

Global SAP Business One Consulting Service Market 2023 by Company, Regions, Type and Application, Forecast to 2029

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Abstracts

Retail media advertising platforms are self-service platforms, or ad networks, that brands use to buy retail media at scale. These platforms control how many ads and ad types are served to each page on a retailer's website. Retail media platforms reach consumers at the digital point of sale with brand-funded ads on retailer websites, and the most common ads served are sponsored product ads and commerce display ads. Sponsored product ads are the most well known retail media ad format and are directly tied to search results. These are native ads that blend in with the retailer's organic content and are seen on relevant search results pages and product detail pages.

According to our (Global Info Research) latest study, the global Retail Media Advertising Platform market size was valued at USD million in 2022 and is forecast to a readjusted size of USD million by 2029 with a CAGR of % during review period. The influence of COVID-19 and the Russia-Ukraine War were considered while estimating market sizes.

This report is a detailed and comprehensive analysis for global Retail Media Advertising Platform 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 2023, are provided.

Key Features:

Global Retail Media Advertising Platform market size and forecasts, in consumption

value (\$ Million), 2018-2029

Global Retail Media Advertising Platform market size and forecasts by region and country, in consumption value (\$ Million), 2018-2029

Global Retail Media Advertising Platform market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2018-2029

Global Retail Media Advertising Platform market shares of main players, in revenue (\$ Million), 2018-2023

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 Retail Media Advertising Platform

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 Retail Media Advertising Platform market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Perpetua, Criteo, Kevel, Pacvue and Quartile, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals, COVID-19 and Russia-Ukraine War Influence.

Market segmentation

Retail Media Advertising Platform market is split by Type and by Application. For the period 2018-2029, the growth among segments provide 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.

Market segment by Type

Cloud Based

On Premises

Market segment by Application

Large Enterprises

SMEs

Market segment by players, this report covers

Perpetua

Criteo

Kevel

Pacvue

Quartile

Microsoft

CitrusAd

Epsilon

Kenshoo

Trellis

Mabaya

Crealytics

Leafio

Marin Software

Quotient Technologies

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 Retail Media Advertising Platform product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Retail Media Advertising Platform, with revenue, gross margin and global market share of Retail Media Advertising Platform from 2018 to 2023.

Chapter 3, the Retail Media Advertising Platform 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 2018 to 2029.

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 2018 to 2023. and Retail Media Advertising Platform market forecast, by regions, type and application, with consumption value, from 2024 to 2029.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis, and Influence of COVID-19 and Russia-Ukraine War

Chapter 12, the key raw materials and key suppliers, and industry chain of Retail Media Advertising Platform.

Chapter 13, to describe Retail Media Advertising Platform research findings and conclusion.

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