15 APEX Mobile Media
 - 2.15.1 APEX Mobile Media Details
 - 2.15.2 APEX Mobile Media Major Business
 - 2.15.3 APEX Mobile Media In-Game Advertising Product and Solutions
 - 2.15.4 APEX Mobile Media In-Game Advertising Revenue, Gross Margin and Market Share (2018-2023)
 - 2.15.5 APEX Mobile Media Recent Developments and Future Plans
- 2.16 Eskimi
 - 2.16.1 Eskimi Details
 - 2.16.2 Eskimi Major Business
 - 2.16.3 Eskimi In-Game Advertising Product and Solutions
 - 2.16.4 Eskimi In-Game Advertising Revenue, Gross Margin and Market Share (2018-2023)
 - 2.16.5 Eskimi Recent Developments and Future Plans
- 2.17 Adelphic
 - 2.17.1 Adelphic Details
 - 2.17.2 Adelphic Major Business
 - 2.17.3 Adelphic In-Game Advertising Product and Solutions
 - 2.17.4 Adelphic In-Game Advertising Revenue, Gross Margin and Market Share (2018-2023)
 - 2.17.5 Adelphic Recent Developments and Future Plans

2.18 Interact

2.18.1 Interact Details

2.18.2 Interact Major Business

2.18.3 Interact In-Game Advertising Product and Solutions

2.18.4 Interact In-Game Advertising Revenue, Gross Margin and Market Share (2018-2023)

2.18.5 Interact Recent Developments and Future Plans

3 MARKET COMPETITION, BY PLAYERS

3.1 Global In-Game Advertising Revenue and Share by Players (2018-2023)

3.2 Market Share Analysis (2022)

3.2.1 Market Share of In-Game Advertising by Company Revenue

3.2.2 Top 3 In-Game Advertising Players Market Share in 2022

3.2.3 Top 6 In-Game Advertising Players Market Share in 2022

3.3 In-Game Advertising Market: Overall Company Footprint Analysis

3.3.1 In-Game Advertising Market: Region Footprint

3.3.2 In-Game Advertising Market: Company Product Type Footprint

3.3.3 In-Game Advertising 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 In-Game Advertising Consumption Value and Market Share by Type (2018-2023)

4.2 Global In-Game Advertising Market Forecast by Type (2024-2029)

5 MARKET SIZE SEGMENT BY APPLICATION

5.1 Global In-Game Advertising Consumption Value Market Share by Application (2018-2023)

5.2 Global In-Game Advertising Market Forecast by Application (2024-2029)

6 NORTH AMERICA

6.1 North America In-Game Advertising Consumption Value by Type (2018-2029)

6.2 North America In-Game Advertising Consumption Value by Application (2018-2029)

6.3 North America In-Game Advertising Market Size by Country

- 6.3.1 North America In-Game Advertising Consumption Value by Country (2018-2029)
- 6.3.2 United States In-Game Advertising Market Size and Forecast (2018-2029)
- 6.3.3 Canada In-Game Advertising Market Size and Forecast (2018-2029)
- 6.3.4 Mexico In-Game Advertising Market Size and Forecast (2018-2029)

7 EUROPE

- 7.1 Europe In-Game Advertising Consumption Value by Type (2018-2029)
- 7.2 Europe In-Game Advertising Consumption Value by Application (2018-2029)
- 7.3 Europe In-Game Advertising Market Size by Country
 - 7.3.1 Europe In-Game Advertising Consumption Value by Country (2018-2029)
 - 7.3.2 Germany In-Game Advertising Market Size and Forecast (2018-2029)
 - 7.3.3 France In-Game Advertising Market Size and Forecast (2018-2029)
 - 7.3.4 United Kingdom In-Game Advertising Market Size and Forecast (2018-2029)
 - 7.3.5 Russia In-Game Advertising Market Size and Forecast (2018-2029)
 - 7.3.6 Italy In-Game Advertising Market Size and Forecast (2018-2029)

8 ASIA-PACIFIC

- 8.1 Asia-Pacific In-Game Advertising Consumption Value by Type (2018-2029)
- 8.2 Asia-Pacific In-Game Advertising Consumption Value by Application (2018-2029)
- 8.3 Asia-Pacific In-Game Advertising Market Size by Region
 - 8.3.1 Asia-Pacific In-Game Advertising Consumption Value by Region (2018-2029)
 - 8.3.2 China In-Game Advertising Market Size and Forecast (2018-2029)
 - 8.3.3 Japan In-Game Advertising Market Size and Forecast (2018-2029)
 - 8.3.4 South Korea In-Game Advertising Market Size and Forecast (2018-2029)
 - 8.3.5 India In-Game Advertising Market Size and Forecast (2018-2029)
 - 8.3.6 Southeast Asia In-Game Advertising Market Size and Forecast (2018-2029)
 - 8.3.7 Australia In-Game Advertising Market Size and Forecast (2018-2029)

