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Global Programmatic 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 Programmatic Advertising market size was valued at USD 80530 million in 2023 and is forecast to a readjusted size of USD 177340 million by 2030 with a CAGR of 11.9% during review period.

Programmatic advertising is growing rapidly and will continue to grow during the forecast period. It is a highly automated form of digital advertising. It involves buying and selling of online advertising inventory via a software or a machine. There are no human negotiations or manual insertions involved. It makes use of machine algorithms to buy ads online. It helps in automating the decision-making process of selecting the source of media and buying the media for advertising purpose as it helps in focusing on the target market.

It has been observed that North America is estimated to account for the largest share of the market, whereas Asia-Pacific is projected to grow at the fastest rate during the forecast period. During the forecast period, North America region will continue to dominate the market share owing to rapid growth smartphone users and increasing population on social media platforms.

The Global Info Research report includes an overview of the development of the Programmatic Advertising industry chain, the market status of Education (Desktop Banners, Mobile Banners), Finance (Desktop Banners, Mobile Banners), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Programmatic Advertising.

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

Key Features:

The report presents comprehensive understanding of the Programmatic 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 Programmatic 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., Desktop Banners, Mobile Banners).

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 Programmatic Advertising market.

Regional Analysis: The report involves examining the Programmatic 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 Programmatic 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 Programmatic Advertising:

Company Analysis: Report covers individual Programmatic Advertising players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and

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strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Programmatic Advertising This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Education, Finance).

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

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Programmatic 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

Programmatic 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

Desktop Banners

Mobile Banners

Market segment by Application

Education

Finance

Media & Entertainment

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Retail

Travel

Market segment by players, this report covers

Rubicon Project (US)

Adroll (US)

Adobe Marketing Cloud (US)

DoubleClick (US)

Choozle (US)

AdReady (US)

DataXu (US)

Centro(US)

PulsePoint(US)

Outbrain (US)

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)

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

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

Chapter 3, the Programmatic 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 Programmatic 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 Programmatic Advertising.

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

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