

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

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Abstracts

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

SCOPE OF THE REPORT:

This report studies the Mobile 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 Mobile Advertising market by product type and applications/end industries.

The U.S. will grow 20% to over \$70 billion and will be an astounding 75% of all digital ad spend, according to eMarketer in 2018.

Latin America and Middle East & Africa have seen significant investment in the mobile advertising market. Latin America along with Middle East & Africa regions are expected to witness a significant growth in terms of the adoption of mobile advertising over the next decade.

The global Mobile 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 Mobile 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

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

Leadbol

Moloco

Adperio

Liftoff

Criteo

Twitter

UnityAds

Apple Search Ads

Tapjoy

Vugle

Fyber

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

Display Advertising

In-App Advertising

In-Game Advertising

Search Advertising

Others

Market Segment by Applications, can be divided into

Banking & Financial Services

Fast Moving Consumer Goods (FMCG) Sector

Healthcare Sector

Media and Entertainment Sector

Telecommunication & IT Sector

Media and Entertainment

Others

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