9 SOUTH AMERICA

- 9.1 South America In-Game Advertising Consumption Value by Type (2018-2029)
- 9.2 South America In-Game Advertising Consumption Value by Application (2018-2029)
- 9.3 South America In-Game Advertising Market Size by Country
 - 9.3.1 South America In-Game Advertising Consumption Value by Country (2018-2029)
 - 9.3.2 Brazil In-Game Advertising Market Size and Forecast (2018-2029)
 - 9.3.3 Argentina In-Game Advertising Market Size and Forecast (2018-2029)

10 MIDDLE EAST & AFRICA

- 10.1 Middle East & Africa In-Game Advertising Consumption Value by Type (2018-2029)
- 10.2 Middle East & Africa In-Game Advertising Consumption Value by Application (2018-2029)
- 10.3 Middle East & Africa In-Game Advertising Market Size by Country
 - 10.3.1 Middle East & Africa In-Game Advertising Consumption Value by Country (2018-2029)
 - 10.3.2 Turkey In-Game Advertising Market Size and Forecast (2018-2029)
 - 10.3.3 Saudi Arabia In-Game Advertising Market Size and Forecast (2018-2029)
 - 10.3.4 UAE In-Game Advertising Market Size and Forecast (2018-2029)

11 MARKET DYNAMICS

- 11.1 In-Game Advertising Market Drivers
- 11.2 In-Game Advertising Market Restraints
- 11.3 In-Game 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
 - 11.4.4 Threat of Substitutes
 - 11.4.5 Competitive Rivalry
- 11.5 Influence of COVID-19 and Russia-Ukraine War
 - 11.5.1 Influence of COVID-19
 - 11.5.2 Influence of Russia-Ukraine War

12 INDUSTRY CHAIN ANALYSIS

- 12.1 In-Game Advertising Industry Chain
- 12.2 In-Game Advertising Upstream Analysis
- 12.3 In-Game Advertising Midstream Analysis
- 12.4 In-Game Advertising 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 In-Game Advertising Consumption Value by Type, (USD Million), 2018 & 2022 & 2029

Table 2. Global In-Game Advertising Consumption Value by Application, (USD Million), 2018 & 2022 & 2029

Table 3. Global In-Game Advertising Consumption Value by Region (2018-2023) & (USD Million)

Table 4. Global In-Game Advertising Consumption Value by Region (2024-2029) & (USD Million)

Table 5. Portuma Company Information, Head Office, and Major Competitors

Table 6. Portuma Major Business

Table 7. Portuma In-Game Advertising Product and Solutions

Table 8. Portuma In-Game Advertising Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 9. Portuma Recent Developments and Future Plans

Table 10. Anzu Company Information, Head Office, and Major Competitors

Table 11. Anzu Major Business

Table 12. Anzu In-Game Advertising Product and Solutions

Table 13. Anzu In-Game Advertising Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 14. Anzu Recent Developments and Future Plans

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

Table 16. Overwolf Major Business

Table 17. Overwolf In-Game Advertising Product and Solutions

Table 18. Overwolf In-Game Advertising Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 19. Overwolf Recent Developments and Future Plans

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

Table 21. Gameloft Major Business

Table 22. Gameloft In-Game Advertising Product and Solutions

Table 23. Gameloft In-Game Advertising Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 24. Gameloft Recent Developments and Future Plans

Table 25. Bidstack Company Information, Head Office, and Major Competitors

Table 26. Bidstack Major Business

Table 27. Bidstack In-Game Advertising Product and Solutions

Table 28. Bidstack In-Game Advertising Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 29. Bidstack Recent Developments and Future Plans

Table 30. Venatus Company Information, Head Office, and Major Competitors

Table 31. Venatus Major Business

Table 32. Venatus In-Game Advertising Product and Solutions

Table 33. Venatus In-Game Advertising Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 34. Venatus Recent Developments and Future Plans

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

Table 36. ironSource Major Business

Table 37. ironSource In-Game Advertising Product and Solutions

Table 38. ironSource In-Game Advertising Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 39. ironSource Recent Developments and Future Plans

Table 40. Frameplay Company Information, Head Office, and Major Competitors

Table 41. Frameplay Major Business

Table 42. Frameplay In-Game Advertising Product and Solutions

Table 43. Frameplay In-Game Advertising Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 44. Frameplay Recent Developments and Future Plans

