

# Global Online Advertising Market 2024 by Company, Regions, Type and Application, Forecast to 2030

<https://marketpublishers.com/r/G347CA5B2B7DEN.html>

Date: November 2024

Pages: 112

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

ID: G347CA5B2B7DEN

## Abstracts

According to our (Global Info Research) latest study, the global Online Advertising market size was valued at USD 235310 million in 2023 and is forecast to a readjusted size of USD 847930 million by 2030 with a CAGR of 20.1% during review period.

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.

It includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content.

The Global Info Research report includes an overview of the development of the Online Advertising industry chain, the market status of Automotive (Social Media, Search Engine), BFSI (Social Media, Search Engine), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Online Advertising.

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

### Key Features:

The report presents comprehensive understanding of the Online 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 Online 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 Format (e.g., Social Media, Search Engine).

**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 Online Advertising market.

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

**Company Analysis:** Report covers individual Online 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 Online Advertising This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Automotive, BFSI).

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

developments in Online Advertising areas.

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

Online Advertising market is split by Format and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Format, and by Application in terms of value.

#### Market segment by Format

Social Media

Search Engine

Video

Email

Others

#### Market segment by Application

Automotive

BFSI

Education

Healthcare

Retail

Telecommunication and Information Technology-Enabled Services (ITES)

Others

Market segment by players, this report covers

Amazon

Aol

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

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

Chapter 3, the Online 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 Format and application, with consumption value and growth rate by Format, 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 Online Advertising market forecast, by regions, format 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 Online Advertising.

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

## Contents

### 1 MARKET OVERVIEW

- 1.1 Product Overview and Scope of Online Advertising
- 1.2 Market Estimation Caveats and Base Year
- 1.3 Classification of Online Advertising by Format
  - 1.3.1 Overview: Global Online Advertising Market Size by Format: 2019 Versus 2023 Versus 2030
  - 1.3.2 Global Online Advertising Consumption Value Market Share by Format in 2023
  - 1.3.3 Social Media
  - 1.3.4 Search Engine
  - 1.3.5 Video
  - 1.3.6 Email
  - 1.3.7 Others
- 1.4 Global Online Advertising Market by Application
  - 1.4.1 Overview: Global Online Advertising Market Size by Application: 2019 Versus 2023 Versus 2030
  - 1.4.2 Automotive
  - 1.4.3 BFSI
  - 1.4.4 Education
  - 1.4.5 Healthcare
  - 1.4.6 Retail
  - 1.4.7 Telecommunication and Information Technology-Enabled Services (ITES)
  - 1.4.8 Others
- 1.5 Global Online Advertising Market Size & Forecast
- 1.6 Global Online Advertising Market Size and Forecast by Region
  - 1.6.1 Global Online Advertising Market Size by Region: 2019 VS 2023 VS 2030
  - 1.6.2 Global Online Advertising Market Size by Region, (2019-2030)
  - 1.6.3 North America Online Advertising Market Size and Prospect (2019-2030)
  - 1.6.4 Europe Online Advertising Market Size and Prospect (2019-2030)
  - 1.6.5 Asia-Pacific Online Advertising Market Size and Prospect (2019-2030)
  - 1.6.6 South America Online Advertising Market Size and Prospect (2019-2030)
  - 1.6.7 Middle East and Africa Online Advertising Market Size and Prospect (2019-2030)

