

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

<https://marketpublishers.com/r/E72896525EEEN.html>

Date: May 2019

Pages: 129

Price: US\$ 2,108.00 (Single User License)

ID: E72896525EEEN

Abstracts

Europe mobile advertising market reached \$23.11 billion in 2018, representing the third largest regional market in the world. It is expected to exhibit a 17.14% growth per annum during 2019-2025.

Highlighted with 29 tables and 52 figures, this 129-page report “Europe 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 Europe 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 Europe market is forecast in optimistic, balanced, and conservative view. The balanced (most likely) projection is used to quantify Europe 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 Europe 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 Europe 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 Europe 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 Europe 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:

Germany

France

UK

Italy

Russia

Rest of Europe

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 Europe 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.)

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
- 2.2 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 EUROPE MARKET BY SOLUTION FORMAT

- 3.1 Market Overview by Solution Format
- 3.2 Europe Market of Mobile Advertising via Advertisement Campaign Solutions 2014-2025
- 3.3 Europe Market of Mobile Advertising via Reporting & Analytics Solutions 2014-2025
- 3.4 Europe Market of Mobile Advertising via Content Delivery Solutions 2014-2025
- 3.5 Europe Market of Mobile Advertising via Integrated Solutions 2014-2025
- 3.6 Europe Market of Mobile Advertising via Mobile Proximity Solutions 2014-2025
- 3.7 Europe Market of Mobile Advertising via Other Solutions 2014-2025

4 SEGMENTATION OF EUROPE MARKET BY ADVERTISING TYPE

- 4.1 Market Overview by Advertising Type

- 4.2 Europe Mobile Search Advertising Market 2014-2025
- 4.3 Europe Mobile Display Advertising Market 2014-2025
- 4.4 Europe Mobile In-App Advertising Market 2014-2025
- 4.5 Europe Mobile In-Game Advertising Market 2014-2025
- 4.6 Europe Mobile Websites Advertising Market 2014-2025
- 4.7 Europe Mobile Messaging Advertising Market 2014-2025
- 4.8 Europe Mobile Video Advertising Market 2014-2025
- 4.9 Europe Market of Other Mobile Advertising Types 2014-2025

5 SEGMENTATION OF EUROPE MARKET BY INDUSTRY VERTICAL

- 5.1 Market Overview by Industry Vertical
- 5.2 Europe Mobile Advertising Market for Media and Entertainment 2014-2025
- 5.3 Europe Mobile Advertising Market for Consumer Goods & Retail Industry 2014-2025
- 5.4 Europe Mobile Advertising Market for Banking, Financial Service & Insurance (BFSI) 2014-2025
- 5.5 Europe Mobile Advertising Market for Telecommunication IT Sector 2014-2025
- 5.6 Europe Mobile Advertising Market for Travel Industry 2014-2025
- 5.7 Europe Mobile Advertising Market for Healthcare Sector 2014-2025
- 5.8 Europe Mobile Advertising Market for Manufacturing & Supply Chain 2014-2025
- 5.9 Europe Mobile Advertising Market for Transportation and Logistics 2014-2025
- 5.10 Europe Mobile Advertising Market for Energy, Power, and Utilities 2014-2025
- 5.11 Europe Mobile Advertising Market for Other Industries 2014-2025

6 SEGMENTATION OF EUROPE MARKET BY MOBILE DEVICE

- 6.1 Market Overview by Mobile Device
- 6.2 Europe Mobile Advertising Market on Smartphones 2014-2025
- 6.3 Europe Mobile Advertising Market on Tablets 2014-2025
- 6.4 Europe Mobile Advertising Market on Laptops & Notebooks 2014-2025
- 6.4 Europe Mobile Advertising Market on Other Mobile Devices 2014-2025

7 EUROPEAN MARKET 2014-2025 BY COUNTRY

- 7.1 Overview of European Market
- 7.2 Germany
- 7.3 UK
- 7.4 France
- 7.5 Spain

7.6 Italy

7.7 Rest of European Market

8 COMPETITIVE LANDSCAPE

8.1 Overview of Key Vendors

8.2 Company Profiles

9 INVESTING IN EUROPE MARKET: RISK ASSESSMENT AND MANAGEMENT

9.1 Risk Evaluation of Europe Market

9.2 Critical Success Factors (CSFs)

RELATED REPORTS AND PRODUCTS

List Of Tables

LIST OF TABLES:

