

Asia-Pacific Mobile Advertising Market by Solution Format, Advertising Type, Industry Vertical, Mobile Device, and Country 2014-2025: Growth Opportunity and Business Strategy

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Abstracts

Asia-Pacific mobile advertising market is expected to grow at a 2019-2025 CAGR of 19.81%, becoming the largest regional market driven by a fast adoption of mobile advertising across the region.

Highlighted with 29 tables and 52 figures, this 130-page report “Asia-Pacific Mobile Advertising Market by Solution Format, Advertising Type, Industry Vertical, Mobile Device, and Country 2014-2025: Growth Opportunity and Business Strategy” is based on a comprehensive research of APAC mobile advertising market by analyzing the entire regional 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 2014-2017, revenue estimates for 2018, and forecasts from 2019 till 2025. (Please note: Before delivery, the report will be updated 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 APAC market is forecast in optimistic, balanced, and conservative view. The balanced (most likely) projection is used to quantify APAC mobile advertising market in every aspect of the classification from perspectives of Solution Format, Advertising Type, Industry Vertical, Mobile Device, and Country.

Based on solution format, the APAC market is segmented into the following sub-markets with annual revenue for 2014-2025 (historical and forecast) included in each section.

Advertisement Campaign Solutions

Reporting & Analytics Solutions

Content Delivery Solutions

Integrated Solutions

Mobile Proximity Solutions

Other Solutions

On basis of advertising type, the APAC market is analyzed on the following segments with annual revenue for 2014-2025 (historical and forecast) included in each segment.

Search Advertising

Display Advertising

Messaging Advertising

In-App Advertising

In-Game Advertising

Websites Advertising

Video Advertising

Other Advertising Types

On basis of industry vertical, the APAC market is analyzed on the following segments with annual revenue for 2014-2025 (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

On basis of mobile device, the APAC market is analyzed on the following segments annual revenue for 2014-2025 (historical and forecast) included in each section.

Smartphones

Tablets

Laptops & Notebooks

Other Devices

Geographically, the following national markets are fully investigated:

Japan

China

Australia

India

South Korea

Rest of APAC

For each of the aforementioned countries, detailed analysis and data for annual revenue are available for 2014-2025. The breakdown of key national markets by Solution Format, Advertising Type, Industry Vertical, and Mobile Device over the forecast years are also included.

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

Specifically, potential risks associated with investing in APAC mobile 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:

AdColony, Inc.

AOL

Apple Inc.

Applovin Corporation

Avazu Inc.

Chartboost Inc.

Digital Turbine, Inc.

Facebook Inc.

Flurry Inc.

Flytxt

Google, Inc.

GoWide

GumGum Inc

Inmobi

Matomy Media Group Ltd.

Microsoft Corporation

Millenial Media

MoPub Inc.

Nokia

PassionTeck

SAP SE

Smaato Inc.

Tune, Inc.

Yahoo! Inc.

Yeahmobi

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

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