

Digital Advertising Market Size, Share & Trends Analysis Report By Platform (Computer, Smartphone), By Format (Text, Image, Video), By Offering (Solution, Services), By Type (Search Advertising, Banner Advertising), By End Use, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

This report can be delivered to the clients within 5 Business Days

Digital Advertising Market Growth & Trends

The global digital advertising market size is estimated to reach USD 1,164.25 million by 2030, registering an estimated CAGR of 15.4% from 2025 to 2030, according to a new report by Grand View Research, Inc. The market growth can be attributed to the growing internet and smartphone penetration across the globe, especially across emerging economies. Moreover, the proliferation of social media platforms and their application for advertising products and services is also favoring the growth of the market.

In addition, the increasing adoption of digital advertising for the promotion of e-commerce products and websites through paid online channels is providing lucrative opportunities for the market. The ability to target specific audiences and track the performance of digital advertising campaigns in real-time has instigated their demand among advertisers looking to increase their return on investment.

The growing prominence of video advertising is positively influencing the digital advertising market. Social media and streaming platforms are making video content

immensely popular, encouraging businesses to invest in high-quality videos and attract their target audience. Immersive and interactive formats, such as Augmented Reality (AR) ads and 360-degree videos, are gaining massive traction, offering unique and engaging experiences to users.

The market growth is being further proliferated by the growing e-commerce industry, which predominantly uses digital advertising campaigns to reach its target audience and increase its brand visibility. Several e-commerce companies are taking profound steps to improve their offerings in the ads segment, which will drive the growth of digital advertising market further. For instance, in October 2023, Amazon.com, Inc. launched a generative AI-based solution that allows advertisers to simply select their product and click Generate to deliver lifestyle and brand-themed images based on product details in just a few seconds.

Digital Advertising Market Report Highlights

In terms of platform, the smartphone segment recorded the largest revenue share of over 46% in 2024. This can be credited to increasing internet and smartphone penetration across the globe.

In terms of format, the video segment is estimated to register a growth rate of exceeding 17.5% through the forecast period with the increased availability of video content through social media and streaming services.

In terms of offering, the solution segment accounted for the largest revenue in 2024. The growing reliability of businesses on ad services to enhance targeting capabilities, analytics, ad optimization, and performance reporting.

In terms of type, the search advertising segment accounted for the largest revenue share in 2024 owing to its ability to provide flexibility to create ad text, target customers according to demographics, set budgets, and select the appropriate payment model.

Based on the end-user category, the retail segment accounted

for nearly 17.0% of revenue share in 2024 owing to increased usage of digital channels, such as email, websites, search engines, social media, etc., to promote products and services.

Asia Pacific is estimated to witness a growth rate of more than 17% from 2025 to 2030 with the increased smartphone and internet penetration in the region

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definitions
- 1.3. Information Procurement
 - 1.3.1. Information analysis
 - 1.3.2. Market formulation & data visualization
 - 1.3.3. Data validation & publishing
- 1.4. Research Scope and Assumptions
 - 1.4.1. List of Data Sources

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Digital Advertising Market Snapshot
- 2.2. Digital Advertising Market- Segment Snapshot (1/2)
- 2.3. Digital Advertising Market- Segment Snapshot (2/2)
- 2.4. Digital Advertising Market- Competitive Landscape Snapshot

CHAPTER 3. DIGITAL ADVERTISING MARKET - INDUSTRY OUTLOOK

- 3.1. Market Lineage Outlook
- 3.2. Industry Value Chain Analysis
- 3.3. Market Dynamics
 - 3.3.1. Market Driver Analysis
 - 3.3.2. Market Restraint Analysis
 - 3.3.3. Industry Challenges
 - 3.3.4. Industry Opportunities
- 3.4. Industry Analysis Tools
 - 3.4.1. Porter's five forces analysis
 - 3.4.2. Macroeconomic analysis

CHAPTER 4. DIGITAL ADVERTISING MARKET: PLATFORM ESTIMATES & TREND ANALYSIS

- 4.1. Segment Dashboard
- 4.2. Digital Advertising Market: Platform Movement Analysis, 2024 & 2030 (USD Million)
- 4.3. Computer

- 4.3.1. Computer Market Revenue Estimates and Forecasts, 2018 - 2030 (USD million)
- 4.4. Smartphone
 - 4.4.1. Smartphone Market Revenue Estimates and Forecasts, 2018 - 2030 (USD million)
- 4.5. Others
 - 4.5.1. Others Market Revenue Estimates and Forecasts, 2018 - 2030 (USD million)

