

Asia Pacific Digital Advertising Market 2020-2026 by Platform, Ad Format, Industry Vertical, and Country: COVID-19 Impact and Growth Opportunity

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Abstracts

Asia Pacific digital advertising market will grow by 12.54% annually with a total addressable market cap of \$1,365.2 billion over 2020-2026 owing to the rising need for digital marketing amid COVID-19 pandemic in the region.

Highlighted with 32 tables and 45 figures, this 119-page report “Asia Pacific Digital Advertising Market 2020-2026 by Platform, Ad Format, Industry Vertical, and Country: COVID-19 Impact and Growth Opportunity” is based on a comprehensive research of the entire Asia Pacific digital advertising market and all its sub-segments through extensively detailed classifications. Profound analysis and assessment are generated from premium primary and secondary information sources with inputs derived from industry professionals across the value chain. The report provides historical market data for 2015-2019, revenue estimates for 2020, and forecasts from 2021 till 2026. (Please note: The report will be updated if necessary before delivery so that the latest historical year is the base year and the forecast covers the next 5-10 years over the base year.)

In-depth qualitative analyses include identification and investigation of the following aspects:

Market Structure

Growth Drivers

Restraints and Challenges

Emerging Product Trends & Market Opportunities

Porter's Fiver Forces

The trend and outlook of Asia Pacific market is forecast in optimistic, balanced, and conservative view. The balanced (most likely) projection is used to quantify Asia Pacific digital advertising market in every aspect of the classification from perspectives of Platform, Ad Format, Industry Vertical, and Country.

Based on platform, the Asia Pacific market is segmented into the following sub-markets with annual revenue for 2015-2026 (historical and forecast) included in each section.

Mobile Ad

- In-APP

- Mobile Web

Desktop Ad

Digital TV and Others

Based on ad format, the Asia Pacific market is segmented into the following sub-markets with annual revenue for 2015-2026 (historical and forecast) included in each section.

Digital Display Ad

- Programmatic Transactions

- Non-programmatic Transactions

Internet Paid Search

- Social Media

- Online Video

- Others

Based on industrial vertical, the Asia Pacific market is segmented into the following sub-markets with annual revenue for 2015-2026 (historical and forecast) included in each section.

Media and Entertainment

Consumer Goods & Retail Industry

Banking, Financial Service & Insurance

Telecommunication IT Sector

Travel Industry

Healthcare Sector

Manufacturing & Supply Chain

Transportation and Logistics

Energy, Power, and Utilities

Other Industries

Geographically, the following national/local markets are fully investigated:

Japan

China

South Korea

Australia

Indonesia

Rest of APAC

For each key country, detailed analysis and data for annual revenue are available for 2015-2026. The breakdown of key national markets by Platform, Ad Format, and Industry Vertical over the forecast years are also included.

The report also covers current competitive scenario and the predicted supply trend; and profiles key vendors including market leaders and important emerging players.

Specifically, potential risks associated with investing in Asia Pacific digital advertising market are assayed quantitatively and qualitatively through GMD's Risk Assessment System. According to the risk analysis and evaluation, Critical Success Factors (CSFs) are generated as a guidance to help investors & stockholders identify emerging opportunities, manage and minimize the risks, develop appropriate business models, and make wise strategies and decisions.

Key Players:

Alibaba

Amazon

Apple Inc.

Applovin Corporation

Baidu

Facebook Inc.

Google, Inc.

Microsoft Corporation

Nokia

Sina

Tencent

Twitter

Verizon

Yahoo! Inc.

(Please note: The report will be updated if necessary before delivery so that the latest historical year is the base year and the forecast covers the next 5-10 years over the base year.)

Contents

1 INTRODUCTION

- 1.1 Industry Definition and Research Scope
 - 1.1.1 Industry Definition
 - 1.1.2 Research Scope
- 1.2 Research Methodology
 - 1.2.1 Overview of Market Research Methodology
 - 1.2.2 Market Assumption
 - 1.2.3 Secondary Data
 - 1.2.4 Primary Data
 - 1.2.5 Data Filtration and Model Design
 - 1.2.6 Market Size/Share Estimation
 - 1.2.7 Research Limitations
- 1.3 Executive Summary

2 MARKET OVERVIEW AND QUALITATIVE ANALYSIS

- 2.1 Market Size and Forecast
 - 2.1.1 Impact of COVID-19 on World Economy
 - 2.1.2 Impact of COVID-19 on the Market
- 2.2 Major Growth Drivers
- 2.3 Market Restraints and Challenges
- 2.4 Emerging Opportunities and Market Trends
- 2.5 Porter's Fiver Forces Analysis

3 SEGMENTATION OF ASIA PACIFIC MARKET BY PLATFORM

- 3.1 Market Overview by Platform
- 3.2 Asia Pacific Mobile Advertising Market 2015-2026
- 3.3 Asia Pacific Desktop Advertising Market 2015-2026
- 3.4 Asia Pacific Market of Digital Advertising via Other Digital Platforms 2015-2026