### 2 COMPANY PROFILES

- 2.1 Amazon
  - 2.1.1 Amazon Details

- 2.1.2 Amazon Major Business
- 2.1.3 Amazon Online Advertising Product and Solutions
- 2.1.4 Amazon Online Advertising Revenue, Gross Margin and Market Share (2019-2024)
- 2.1.5 Amazon Recent Developments and Future Plans
- 2.2 Aol
  - 2.2.1 Aol Details
  - 2.2.2 Aol Major Business
  - 2.2.3 Aol Online Advertising Product and Solutions
  - 2.2.4 Aol Online Advertising Revenue, Gross Margin and Market Share (2019-2024)
  - 2.2.5 Aol Recent Developments and Future Plans
- 2.3 Baidu
  - 2.3.1 Baidu Details
  - 2.3.2 Baidu Major Business
  - 2.3.3 Baidu Online Advertising Product and Solutions
  - 2.3.4 Baidu Online Advertising Revenue, Gross Margin and Market Share (2019-2024)
  - 2.3.5 Baidu Recent Developments and Future Plans
- 2.4 Facebook
  - 2.4.1 Facebook Details
  - 2.4.2 Facebook Major Business
  - 2.4.3 Facebook Online Advertising Product and Solutions
  - 2.4.4 Facebook Online Advertising Revenue, Gross Margin and Market Share (2019-2024)
  - 2.4.5 Facebook Recent Developments and Future Plans
- 2.5 Google
  - 2.5.1 Google Details
  - 2.5.2 Google Major Business
  - 2.5.3 Google Online Advertising Product and Solutions
  - 2.5.4 Google Online Advertising Revenue, Gross Margin and Market Share (2019-2024)
  - 2.5.5 Google Recent Developments and Future Plans
- 2.6 IAC
  - 2.6.1 IAC Details
  - 2.6.2 IAC Major Business
  - 2.6.3 IAC Online Advertising Product and Solutions
  - 2.6.4 IAC Online Advertising Revenue, Gross Margin and Market Share (2019-2024)
  - 2.6.5 IAC Recent Developments and Future Plans
- 2.7 LinkedIn
  - 2.7.1 LinkedIn Details

- 2.7.2 LinkedIn Major Business
- 2.7.3 LinkedIn Online Advertising Product and Solutions
- 2.7.4 LinkedIn Online Advertising Revenue, Gross Margin and Market Share (2019-2024)
- 2.7.5 LinkedIn Recent Developments and Future Plans
- 2.8 Microsoft
  - 2.8.1 Microsoft Details
  - 2.8.2 Microsoft Major Business
  - 2.8.3 Microsoft Online Advertising Product and Solutions
  - 2.8.4 Microsoft Online Advertising Revenue, Gross Margin and Market Share (2019-2024)
  - 2.8.5 Microsoft Recent Developments and Future Plans
- 2.9 Twitter
  - 2.9.1 Twitter Details
  - 2.9.2 Twitter Major Business
  - 2.9.3 Twitter Online Advertising Product and Solutions
  - 2.9.4 Twitter Online Advertising Revenue, Gross Margin and Market Share (2019-2024)
  - 2.9.5 Twitter Recent Developments and Future Plans
- 2.10 Yahoo
  - 2.10.1 Yahoo Details
  - 2.10.2 Yahoo Major Business
  - 2.10.3 Yahoo Online Advertising Product and Solutions
  - 2.10.4 Yahoo Online Advertising Revenue, Gross Margin and Market Share (2019-2024)
  - 2.10.5 Yahoo Recent Developments and Future Plans

### **3 MARKET COMPETITION, BY PLAYERS**

- 3.1 Global Online Advertising Revenue and Share by Players (2019-2024)
- 3.2 Market Share Analysis (2023)
  - 3.2.1 Market Share of Online Advertising by Company Revenue
  - 3.2.2 Top 3 Online Advertising Players Market Share in 2023
  - 3.2.3 Top 6 Online Advertising Players Market Share in 2023
- 3.3 Online Advertising Market: Overall Company Footprint Analysis
  - 3.3.1 Online Advertising Market: Region Footprint
  - 3.3.2 Online Advertising Market: Company Product Type Footprint
  - 3.3.3 Online 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 FORMAT