Table 45. Voodoo Company Information, Head Office, and Major Competitors

Table 46. Voodoo Major Business

Table 47. Voodoo In-Game Advertising Product and Solutions

Table 48. Voodoo In-Game Advertising Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 49. Voodoo Recent Developments and Future Plans

Table 50. Super League Company Information, Head Office, and Major Competitors

Table 51. Super League Major Business

Table 52. Super League In-Game Advertising Product and Solutions

Table 53. Super League In-Game Advertising Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 54. Super League Recent Developments and Future Plans

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

Table 56. Adverty Major Business

Table 57. Adverty In-Game Advertising Product and Solutions

Table 58. Adverty In-Game Advertising Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 59. Adverty Recent Developments and Future Plans

Table 60. AdInMo Company Information, Head Office, and Major Competitors

Table 61. AdInMo Major Business

Table 62. AdInMo In-Game Advertising Product and Solutions

Table 63. AdInMo In-Game Advertising Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 64. AdInMo Recent Developments and Future Plans

Table 65. StackAdapt Company Information, Head Office, and Major Competitors

Table 66. StackAdapt Major Business

Table 67. StackAdapt In-Game Advertising Product and Solutions

Table 68. StackAdapt In-Game Advertising Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 69. StackAdapt Recent Developments and Future Plans

Table 70. Acrossmedia241 Company Information, Head Office, and Major Competitors

Table 71. Acrossmedia241 Major Business

Table 72. Acrossmedia241 In-Game Advertising Product and Solutions

Table 73. Acrossmedia241 In-Game Advertising Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 74. Acrossmedia241 Recent Developments and Future Plans

Table 75. APEX Mobile Media Company Information, Head Office, and Major Competitors

Table 76. APEX Mobile Media Major Business

Table 77. APEX Mobile Media In-Game Advertising Product and Solutions

Table 78. APEX Mobile Media In-Game Advertising Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 79. APEX Mobile Media Recent Developments and Future Plans

Table 80. Eskimi Company Information, Head Office, and Major Competitors

Table 81. Eskimi Major Business

Table 82. Eskimi In-Game Advertising Product and Solutions

Table 83. Eskimi In-Game Advertising Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 84. Eskimi Recent Developments and Future Plans

Table 85. Adelphic Company Information, Head Office, and Major Competitors

Table 86. Adelphic Major Business

Table 87. Adelphic In-Game Advertising Product and Solutions

Table 88. Adelphic In-Game Advertising Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 89. Adelphic Recent Developments and Future Plans

Table 90. Interact Company Information, Head Office, and Major Competitors

Table 91. Interact Major Business

Table 92. Interact In-Game Advertising Product and Solutions

Table 93. Interact In-Game Advertising Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 94. Interact Recent Developments and Future Plans

Table 95. Global In-Game Advertising Revenue (USD Million) by Players (2018-2023)

Table 96. Global In-Game Advertising Revenue Share by Players (2018-2023)

Table 97. Breakdown of In-Game Advertising by Company Type (Tier 1, Tier 2, and Tier 3)

Table 98. Market Position of Players in In-Game Advertising, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2022

Table 99. Head Office of Key In-Game Advertising Players

Table 100. In-Game Advertising Market: Company Product Type Footprint

Table 101. In-Game Advertising Market: Company Product Application Footprint

Table 102. In-Game Advertising New Market Entrants and Barriers to Market Entry

Table 103. In-Game Advertising Mergers, Acquisition, Agreements, and Collaborations

Table 104. Global In-Game Advertising Consumption Value (USD Million) by Type (2018-2023)

Table 105. Global In-Game Advertising Consumption Value Share by Type (2018-2023)

Table 106. Global In-Game Advertising Consumption Value Forecast by Type (2024-2029)

Table 107. Global In-Game Advertising Consumption Value by Application (2018-2023)

Table 108. Global In-Game Advertising Consumption Value Forecast by Application (2024-2029)

Table 109. North America In-Game Advertising Consumption Value by Type (2018-2023) & (USD Million)

Table 110. North America In-Game Advertising Consumption Value by Type (2024-2029) & (USD Million)

Table 111. North America In-Game Advertising Consumption Value by Application (2018-2023) & (USD Million)

Table 112. North America In-Game Advertising Consumption Value by Application (2024-2029) & (USD Million)

Table 113. North America In-Game Advertising Consumption Value by Country (2018-2023) & (USD Million)

Table 114. North America In-Game Advertising Consumption Value by Country (2024-2029) & (USD Million)