4 SEGMENTATION OF ASIA PACIFIC MARKET BY AD FORMAT

- 4.1 Market Overview by Ad Format
- 4.2 Asia Pacific Digital Display Ad Market 2015-2026
- 4.3 Asia Pacific Internet Paid Search Ad Market 2015-2026

- 4.4 Asia Pacific Social Media Ad Market 2015-2026
- 4.5 Asia Pacific Online Video Ad Market 2015-2026
- 4.6 Asia Pacific Market of Other Digital Ad Formats 2015-2026

5 SEGMENTATION OF ASIA PACIFIC MARKET BY INDUSTRY VERTICAL

- 5.1 Market Overview by Industry Vertical
- 5.2 Asia Pacific Digital Advertising Market for Media and Entertainment 2015-2026
- 5.3 Asia Pacific Digital Advertising Market for Consumer Goods & Retail Industry 2015-2026
- 5.4 Asia Pacific Digital Advertising Market for Banking, Financial Service & Insurance (BFSI) 2015-2026
- 5.5 Asia Pacific Digital Advertising Market for Telecommunication IT Sector 2015-2026
- 5.6 Asia Pacific Digital Advertising Market for Travel Industry 2015-2026
- 5.7 Asia Pacific Digital Advertising Market for Healthcare Sector 2015-2026
- 5.8 Asia Pacific Digital Advertising Market for Manufacturing & Supply Chain 2015-2026
- 5.9 Asia Pacific Digital Advertising Market for Transportation and Logistics 2015-2026
- 5.10 Asia Pacific Digital Advertising Market for Energy, Power, and Utilities 2015-2026
- 5.11 Asia Pacific Digital Advertising Market for Other Industries 2015-2026

6 ASIA-PACIFIC MARKET 2015-2026 BY COUNTRY

- 6.1 Overview of Asia-Pacific Market
- 6.2 Japan
- 6.3 China
- 6.4 Indonesia
- 6.5 Australia
- 6.6 South Korea
- 6.7 Rest of APAC Region

7 COMPETITIVE LANDSCAPE

- 7.1 Overview of Key Vendors
- 7.2 Company Profiles
 - Alibaba
 - Amazon
 - Apple Inc.
 - Applovin Corporation
 - Baidu

Facebook Inc.
Google, Inc.
Microsoft Corporation
Nokia
Sina
Tencent
Twitter
Verizon
Yahoo! Inc.

8 INVESTING IN ASIA PACIFIC MARKET: RISK ASSESSMENT AND MANAGEMENT

8.1 Risk Evaluation of Asia Pacific Market
8.2 Critical Success Factors (CSFs)
RELATED REPORTS AND PRODUCTS

List Of Tables

LIST OF TABLES

- Table 1. Snapshot of Asia Pacific Digital Advertising Market, 2019-2026
- Table 2. Growth Rate of World Real GDP, 2017-2021
- Table 3. Main Product Trends and Market Opportunities in Asia Pacific Digital Advertising Market
- Table 4. Asia Pacific Digital Advertising Market by Platform, 2015-2026, \$ bn
- Table 5. Asia Pacific Mobile Advertising Market by Channel, 2015-2026, \$ bn
- Table 6. Net Revenue and Market Share of Asia Pacific Top Mobile Ad Providers in 2020, \$ bn and % of Total Revenue
- Table 7. Asia Pacific Digital Advertising Market by Ad Format, 2015-2026, \$ bn
- Table 8. Asia Pacific Display Digital Ad Market by Purchase Method, 2015-2026, \$ bn
- Table 9. Asia Pacific Digital Advertising Market by Industry Vertical, 2015-2026, \$ bn
- Table 10. APAC Digital Advertising Market by Country, 2015-2026, \$ mn
- Table 11. Japan Digital Advertising Market by Platform, 2015-2026, \$ mn
- Table 12. Japan Digital Advertising Market by Ad Format, 2015-2026, \$ mn
- Table 13. Japan Digital Advertising Market by Industry Vertical, 2015-2026, \$ mn
- Table 14. China Digital Advertising Market by Platform, 2015-2026, \$ mn
- Table 15. China Digital Advertising Market by Ad Format, 2015-2026, \$ mn
- Table 16. China Digital Advertising Market by Industry Vertical, 2015-2026, \$ mn
- Table 17. Indonesia Digital Advertising Market by Platform, 2015-2026, \$ mn
- Table 18. Indonesia Digital Advertising Market by Ad Format, 2015-2026, \$ mn
- Table 19. Indonesia Digital Advertising Market by Industry Vertical, 2015-2026, \$ mn
- Table 20. Australia Digital Advertising Market by Platform, 2015-2026, \$ mn
- Table 21. Australia Digital Advertising Market by Ad Format, 2015-2026, \$ mn
- Table 22. Australia Digital Advertising Market by Industry Vertical, 2015-2026, \$ mn
- Table 23. South Korea Digital Advertising Market by Platform, 2015-2026, \$ mn
- Table 24. South Korea Digital Advertising Market by Ad Format, 2015-2026, \$ mn
- Table 25. South Korea Digital Advertising Market by Industry Vertical, 2015-2026, \$ mn
- Table 26. Net Digital Ad Revenues and Market Shares of Asia Pacific Top Digital Ad Vendors in 2020, \$ bn and % of Revenue
- Table 27. Amazon: Company Snapshot
- Table 28. Amazon: Product Portfolio
- Table 29. Amazon: Revenue, 2016-2018, \$ mn
- Table 30. Amazon: Recent Developments
- Table 31. Risk Evaluation for Investing in Asia Pacific Market, 2019-2026
- Table 32. Critical Success Factors and Key Takeaways