Table 1. Snapshot of Europe Mobile Advertising Market, 2018-2025

Table 2. Main Product Trends and Market Opportunities in Europe Mobile Advertising Market

Table 3. Europe Mobile Advertising Market by Solution Format, 2014-2025, \$ bn

Table 4. Europe Mobile Advertising Market by Advertising Type, 2014-2025, \$ bn

Table 5. Europe Mobile Advertising Market by Industry Vertical, 2014-2025, \$ bn

Table 6. Europe Mobile Advertising Market by Mobile Device, 2014-2025, \$ bn

Table 7. Europe Mobile Advertising Market by Country, 2014-2025, \$ mn

Table 8. Germany Mobile Advertising Market by Solution Format, 2014-2025, \$ bn

Table 9. Germany Mobile Advertising Market by Advertising Type, 2014-2025, \$ bn

Table 10. Germany Mobile Advertising Market by Industry Vertical, 2014-2025, \$ bn

Table 11. Germany Mobile Advertising Market by Mobile Device, 2014-2025, \$ bn

Table 12. UK Mobile Advertising Market by Solution Format, 2014-2025, \$ bn

Table 13. UK Mobile Advertising Market by Advertising Type, 2014-2025, \$ bn

Table 14. UK Mobile Advertising Market by Industry Vertical, 2014-2025, \$ bn

Table 15. UK Mobile Advertising Market by Mobile Device, 2014-2025, \$ bn

Table 16. France Mobile Advertising Market by Solution Format, 2014-2025, \$ bn

Table 17. France Mobile Advertising Market by Advertising Type, 2014-2025, \$ bn

Table 18. France Mobile Advertising Market by Industry Vertical, 2014-2025, \$ bn

Table 19. France Mobile Advertising Market by Mobile Device, 2014-2025, \$ bn

Table 20. Spain Mobile Advertising Market by Solution Format, 2014-2025, \$ bn

Table 21. Spain Mobile Advertising Market by Advertising Type, 2014-2025, \$ bn

Table 22. Spain Mobile Advertising Market by Industry Vertical, 2014-2025, \$ bn

Table 23. Spain Mobile Advertising Market by Mobile Device, 2014-2025, \$ bn

Table 24. Italy Mobile Advertising Market by Solution Format, 2014-2025, \$ bn

Table 25. Italy Mobile Advertising Market by Advertising Type, 2014-2025, \$ bn

Table 26. Italy Mobile Advertising Market by Industry Vertical, 2014-2025, \$ bn

Table 27. Italy Mobile Advertising Market by Mobile Device, 2014-2025, \$ bn

Table 28. Risk Evaluation for Investing in Europe Market, 2018-2025

Table 29. Critical Success Factors and Key Takeaways

List Of Figures

LIST OF FIGURES:

Figure 1. Research Method Flow Chart

Figure 2. Bottom-up Approach and Top-down Approach for Market Estimation

Figure 3. Europe Market Forecast in Optimistic, Conservative and Balanced Perspectives, 2018-2025

Figure 4. Europe Mobile Advertising Market by Revenue, 2014-2025, \$ bn

Figure 5. Primary Drivers and Impact Factors of Europe Mobile Advertising Market

Figure 6. Primary Restraints and Impact Factors of Europe Mobile Advertising Market

Figure 7. Porter's Five Forces Analysis of Europe Mobile Advertising Market

Figure 8. Breakdown of Europe Mobile Advertising Market by Solution Format, 2018-2025, % of Revenue

Figure 9. Contribution to Europe 2019-2025 Cumulative Revenue by Solution Format, Value (\$ bn) and Share (%)

Figure 10. Europe Market of Mobile Advertising via Advertisement Campaign Solutions, 2014-2025, \$ bn

Figure 11. Europe Market of Mobile Advertising via Reporting & Analytics Solutions, 2014-2025, \$ bn

Figure 12. Europe Market of Mobile Advertising via Content Delivery Solutions, 2014-2025, \$ bn

Figure 13. Europe Market of Mobile Advertising via Integrated Solutions, 2014-2025, \$ bn

