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

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Abstracts

Europe digital advertising market accounted for $71.7 billion in 2019 and will grow by a revised CAGR of 7.49% 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 117-page report “Europe 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 Europe 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 Europe market is forecast in optimistic, balanced, and conservative view. The balanced (most likely) projection is used to quantify Europe digital advertising market in every aspect of the classification from perspectives of Platform, Ad Format, Industry Vertical, and Country.

Based on platform, the Europe 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 Europe 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

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Based on industrial vertical, the Europe 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:

Germany

UK

France

Italy

Russia

Rest of Europe

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 Europe 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

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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.)

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