List Of Figures

LIST OF FIGURES

Figure 1. Research Method Flow Chart

Figure 2. Breakdown of Primary Research

Figure 3. Bottom-up Approach and Top-down Approach for Market Estimation

Figure 4. Asia Pacific Market Forecast in Optimistic, Conservative and Balanced Perspectives, 2019-2026

Figure 5. Asia Pacific Digital Advertising Market by Revenue, 2015-2026, \$ bn

Figure 6. Share of Digital Ad in Overall Media Ad in Asia Pacific Market, 2015-2026, % Revenue

Figure 7. Impact of COVID-19 on Business

Figure 8. Primary Drivers and Impact Factors of Asia Pacific Digital Advertising Market

Figure 9. Primary Restraints and Impact Factors of Asia Pacific Digital Advertising Market

Figure 10. Porter's Fiver Forces Analysis of Asia Pacific Digital Advertising Market

Figure 11. Breakdown of Asia Pacific Digital Advertising Market by Platform, 2019-2026, % of Revenue

Figure 12. Contribution to Asia Pacific 2020-2026 Cumulative Revenue by Platform, Value (\$ bn) and Share (%)

Figure 13. Asia Pacific Mobile Advertising Market, 2015-2026, \$ bn

Figure 14. Asia Pacific Mobile Internet Users, 2019-2022, billion

Figure 15. Comparison of Mobile Web and Mobile In-App

Figure 16. Asia Pacific Desktop Advertising Market, 2015-2026, \$ bn

Figure 17. Asia Pacific Market of Digital Advertising via Other Platforms, 2015-2026, \$ bn

Figure 18. Breakdown of Asia Pacific Digital Advertising Market by Ad Format, 2019-2026, % of Revenue

Figure 19. Contribution to Asia Pacific 2020-2026 Cumulative Revenue by Ad Format, Value (\$ bn) and Share (%)

Figure 20. Asia Pacific Digital Display Ad Market, 2015-2026, \$ bn

Figure 21. Asia Pacific Internet Paid Search Advertising Market, 2015-2026, \$ bn

Figure 22. Asia Pacific Social Media Advertising Market, 2015-2026, \$ bn

Figure 23. Asia Pacific Online Video Advertising Market, 2015-2026, \$ bn

Figure 24. Asia Pacific Market of Other Digital Ad Formats, 2015-2026, \$ bn

Figure 25. Breakdown of Asia Pacific Digital Advertising Market by Industry Vertical, 2019-2026, % of Revenue

Figure 26. Contribution to Asia Pacific 2020-2026 Cumulative Revenue by Industry

Vertical, Value (\$ bn) and Share (%)

Figure 27. Asia Pacific Digital Advertising Market for Media and Entertainment, 2015-2026, \$ bn

Figure 28. Asia Pacific Digital Advertising Market for Consumer Goods & Retail Industry, 2015-2026, \$ bn

Figure 29. Asia Pacific Digital Advertising Market for Banking, Financial Service & Insurance, 2015-2026, \$ bn

Figure 30. Asia Pacific Digital Advertising Market for Telecommunication IT Sector, 2015-2026, \$ bn

Figure 31. Asia Pacific Digital Advertising Market for Travel Industry, 2015-2026, \$ bn

Figure 32. Asia Pacific Digital Advertising Market for Healthcare Sector, 2015-2026, \$ bn

Figure 33. Asia Pacific Digital Advertising Market for Manufacturing & Supply Chain, 2015-2026, \$ bn

Figure 34. Asia Pacific Digital Advertising Market for Transportation and Logistics, 2015-2026, \$ bn

Figure 35. Asia Pacific Digital Advertising Market for Energy, Power, and Utilities, 2015-2026, \$ bn

Figure 36. Asia Pacific Digital Advertising Market for Other Industries, 2015-2026, \$ bn

Figure 37. Breakdown of APAC Digital Advertising Market by Country, 2019 and 2026, % of Revenue

Figure 38. Contribution to APAC 2020-2026 Cumulative Revenue by Country, Value (\$ mn) and Share (%)

Figure 39. Digital Advertising Market in Japan by Revenue, 2015-2026, \$ mn

Figure 40. Digital Advertising Market in China by Revenue, 2015-2026, \$ mn

Figure 41. Digital Advertising Market in Indonesia by Revenue, 2015-2026, \$ mn

Figure 42. Digital Advertising Market in Australia by Revenue, 2015-2026, \$ mn

Figure 43. Digital Advertising Market in South Korea by Revenue, 2015-2026, \$ mn

Figure 44. Digital Advertising Market in Rest of APAC by Revenue, 2015-2026, \$ mn

Figure 45. Growth Stage of Asia Pacific Digital Advertising Industry over the Forecast Period

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