Table 115. Europe In-Game Advertising Consumption Value by Type (2018-2023) & (USD Million)

Table 116. Europe In-Game Advertising Consumption Value by Type (2024-2029) & (USD Million)

Table 117. Europe In-Game Advertising Consumption Value by Application (2018-2023) & (USD Million)

Table 118. Europe In-Game Advertising Consumption Value by Application (2024-2029) & (USD Million)

Table 119. Europe In-Game Advertising Consumption Value by Country (2018-2023) & (USD Million)

Table 120. Europe In-Game Advertising Consumption Value by Country (2024-2029) & (USD Million)

Table 121. Asia-Pacific In-Game Advertising Consumption Value by Type (2018-2023) & (USD Million)

Table 122. Asia-Pacific In-Game Advertising Consumption Value by Type (2024-2029) & (USD Million)

Table 123. Asia-Pacific In-Game Advertising Consumption Value by Application (2018-2023) & (USD Million)

Table 124. Asia-Pacific In-Game Advertising Consumption Value by Application (2024-2029) & (USD Million)

Table 125. Asia-Pacific In-Game Advertising Consumption Value by Region (2018-2023) & (USD Million)

Table 126. Asia-Pacific In-Game Advertising Consumption Value by Region (2024-2029) & (USD Million)

Table 127. South America In-Game Advertising Consumption Value by Type (2018-2023) & (USD Million)

Table 128. South America In-Game Advertising Consumption Value by Type (2024-2029) & (USD Million)

Table 129. South America In-Game Advertising Consumption Value by Application (2018-2023) & (USD Million)

Table 130. South America In-Game Advertising Consumption Value by Application (2024-2029) & (USD Million)

Table 131. South America In-Game Advertising Consumption Value by Country (2018-2023) & (USD Million)

Table 132. South America In-Game Advertising Consumption Value by Country (2024-2029) & (USD Million)

Table 133. Middle East & Africa In-Game Advertising Consumption Value by Type (2018-2023) & (USD Million)

Table 134. Middle East & Africa In-Game Advertising Consumption Value by Type (2024-2029) & (USD Million)

Table 135. Middle East & Africa In-Game Advertising Consumption Value by Application (2018-2023) & (USD Million)

Table 136. Middle East & Africa In-Game Advertising Consumption Value by Application

(2024-2029) & (USD Million)

Table 137. Middle East & Africa In-Game Advertising Consumption Value by Country

(2018-2023) & (USD Million)

Table 138. Middle East & Africa In-Game Advertising Consumption Value by Country

(2024-2029) & (USD Million)

Table 139. In-Game Advertising Raw Material

Table 140. Key Suppliers of In-Game Advertising Raw Materials

List Of Figures

LIST OF FIGURES

Figure 1. In-Game Advertising Picture

Figure 2. Global In-Game Advertising Consumption Value by Type, (USD Million), 2018 & 2022 & 2029

Figure 3. Global In-Game Advertising Consumption Value Market Share by Type in 2022

Figure 4. Dynamic In-Game Advertising (DIGA)

Figure 5. Static In-Game Advertising

Figure 6. Advergames

Figure 7. Other

Figure 8. Global In-Game Advertising Consumption Value by Type, (USD Million), 2018 & 2022 & 2029

Figure 9. In-Game Advertising Consumption Value Market Share by Application in 2022

Figure 10. Food and Beverage Picture

Figure 11. Automobile Picture

Figure 12. Medical Health Picture

Figure 13. Consumer Goods Picture

Figure 14. Travel Picture

Figure 15. Education Picture

Figure 16. Other Picture

Figure 17. Global In-Game Advertising Consumption Value, (USD Million): 2018 & 2022 & 2029

Figure 18. Global In-Game Advertising Consumption Value and Forecast (2018-2029) & (USD Million)

Figure 19. Global Market In-Game Advertising Consumption Value (USD Million) Comparison by Region (2018 & 2022 & 2029)

Figure 20. Global In-Game Advertising Consumption Value Market Share by Region (2018-2029)

Figure 21. Global In-Game Advertising Consumption Value Market Share by Region in 2022

Figure 22. North America In-Game Advertising Consumption Value (2018-2029) & (USD Million)

Figure 23. Europe In-Game Advertising Consumption Value (2018-2029) & (USD Million)

Figure 24. Asia-Pacific In-Game Advertising Consumption Value (2018-2029) & (USD Million)

Figure 25. South America In-Game Advertising Consumption Value (2018-2029) & (USD Million)

Figure 26. Middle East and Africa In-Game Advertising Consumption Value (2018-2029) & (USD Million)