Figure 14. Europe Market of Mobile Advertising via Mobile Proximity Solutions, 2014-2025, \$ bn

Figure 15. Europe Market of Mobile Advertising via Other Solutions, 2014-2025, \$ bn

Figure 16. Breakdown of Europe Mobile Advertising Market by Advertising Type, 2018-2025, % of Revenue

Figure 17. Contribution to Europe 2019-2025 Cumulative Revenue by Advertising Type, Value (\$ bn) and Share (%)

Figure 18. Europe Mobile Search Advertising Market, 2014-2025, \$ bn

Figure 19. Europe Mobile Display Advertising Market, 2014-2025, \$ bn

Figure 20. Europe Mobile In-App Advertising Market, 2014-2025, \$ bn

Figure 21. Europe Mobile In-Game Advertising Market, 2014-2025, \$ bn

Figure 22. Europe Mobile Websites Advertising Market, 2014-2025, \$ bn

Figure 23. Europe Mobile Messaging Advertising Market, 2014-2025, \$ bn

Figure 24. Europe Mobile Video Advertising Market, 2014-2025, \$ bn

Figure 25. Europe Market of Other Mobile Advertising Types, 2014-2025, \$ bn

Figure 26. Breakdown of Europe Mobile Advertising Market by Industry Vertical, 2018-2025, % of Revenue

Figure 27. Contribution to Europe 2019-2025 Cumulative Revenue by Industry Vertical, Value (\$ bn) and Share (%)

Figure 28. Europe Mobile Advertising Market for Media and Entertainment, 2014-2025, \$ bn

Figure 29. Europe Mobile Advertising Market for Consumer Goods & Retail Industry, 2014-2025, \$ bn

Figure 30. Europe Mobile Advertising Market for Banking, Financial Service & Insurance, 2014-2025, \$ bn

Figure 31. Europe Mobile Advertising Market for Telecommunication IT Sector, 2014-2025, \$ bn

Figure 32. Europe Mobile Advertising Market for Travel Industry, 2014-2025, \$ bn

Figure 33. Europe Mobile Advertising Market for Healthcare Sector, 2014-2025, \$ bn

Figure 34. Europe Mobile Advertising Market for Manufacturing & Supply Chain, 2014-2025, \$ bn

Figure 35. Europe Mobile Advertising Market for Transportation and Logistics, 2014-2025, \$ bn

Figure 36. Europe Mobile Advertising Market for Energy, Power, and Utilities, 2014-2025, \$ bn

Figure 37. Europe Mobile Advertising Market for Other Industries, 2014-2025, \$ bn

Figure 38. Breakdown of Europe Mobile Advertising Market by Mobile Device, 2018-2025, % of Revenue

Figure 39. Contribution to Europe 2019-2025 Cumulative Revenue by Mobile Device, Value (\$ bn) and Share (%)

Figure 40. Europe Smartphone-based Mobile Advertising Market, 2014-2025, \$ bn

Figure 41. Europe Mobile Advertising Market on Tablets, 2014-2025, \$ bn

Figure 42. Europe Mobile Advertising Market on Laptops & Notebooks, 2014-2025, \$ bn

Figure 43. Europe Mobile Advertising Market on Other Mobile Devices, 2014-2025, \$ bn

Figure 44. Breakdown of European Mobile Advertising Market by Country, 2018 and 2025, % of Revenue

Figure 45. Contribution to Europe 2019-2025 Cumulative Revenue by Country, Value (\$ mn) and Share (%)

Figure 46. Mobile Advertising Market in Germany by Revenue, 2014-2025, \$ mn

Figure 47. Mobile Advertising Market in UK by Revenue, 2014-2025, \$ mn

Figure 48. Mobile Advertising Market in France by Revenue, 2014-2025, \$ mn

Figure 49. Mobile Advertising Market in Spain by Revenue, 2014-2025, \$ mn

Figure 50. Mobile Advertising Market in Italy by Revenue, 2014-2025, \$ mn

Figure 51. Mobile Advertising Market in Rest of Europe by Revenue, 2014-2025, \$ mn

Figure 52. Growth Stage of Europe Mobile Advertising Industry over the Forecast Period

I would like to order

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

Product link: <https://marketpublishers.com/r/E72896525EEEN.html>

Price: US\$ 2,108.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/E72896525EEEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

