

# Global Mobile 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 Mobile Advertising market size was valued at USD 51200 million in 2023 and is forecast to a readjusted size of USD 190770 million by 2030 with a CAGR of 20.7% during review period.

Mobile advertising is a form of internet advertising which specifically targets users on mobile phones and other mobile devices.

Mobile advertising refers to the practice of promoting products, services, or brands through mobile devices, such as smartphones and tablets. It involves delivering targeted advertisements to mobile users via various channels, including mobile websites, mobile applications, SMS (text messaging), MMS (multimedia messaging), and in-app advertising. Here are key aspects of mobile advertising: 1. Mobile websites and apps: Mobile advertising takes advantage of mobile websites and applications that users access on their smartphones and tablets. Advertisements can be displayed as banner ads, interstitial ads, video ads, or native ads within mobile websites or applications. 2. Location-based targeting: One significant advantage of mobile advertising is the ability to target users based on their location. Advertisers can deliver relevant ads based on the user's current location, allowing for localized promotions, offers, or directions to nearby stores or services. 3. Targeted and personalized ads: Mobile advertising leverages user data to deliver targeted and personalized advertisements. Advertisers can utilize demographic information, browsing behavior, past purchases, and preferences to tailor ads to specific audiences, increasing the relevancy and effectiveness of the ads. 4. In-app advertising: In-app advertisements appear within mobile applications, either as banners, videos, or full-screen interstitials. Advertisers can partner with app developers or use mobile advertising networks to display targeted ads to users based on their app usage and behavior. 5. Mobile video

advertising: Mobile advertising includes the use of video ads, which can be displayed within mobile websites, apps, or as pre-roll or mid-roll ads in mobile video content. Mobile video ads can effectively engage users and provide interactive experiences. 6. SMS and MMS advertising: Mobile advertising can also be done through SMS and MMS messages. Advertisers can send promotional messages or multimedia content to mobile users who have opted-in to receive such messages. 7. Mobile search advertising: Mobile search advertising refers to displaying ads on search engine result pages when users conduct searches on their mobile devices. Advertisers can bid on relevant keywords and have their ads displayed to users searching for specific products or services. 8. Measurement and analytics: Mobile advertising platforms provide analytics and tracking tools to measure the performance and effectiveness of mobile ad campaigns. Advertisers can track impressions, clicks, conversions, and other metrics to optimize their campaigns and maximize return on investment. 9. Cross-device targeting: Mobile advertising allows for cross-device targeting, enabling advertisers to reach users across multiple devices, including smartphones, tablets, and connected devices. This helps to deliver a consistent and seamless advertising experience. Mobile advertising has gained significant importance with the proliferation of smartphones and the widespread use of mobile devices. It offers advertisers the opportunity to reach a highly engaged and connected audience and deliver personalized, relevant ads. However, it is crucial to respect user privacy, adhere to regulations, and deliver non-intrusive and valuable advertising experiences to maintain user trust and engagement.

The Global Info Research report includes an overview of the development of the Mobile Advertising industry chain, the market status of Banking & Financial Services (Content Delivery, Reporting and Analytics Solutions), Fast Moving Consumer Goods (FMCG) Sector (Content Delivery, Reporting and Analytics Solutions), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Mobile Advertising.

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

Key Features:

The report presents comprehensive understanding of the Mobile 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 Mobile 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., Content Delivery, Reporting and Analytics Solutions).

**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 Mobile Advertising market.

**Regional Analysis:** The report involves examining the Mobile 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 Mobile 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 Mobile Advertising:

**Company Analysis:** Report covers individual Mobile 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 Mobile Advertising This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Banking & Financial Services, Fast Moving Consumer Goods (FMCG) Sector).

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

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Mobile 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

Mobile 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

Content Delivery

Reporting and Analytics Solutions

Campaign Solutions

Integrated Solutions

Mobile Proximity Solution

Others

### Market segment by Application

Banking & Financial Services

Fast Moving Consumer Goods (FMCG) Sector

Healthcare Sector

Media and Entertainment Sector

Telecommunication & IT Sector

Media and Entertainment

Others

Market segment by players, this report covers

Applovin Corporation

Avazu

Chartboost

Facebook

Flurry

Google

InMobi

Matomy Media Group

Millennial Media

Smaato

GoWide

InMobi

Mobvista

AdColony

Yeahmobi

PassionTeck

Google

GumGum

Digital Turbine

Global Wide Media

Leadbolt

Moloco

Adperio

Liftoff

Criteo

Twitter

UnityAds

Apple Search Ads

Tapjoy

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 Mobile Advertising product scope, market overview, market estimation caveats and base year.

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

Chapter 3, the Mobile 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 Mobile 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 Mobile Advertising.

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

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