

Global Online Advertisement Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

<https://marketpublishers.com/r/G0636D1EA7AEN.html>

Date: September 2018

Pages: 121

Price: US\$ 3,480.00 (Single User License)

ID: G0636D1EA7AEN

Abstracts

Online advertising, also called online marketing or Internet advertising or web advertising, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. Consumers view online advertising as an unwanted distraction with few benefits and have increasingly turned to ad blocking for a variety of reasons.

Scope of the Report:

This report studies the Online Advertisement 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 Online Advertisement market by product type and applications/end industries.

Online advertising market has emerged as a very strong marketing or promotional strategy. As mentioned, the reach is enormous, and it is now easier to reach the target audience. During the initial introductory phase, search was the only format which received very high traction, but with time, organizations moved toward more interactive advertising formats such as display ads, video, and now to mobile advertising. Mobile advertising is one of the fastest growing advertising mediums in this online advertising market and has promising future.

The global Online Advertisement market is valued at 136800 million USD in 2017 and is expected to reach 256300 million USD by the end of 2023, growing at a CAGR of 11.0% 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 Online Advertisement.

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

Amazon.Com, Inc.

Aol, Inc.

Baidu

Facebook

Google

IAC

Linkedin

Microsoft

Twitter

Yahoo

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

Search Engine Marketing

Display Advertising

Classified

Mobile

Digital Video

Lead Generation

Rich Media

Others

Market Segment by Applications, can be divided into

Automotive

BFSI

CPG

Healthcare

Industrial

Media and Entertainment

Retail

Telecommunication and Information Technology-Enabled Services (ITES)

Transport and Tourism

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