

# Global Programmatic Display Market 2025 by Company, Regions, Type and Application, Forecast to 2031

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## **Abstracts**

According to our (Global Info Research) latest study, the global Programmatic Display market size was valued at US\$ 243660 million in 2024 and is forecast to a readjusted size of USD 718420 million by 2031 with a CAGR of 16.9% during review period.

Programmatic Advertising is the automation of the buying and selling of desktop display, video, FBX, and mobile ads using real-time-bidding. Programmatic describes how online campaigns are booked, flighted, analyzed, and optimized via demand-side software (DSP) interfaces and algorithms.

Programmatic advertising sprang to life as an automated way to buy and sell ad inventory through exchanges that connect advertisers to publishers. The exchanges started with search, but today they cover all channels, from display, social, and mobile to television, radio, and outdoor.

Global Programmatic Display key players include Facebook, Google (Doubleclick), Amazon, Alibaba, Tencent, etc. Global top five manufacturers hold a share about 55%.

North America is the largest market, with a share about 55%, followed by Europe and Asia-Pacific, both have a share over 40 percent.

In terms of product, Real Time Bidding (RTB) is the largest segment, with a share over 50%. And in terms of application, the largest application is E-commerce Ads, followed by Travel Ads.

This report is a detailed and comprehensive analysis for global Programmatic Display



market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

## Key Features:

Global Programmatic Display market size and forecasts, in consumption value (\$ Million), 2020-2031

Global Programmatic Display market size and forecasts by region and country, in consumption value (\$ Million), 2020-2031

Global Programmatic Display market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2020-2031

Global Programmatic Display market shares of main players, in revenue (\$ Million), 2020-2025

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Programmatic Display

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

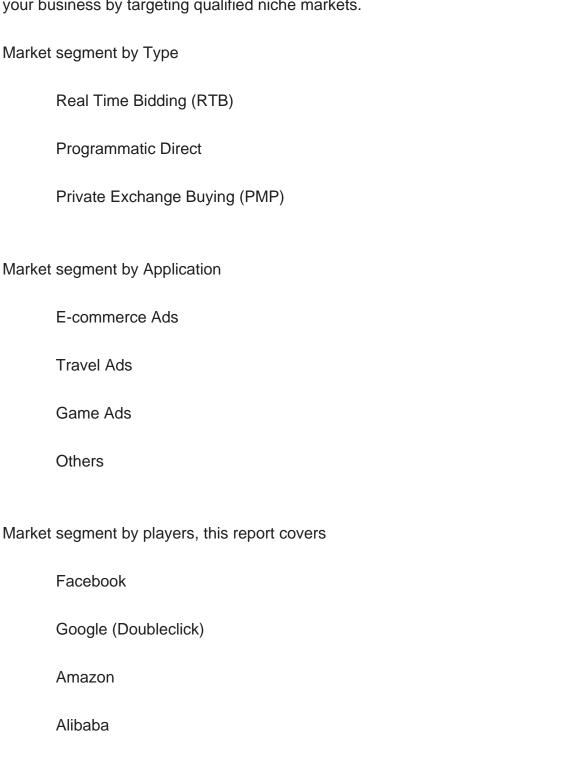
This report profiles key players in the global Programmatic Display market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Facebook, Google (Doubleclick), Amazon, Alibaba, Adobe Systems Incorporated, Tencent, Baidu, ByteDance, Verizon Communications, eBay, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.



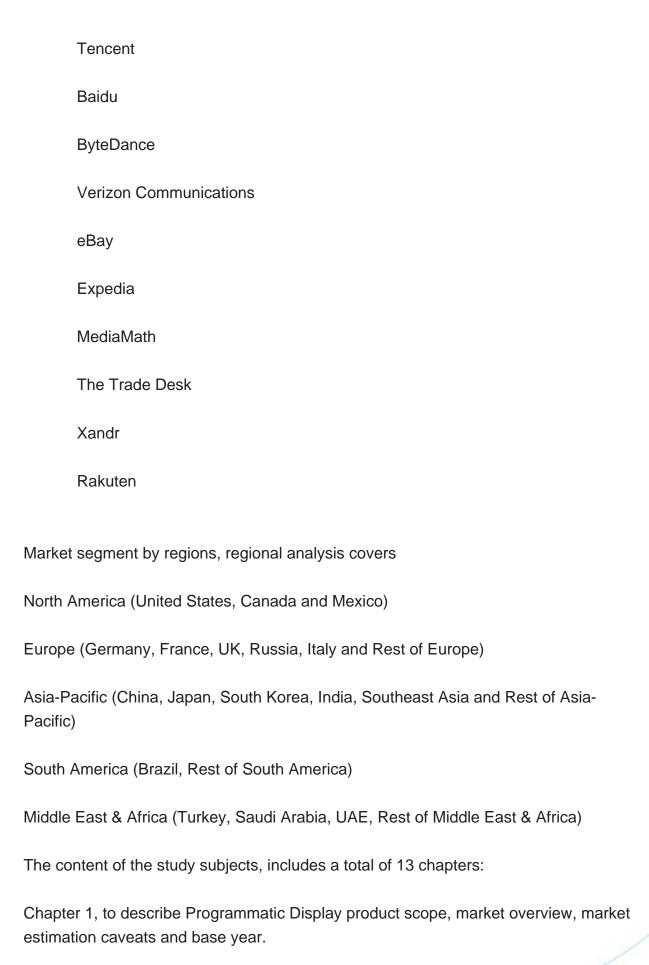
## Market segmentation

Programmatic Display market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.



Adobe Systems Incorporated







Chapter 2, to profile the top players of Programmatic Display, with revenue, gross margin, and global market share of Programmatic Display from 2020 to 2025.

Chapter 3, the Programmatic Display 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 by Application, with consumption value and growth rate by Type, by Application, from 2020 to 2031

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 2020 to 2025.and Programmatic Display market forecast, by regions, by Type and by Application, with consumption value, from 2026 to 2031.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Programmatic Display.

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



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