4.1 Global Online Advertising Consumption Value and Market Share by Format (2019-2024)

4.2 Global Online Advertising Market Forecast by Format (2025-2030)

## 5 MARKET SIZE SEGMENT BY APPLICATION

5.1 Global Online Advertising Consumption Value Market Share by Application (2019-2024)

5.2 Global Online Advertising Market Forecast by Application (2025-2030)

## 6 NORTH AMERICA

6.1 North America Online Advertising Consumption Value by Format (2019-2030)

6.2 North America Online Advertising Consumption Value by Application (2019-2030)

6.3 North America Online Advertising Market Size by Country

6.3.1 North America Online Advertising Consumption Value by Country (2019-2030)

6.3.2 United States Online Advertising Market Size and Forecast (2019-2030)

6.3.3 Canada Online Advertising Market Size and Forecast (2019-2030)

6.3.4 Mexico Online Advertising Market Size and Forecast (2019-2030)

## 7 EUROPE

7.1 Europe Online Advertising Consumption Value by Format (2019-2030)

7.2 Europe Online Advertising Consumption Value by Application (2019-2030)

7.3 Europe Online Advertising Market Size by Country

7.3.1 Europe Online Advertising Consumption Value by Country (2019-2030)

7.3.2 Germany Online Advertising Market Size and Forecast (2019-2030)

7.3.3 France Online Advertising Market Size and Forecast (2019-2030)

7.3.4 United Kingdom Online Advertising Market Size and Forecast (2019-2030)

7.3.5 Russia Online Advertising Market Size and Forecast (2019-2030)

7.3.6 Italy Online Advertising Market Size and Forecast (2019-2030)

## 8 ASIA-PACIFIC

8.1 Asia-Pacific Online Advertising Consumption Value by Format (2019-2030)

8.2 Asia-Pacific Online Advertising Consumption Value by Application (2019-2030)

8.3 Asia-Pacific Online Advertising Market Size by Region

8.3.1 Asia-Pacific Online Advertising Consumption Value by Region (2019-2030)

8.3.2 China Online Advertising Market Size and Forecast (2019-2030)

8.3.3 Japan Online Advertising Market Size and Forecast (2019-2030)

8.3.4 South Korea Online Advertising Market Size and Forecast (2019-2030)

8.3.5 India Online Advertising Market Size and Forecast (2019-2030)

8.3.6 Southeast Asia Online Advertising Market Size and Forecast (2019-2030)

8.3.7 Australia Online Advertising Market Size and Forecast (2019-2030)

## **9 SOUTH AMERICA**

9.1 South America Online Advertising Consumption Value by Format (2019-2030)

9.2 South America Online Advertising Consumption Value by Application (2019-2030)

9.3 South America Online Advertising Market Size by Country

9.3.1 South America Online Advertising Consumption Value by Country (2019-2030)

9.3.2 Brazil Online Advertising Market Size and Forecast (2019-2030)

9.3.3 Argentina Online Advertising Market Size and Forecast (2019-2030)

## **10 MIDDLE EAST & AFRICA**

10.1 Middle East & Africa Online Advertising Consumption Value by Format (2019-2030)

10.2 Middle East & Africa Online Advertising Consumption Value by Application (2019-2030)

10.3 Middle East & Africa Online Advertising Market Size by Country

10.3.1 Middle East & Africa Online Advertising Consumption Value by Country (2019-2030)

10.3.2 Turkey Online Advertising Market Size and Forecast (2019-2030)

10.3.3 Saudi Arabia Online Advertising Market Size and Forecast (2019-2030)

10.3.4 UAE Online Advertising Market Size and Forecast (2019-2030)

## **11 MARKET DYNAMICS**

11.1 Online Advertising Market Drivers

11.2 Online Advertising Market Restraints

11.3 Online 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

## **12 INDUSTRY CHAIN ANALYSIS**

- 12.1 Online Advertising Industry Chain
- 12.2 Online Advertising Upstream Analysis
- 12.3 Online Advertising Midstream Analysis
- 12.4 Online 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

## List Of Figures

### LIST OF FIGURES

## I would like to order

Product name: Global Online Advertising Market 2024 by Company, Regions, Type and Application, Forecast to 2030

Product link: <https://marketpublishers.com/r/G347CA5B2B7DEN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G347CA5B2B7DEN.html>