Figure 27. Global In-Game Advertising Revenue Share by Players in 2022

Figure 28. In-Game Advertising Market Share by Company Type (Tier 1, Tier 2 and Tier 3) in 2022

Figure 29. Global Top 3 Players In-Game Advertising Market Share in 2022

Figure 30. Global Top 6 Players In-Game Advertising Market Share in 2022

Figure 31. Global In-Game Advertising Consumption Value Share by Type (2018-2023)

Figure 32. Global In-Game Advertising Market Share Forecast by Type (2024-2029)

Figure 33. Global In-Game Advertising Consumption Value Share by Application (2018-2023)

Figure 34. Global In-Game Advertising Market Share Forecast by Application (2024-2029)

Figure 35. North America In-Game Advertising Consumption Value Market Share by Type (2018-2029)

Figure 36. North America In-Game Advertising Consumption Value Market Share by Application (2018-2029)

Figure 37. North America In-Game Advertising Consumption Value Market Share by Country (2018-2029)

Figure 38. United States In-Game Advertising Consumption Value (2018-2029) & (USD Million)

Figure 39. Canada In-Game Advertising Consumption Value (2018-2029) & (USD Million)

Figure 40. Mexico In-Game Advertising Consumption Value (2018-2029) & (USD Million)

Figure 41. Europe In-Game Advertising Consumption Value Market Share by Type (2018-2029)

Figure 42. Europe In-Game Advertising Consumption Value Market Share by Application (2018-2029)

Figure 43. Europe In-Game Advertising Consumption Value Market Share by Country (2018-2029)

Figure 44. Germany In-Game Advertising Consumption Value (2018-2029) & (USD Million)

Figure 45. France In-Game Advertising Consumption Value (2018-2029) & (USD Million)

Figure 46. United Kingdom In-Game Advertising Consumption Value (2018-2029) & (USD Million)

Figure 47. Russia In-Game Advertising Consumption Value (2018-2029) & (USD Million)

Figure 48. Italy In-Game Advertising Consumption Value (2018-2029) & (USD Million)

Figure 49. Asia-Pacific In-Game Advertising Consumption Value Market Share by Type (2018-2029)

Figure 50. Asia-Pacific In-Game Advertising Consumption Value Market Share by Application (2018-2029)

Figure 51. Asia-Pacific In-Game Advertising Consumption Value Market Share by Region (2018-2029)

Figure 52. China In-Game Advertising Consumption Value (2018-2029) & (USD Million)

Figure 53. Japan In-Game Advertising Consumption Value (2018-2029) & (USD Million)

Figure 54. South Korea In-Game Advertising Consumption Value (2018-2029) & (USD Million)

Figure 55. India In-Game Advertising Consumption Value (2018-2029) & (USD Million)

Figure 56. Southeast Asia In-Game Advertising Consumption Value (2018-2029) & (USD Million)

Figure 57. Australia In-Game Advertising Consumption Value (2018-2029) & (USD Million)

Figure 58. South America In-Game Advertising Consumption Value Market Share by Type (2018-2029)

Figure 59. South America In-Game Advertising Consumption Value Market Share by Application (2018-2029)

Figure 60. South America In-Game Advertising Consumption Value Market Share by Country (2018-2029)

Figure 61. Brazil In-Game Advertising Consumption Value (2018-2029) & (USD Million)

Figure 62. Argentina In-Game Advertising Consumption Value (2018-2029) & (USD Million)

Figure 63. Middle East and Africa In-Game Advertising Consumption Value Market Share by Type (2018-2029)

Figure 64. Middle East and Africa In-Game Advertising Consumption Value Market Share by Application (2018-2029)

Figure 65. Middle East and Africa In-Game Advertising Consumption Value Market Share by Country (2018-2029)

Figure 66. Turkey In-Game Advertising Consumption Value (2018-2029) & (USD Million)

Figure 67. Saudi Arabia In-Game Advertising Consumption Value (2018-2029) & (USD Million)

Figure 68. UAE In-Game Advertising Consumption Value (2018-2029) & (USD Million)

Figure 69. In-Game Advertising Market Drivers

Figure 70. In-Game Advertising Market Restraints

Figure 71. In-Game Advertising Market Trends

Figure 72. Porters Five Forces Analysis

Figure 73. Manufacturing Cost Structure Analysis of In-Game Advertising in 2022

Figure 74. Manufacturing Process Analysis of In-Game Advertising

Figure 75. In-Game Advertising Industrial Chain

Figure 76. Methodology

Figure 77. Research Process and Data Source

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