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AdTech Market Size, Share & Trends Analysis Report By Solution (DSPs, SSPs, Ad Networks), By Advertising Type (Search, Display, Mobile, Email), By Enterprise Size, By Platform, By Industry Vertical, By Region, And Segment Forecasts, 2023 - 2030

https://marketpublishers.com/r/A25371D1FC0EEN.html
Date: February 2023
Pages: 120
Price: US$ 4,950.00 (Single User License)
ID: A25371D1FC0EEN

Abstracts

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AdTech Market Growth & Trends

The global AdTech market size is expected to reach USD 2,422.35 billion by 2030, according to a new report by Grand View Research, Inc. The market is anticipated to expand at a CAGR of 13.7% from 2023 to 2030.Adtech (advertising technology) refers to the technology and software used to manage, deliver, and measure the effectiveness of online advertisements. The adtech industry consists of a wide range of companies and products, such as demand-side platforms (DSPs), ad exchanges, data management platforms (DMPs), supply-side platforms (SSPs), and more. These products help advertisers target their ads to the right audiences, optimize their ad spending and measure the performance of their campaigns.

The advertising technology market is evolving at a significant pace with several key trends changing and shaping the industry. Some of the notable trends in the market include connected TV (CTV), hyper-personalization, geotargeting, augmented reality and virtual reality, integrated consumer journeys, and vernacularization. Additionally, the use of programmatic advertising utilizes algorithms and data to target and deliver ads, allowing for more efficient and effective advertisement campaigns.

Native advertising is also gaining traction as it integrates sponsored content into a

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website's design and format. Since this approach is less intrusive than traditional banner advertisements, native advertising enables effective consumer engagement. Adtech companies use data and AI to improve targeting and personalization, allowing them to deliver more relevant messages to their customers, and increasing the chances of conversion. Lastly, more and more companies are focusing on privacy-compliant and transparent advertisement practices to ensure their customers' data are safe and protected.

The factors propelling the adtech industry's growth include the increasing adoption of digital advertising, the growth of mobile & online video, and the rise of programmatic advertising. Digital advertisements are attributable to the increasing use of smartphones and the internet and consumer inclination to online media. Similarly, the growth of mobile and online video has increased due to a rise in the consumption of video content on smartphones and other mobile devices.

On the other hand, the availability of ad-blocking software, concerns regarding the use of personal data in advertising, and the complexity of the adtech ecosystem are some of the factors hampering the market growth. Ad-blocking software minimizes the efficacy of online advertising and manipulates ad campaigns. Stringent rules and regulations on digital advertising by governments and consumer advocacy groups have limited the use of personal data in advertising. Moreover, the complexity of the adtech ecosystem and lack of transparency in the programmatic advertising process has also hampered the market growth.

A few companies operating in the market are Adobe; Alibaba Group Holding Limited; Amazon.com, Inc.; Criteo; Facebook Incorporation; Google Incorporation; Microsoft Incorporation; SpotX; Twitter Incorporation; and Verizon.The players focus on developing various strategies to differentiate themselves from their peers and gain a competitive edge.

Companies invest heavily in research and development to create new and improved adtech solutions that meet the evolving needs of advertisers and consumers. Some companies look to expand their market share and capabilities by acquiring smaller companies that have complementary technologies or customer bases. Companies often form partnerships and alliances with other companies in the adtech ecosystem to expand their reach and capabilities.

AdTech Market Report Highlights

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This is a rapidly growing and evolving industry helping brands and advertisers reach and engage with consumers. Advertising technology incorporates all the technology associated with advertising campaigns, including programmatic advertising, data management, and performance measurement

The demand-side platforms (DSPs) segment is expected to dominate the market and expand at a CAGR of 14.2% from 2023 to 2030

The mobile platform segment is projected to grow at the highest CAGR over the forecast period

The primary source markets for Adtech are the U.S., Japan, China, India, the U.K., Canada, Germany, France, Brazil, and Mexico. The U.S. will be the primary source market for Adtech companies. The U.S. has the largest digital advertising market in the world, and it continues to grow as more and more consumers shift their attention to online and mobile platforms

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