

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

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Abstracts

Considering the impact of COVID-19 pandemic, GMD predicts the revenue of global digital advertising market to reach a revised value of \$608.8 billion (compared with pre-COVID-19 forecast of \$664.7 billion) by 2026, representing a 2019-2026 CAGR of 9.12% (downgraded from 11.29%). The digital ad is becoming the lion's share in the whole pie of media advertising.

Highlighted with 78 tables and 74 figures, this 167-page report "Global Digital Advertising Market 2020-2026 by Platform, Ad Format, Industry Vertical, and Region: COVID-19 Impact and Growth Opportunity" is based on a comprehensive research of the entire global 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 global market is forecast in optimistic, balanced, and conservative view. The balanced (most likely) projection is used to quantify global digital advertising market in every aspect of the classification from perspectives of Platform, Ad Format, Industry Vertical, and Region.

Based on platform, the global 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 global 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 global 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 regions together with the listed national/local markets are fully investigated:

APAC (Japan, China, South Korea, Australia, Indonesia, and Rest of APAC)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

North America (U.S. and Canada)

Latin America (Brazil, Mexico, Argentina, Rest of Latin America)

RoW (Saudi Arabia, United Arab Emirates, Egypt)

For each of the aforementioned regions or countries, detailed analysis and data for annual revenue are available for 2015-2026. The breakdown of all regional markets by country and key national/local 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 global 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 GLOBAL MARKET BY PLATFORM

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

4 SEGMENTATION OF GLOBAL MARKET BY AD FORMAT

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

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

5 SEGMENTATION OF GLOBAL MARKET BY INDUSTRY VERTICAL

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

6 SEGMENTATION OF GLOBAL MARKET BY REGION

- 6.1 Geographic Market Overview by Region 2015-2026
- 6.2 North America Market 2015-2026 by Country
 - 6.2.1 Overview of North America Market
 - 6.2.2 U.S. Market
 - 6.2.3 Canadian Market
- 6.3 European Market 2015-2026 by Country
 - 6.3.1 Overview of European Market
 - 6.3.2 Germany
 - 6.3.3 UK
 - 6.3.4 France
 - 6.3.5 Russia
 - 6.3.6 Italy
 - 6.3.7 Rest of European Market
- 6.4 Asia-Pacific Market 2015-2026 by Country
 - 6.4.1 Overview of Asia-Pacific Market
 - 6.4.2 Japan
 - 6.4.3 China
 - 6.4.4 Indonesia

6.4.5 Australia

6.4.6 South Korea

6.4.7 Rest of APAC Region

6.5 Latin America Market 2015-2026 by Country

6.5.1 Argentina

6.5.2 Brazil

6.5.3 Mexico

6.5.4 Rest of Latin America Market

6.6 Rest of World Market 2015-2026 by Country

6.6.1 UAE

6.6.2 Saudi Arabia

6.6.3 Egypt

6.6.4 Other National Markets

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 GLOBAL MARKET: RISK ASSESSMENT AND MANAGEMENT

8.1 Risk Evaluation of Global Market

8.2 Critical Success Factors (CSFs)

RELATED REPORTS AND PRODUCTS

List Of Tables

LIST OF TABLES

Table 1. Snapshot of Global Digital Advertising Market, 2019-2026

Table 2. Growth Rate of World Real GDP, 2017-2021

Table 3. Main Product Trends and Market Opportunities in Global Digital Advertising Market

Table 4. Global Digital Advertising Market by Platform, 2015-2026, \$ bn

Table 5. Global Mobile Advertising Market by Channel, 2015-2026, \$ bn

Table 6. Net Revenue and Market Share of Global Top Mobile Ad Providers in 2020, \$ bn and % of Total Revenue

Table 7. Global Digital Advertising Market by Ad Format, 2015-2026, \$ bn

Table 8. Global Display Digital Ad Market by Purchase Method, 2015-2026, \$ bn

Table 9. Global Digital Advertising Market by Industry Vertical, 2015-2026, \$ bn

Table 10. Global Digital Advertising Market by Region, 2015-2026, \$ bn

Table 11. Leading National Digital Advertising Market by Revenue, 2019 and 2026, \$ mn

Table 12. North America Digital Advertising Market by Country, 2015-2026, \$ mn

Table 13. U.S. Digital Advertising Market by Platform, 2015-2026, \$ mn

Table 14. U.S. Digital Advertising Market by Ad Format, 2015-2026, \$ mn

Table 15. U.S. Digital Advertising Market by Industry Vertical, 2015-2026, \$ mn

Table 16. Digital Ad Revenue of Top Three Vendors in U.S. Market, 2019-2020, \$ bn

Table 17. Canada Digital Advertising Market by Platform, 2015-2026, \$ mn

Table 18. Canada Digital Advertising Market by Ad Format, 2015-2026, \$ mn

Table 19. Canada Digital Advertising Market by Industry Vertical, 2015-2026, \$ mn

