

# Europe 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**

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 submarkets 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** 

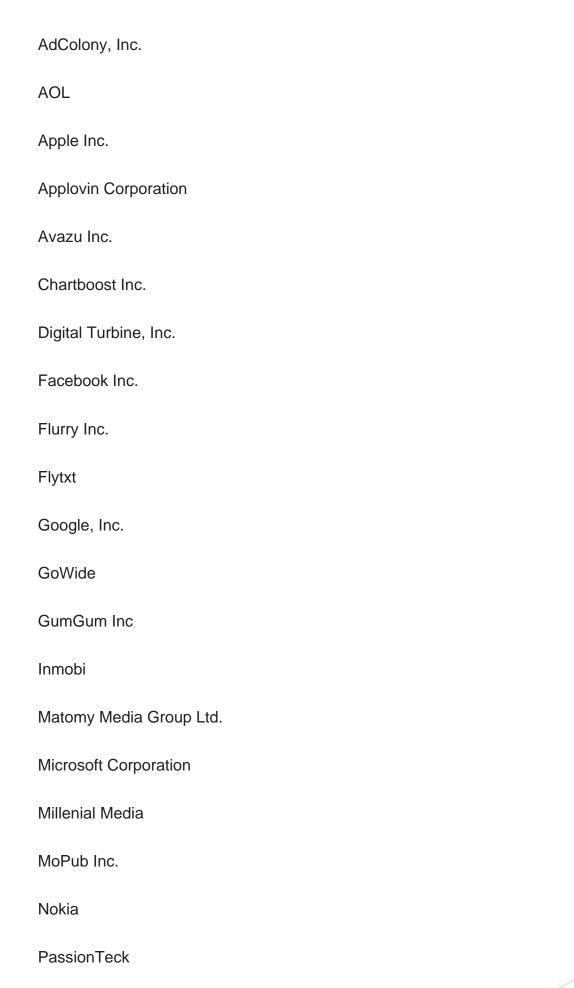
Laptops & Notebooks
Other Devices
Geographically, the following national markets are fully investigated:
Germany
France
UK
Italy
Russia
Rest of Europe
For each of the aforementioned countries, detailed analysis and data for annual revenue are available for 2014-2025. The breakdown of key national markets 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

and make wise strategies and decisions.

Key Players:

opportunities, manage and minimize the risks, develop appropriate business models,







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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