Table 20. Europe Digital Advertising Market by Country, 2015-2026, \$ mn

Table 21. Germany Digital Advertising Market by Platform, 2015-2026, \$ mn

Table 22. Germany Digital Advertising Market by Ad Format, 2015-2026, \$ mn

Table 23. Germany Digital Advertising Market by Industry Vertical, 2015-2026, \$ mn

Table 24. UK Digital Advertising Market by Platform, 2015-2026, \$ mn

Table 25. UK Digital Advertising Market by Ad Format, 2015-2026, \$ mn

Table 26. UK Digital Advertising Market by Industry Vertical, 2015-2026, \$ mn

Table 27. France Digital Advertising Market by Platform, 2015-2026, \$ mn

Table 28. France Digital Advertising Market by Ad Format, 2015-2026, \$ mn

Table 29. France Digital Advertising Market by Industry Vertical, 2015-2026, \$ mn

Table 30. Russia Digital Advertising Market by Platform, 2015-2026, \$ mn

Table 31. Russia Digital Advertising Market by Ad Format, 2015-2026, \$ mn

Table 32. Russia Digital Advertising Market by Industry Vertical, 2015-2026, \$ mn

Table 33. Italy Digital Advertising Market by Platform, 2015-2026, \$ mn
Table 34. Italy Digital Advertising Market by Ad Format, 2015-2026, \$ mn
Table 35. Italy Digital Advertising Market by Industry Vertical, 2015-2026, \$ mn
Table 36. APAC Digital Advertising Market by Country, 2015-2026, \$ mn
Table 37. Japan Digital Advertising Market by Platform, 2015-2026, \$ mn
Table 38. Japan Digital Advertising Market by Ad Format, 2015-2026, \$ mn
Table 39. Japan Digital Advertising Market by Industry Vertical, 2015-2026, \$ mn
Table 40. China Digital Advertising Market by Platform, 2015-2026, \$ mn
Table 41. China Digital Advertising Market by Ad Format, 2015-2026, \$ mn
Table 42. China Digital Advertising Market by Industry Vertical, 2015-2026, \$ mn
Table 43. Indonesia Digital Advertising Market by Platform, 2015-2026, \$ mn
Table 44. Indonesia Digital Advertising Market by Ad Format, 2015-2026, \$ mn
Table 45. Indonesia Digital Advertising Market by Industry Vertical, 2015-2026, \$ mn
Table 46. Australia Digital Advertising Market by Platform, 2015-2026, \$ mn
Table 47. Australia Digital Advertising Market by Ad Format, 2015-2026, \$ mn
Table 48. Australia Digital Advertising Market by Industry Vertical, 2015-2026, \$ mn
Table 49. South Korea Digital Advertising Market by Platform, 2015-2026, \$ mn
Table 50. South Korea Digital Advertising Market by Ad Format, 2015-2026, \$ mn
Table 51. South Korea Digital Advertising Market by Industry Vertical, 2015-2026, \$ mn
Table 52. Latin America Digital Advertising Market by Country, 2015-2026, \$ mn
Table 53. Argentina Digital Advertising Market by Platform, 2015-2026, \$ mn
Table 54. Argentina Digital Advertising Market by Ad Format, 2015-2026, \$ mn
Table 55. Argentina Digital Advertising Market by Industry Vertical, 2015-2026, \$ mn
Table 56. Brazil Digital Advertising Market by Platform, 2015-2026, \$ mn
Table 57. Brazil Digital Advertising Market by Ad Format, 2015-2026, \$ mn
Table 58. Brazil Digital Advertising Market by Industry Vertical, 2015-2026, \$ mn
Table 59. Mexico Digital Advertising Market by Platform, 2015-2026, \$ mn
Table 60. Mexico Digital Advertising Market by Ad Format, 2015-2026, \$ mn
Table 61. Mexico Digital Advertising Market by Industry Vertical, 2015-2026, \$ mn
Table 62. RoW Digital Advertising Market by Country, 2015-2026, \$ mn
Table 63. UAE Digital Advertising Market by Platform, 2015-2026, \$ mn
Table 64. UAE Digital Advertising Market by Ad Format, 2015-2026, \$ mn
Table 65. UAE Digital Advertising Market by Industry Vertical, 2015-2026, \$ mn
Table 66. Saudi Arabia Digital Advertising Market by Platform, 2015-2026, \$ mn
Table 67. Saudi Arabia Digital Advertising Market by Ad Format, 2015-2026, \$ mn
Table 68. Saudi Arabia Digital Advertising Market by Industry Vertical, 2015-2026, \$ mn
Table 69. Egypt Digital Advertising Market by Platform, 2015-2026, \$ mn
Table 70. Egypt Digital Advertising Market by Ad Format, 2015-2026, \$ mn
Table 71. Egypt Digital Advertising Market by Industry Vertical, 2015-2026, \$ mn

Table 72. Net Digital Ad Revenues and Market Shares of Global Top Digital Ad Vendors in 2020, \$ bn and % of Revenue

Table 73. Amazon: Company Snapshot

Table 74. Amazon: Product Portfolio

Table 75. Amazon: Revenue, 2016-2018, \$ mn

Table 76. Amazon: Recent Developments

Table 77. Risk Evaluation for Investing in Global Market, 2019-2026

Table 78. 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. Global Market Forecast in Optimistic, Conservative and Balanced Perspectives, 2019-2026

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

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

Figure 7. Impact of COVID-19 on Business

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

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

Figure 10. Porter's Five Forces Analysis of Global Digital Advertising Market

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

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

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

Figure 14. Global Mobile Internet Users, 2019-2022, billion

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

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

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

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

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

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

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

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

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

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

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

Figure 26. Contribution to Global 2020-2026 Cumulative Revenue by Industry Vertical, Value (\$ bn) and Share (%)

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

bn

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

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

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

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

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

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

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

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

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

Figure 37. Global Market Snapshot by Region

Figure 38. Geographic Spread of Worldwide Digital Advertising Market, 2019-2026, % of Revenue

Figure 39. Contribution to Global 2020-2026 Cumulative Revenue by Region, Value (\$ bn) and Share (%)

Figure 40. North American Digital Advertising Market, 2015-2026, \$ bn

Figure 41. Breakdown of North America Digital Advertising Market by Country, 2019 and 2026, % of Revenue

Figure 42. Contribution to North America 2020-2026 Cumulative Revenue by Country, Value (\$ mn) and Share (%)

Figure 43. U.S. Digital Advertising Market by Revenue, 2015-2026, \$ mn

Figure 44. Canada Digital Advertising Market by Revenue, 2015-2026, \$ mn

Figure 45. European Digital Advertising Market by Revenue, 2015-2026, \$ bn

Figure 46. Breakdown of European Digital Advertising Market by Country, 2019 and 2026, % of Revenue

Figure 47. Contribution to Europe 2020-2026 Cumulative Revenue by Country, Value (\$ mn) and Share (%)

Figure 48. Digital Advertising Market in Germany by Revenue, 2015-2026, \$ mn

Figure 49. Digital Advertising Market in UK by Revenue, 2015-2026, \$ mn

Figure 50. Digital Advertising Market in France by Revenue, 2015-2026, \$ mn

Figure 51. Digital Advertising Market in Russia by Revenue, 2015-2026, \$ mn

Figure 52. Digital Advertising Market in Italy by Revenue, 2015-2026, \$ mn

Figure 53. Digital Advertising Market in Rest of Europe by Revenue, 2015-2026, \$ mn

Figure 54. Asia-Pacific Digital Advertising Market by Revenue, 2015-2026, \$ bn

Figure 55. Breakdown of APAC Digital Advertising Market by Country, 2019 and 2026, % of Revenue

Figure 56. Contribution to APAC 2020-2026 Cumulative Revenue by Country, Value (\$ mn) and Share (%)

Figure 57. Digital Advertising Market in Japan by Revenue, 2015-2026, \$ mn

Figure 58. Digital Advertising Market in China by Revenue, 2015-2026, \$ mn

Figure 59. Digital Advertising Market in Indonesia by Revenue, 2015-2026, \$ mn

Figure 60. Digital Advertising Market in Australia by Revenue, 2015-2026, \$ mn

Figure 61. Digital Advertising Market in South Korea by Revenue, 2015-2026, \$ mn

Figure 62. Digital Advertising Market in Rest of APAC by Revenue, 2015-2026, \$ mn

Figure 63. Latin America Digital Advertising Market by Revenue, 2015-2026, \$ bn

Figure 64. Breakdown of Latin America Digital Advertising Market by Country, 2019 and 2026, % of Revenue

Figure 65. Contribution to Latin America 2020-2026 Cumulative Revenue by Country, Value (\$ mn) and Share (%)

Figure 66. Digital Advertising Market in Argentina by Revenue, 2015-2026, \$ mn

Figure 67. Digital Advertising Market in Brazil by Revenue, 2015-2026, \$ mn

Figure 68. Digital Advertising Market in Mexico by Revenue, 2015-2026, \$ mn

Figure 69. Digital Advertising Market in Rest of Latin America by Revenue, 2015-2026, \$ mn

Figure 70. Digital Advertising Market in Rest of the World (RoW) by Revenue, 2015-2026, \$ bn

Figure 71. Breakdown of RoW Digital Advertising Market by Country, 2019 and 2026, % of Revenue

Figure 72. Contribution to RoW 2020-2026 Cumulative Revenue by Country, Value (\$ mn) and Share (%)

Figure 73. Digital Advertising Market in UAE by Revenue, 2015-2026, \$ mn

Figure 74. Digital Advertising Market in Saudi Arabia by Revenue, 2015-2026, \$ mn

Figure 75. Digital Advertising Market in Egypt by Revenue, 2015-2026, \$ mn

Figure 76. Growth Stage of Global Digital Advertising Industry over the Forecast Period

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