CHAPTER 5. DIGITAL ADVERTISING MARKET: FORMAT ESTIMATES & TREND ANALYSIS

- 5.1. Segment Dashboard
- 5.2. Digital Advertising Market: Format Movement Analysis, 2024 & 2030 (USD Million)
- 5.3. Text
 - 5.3.1. Text Market Revenue Estimates and Forecasts, 2018 - 2030 (USD million)
- 5.4. Image
 - 5.4.1. Image Market Revenue Estimates and Forecasts, 2018 - 2030 (USD million)
- 5.5. Video
 - 5.5.1. Video Market Revenue Estimates and Forecasts, 2018 - 2030 (USD million)
- 5.6. Others
 - 5.6.1. Others Market Revenue Estimates and Forecasts, 2018 - 2030 (USD million)

CHAPTER 6. DIGITAL ADVERTISING MARKET: TYPE ESTIMATES & TREND ANALYSIS

- 6.1. Segment Dashboard
- 6.2. Digital Advertising Market: Type Movement Analysis, 2024 & 2030 (USD Million)
- 6.3. Solution
 - 6.3.1. Solution Market Revenue Estimates and Forecasts, 2018 - 2030 (USD million)
- 6.4. Services
 - 6.4.1. Services Market Revenue Estimates and Forecasts, 2018 - 2030 (USD million)

CHAPTER 7. DIGITAL ADVERTISING MARKET: FORMAT ESTIMATES & TREND ANALYSIS

- 7.1. Segment Dashboard
- 7.2. Digital Advertising Market: Format Movement Analysis, 2024 & 2030 (USD Million)
- 7.3. Search Advertising
 - 7.3.1. Search Advertising Market Revenue Estimates and Forecasts, 2018 - 2030 (USD million)

7.4. Banner Advertising

7.4.1. Banner Advertising Market Revenue Estimates and Forecasts, 2018 - 2030 (USD million)

7.5. Video Advertising

7.5.1. Video Advertising Market Revenue Estimates and Forecasts, 2018 - 2030 (USD million)

7.6. Social Media Advertising

7.6.1. Social Media Advertising Market Revenue Estimates and Forecasts, 2018 - 2030 (USD million)

7.7. Interstitial Advertising

7.7.1. Interstitial Advertising Market Revenue Estimates and Forecasts, 2018 - 2030 (USD million)

7.8. Native Advertising

7.8.1. Native Advertising Market Revenue Estimates and Forecasts, 2018 - 2030 (USD million)

CHAPTER 8. DIGITAL ADVERTISING MARKET: END USE ESTIMATES & TREND ANALYSIS

8.1. Segment Dashboard

8.2. Digital Advertising Market: End Use Movement Analysis, 2024 & 2030 (USD Million)

8.3. BFSI

8.3.1. BFSI Market Revenue Estimates and Forecasts, 2018 - 2030 (USD million)

8.4. Automotive

8.4.1. Automotive Market Revenue Estimates and Forecasts, 2018 - 2030 (USD million)

8.5. IT & Telecommunication

8.5.1. IT & Telecommunication Market Revenue Estimates and Forecasts, 2018 - 2030 (USD million)

8.6. Healthcare

8.6.1. Healthcare Market Revenue Estimates and Forecasts, 2018 - 2030 (USD million)

8.7. Consumer Electronics

8.7.1. Consumer Electronics Market Revenue Estimates and Forecasts, 2018 - 2030 (USD million)

8.8. Retail

8.8.1. Retail Market Revenue Estimates and Forecasts, 2018 - 2030 (USD million)

8.9. Media & Entertainment

8.9.1. Media & Entertainment Market Revenue Estimates and Forecasts, 2018 - 2030
(USD million)

8.10. Education

8.10.1. Education Market Revenue Estimates and Forecasts, 2018 - 2030 (USD
million)

8.11. Others

8.11.1. Others Market Revenue Estimates and Forecasts, 2018 - 2030 (USD million)

CHAPTER 9. REGIONAL ESTIMATES & TREND ANALYSIS

9.1. Digital Advertising Market by Region, 2024 & 2030

9.2. North America

9.2.1. North America Digital Advertising Market Estimates & Forecasts, 2018 - 2030,
(USD Million)

9.2.2. U.S.

9.2.2.1. U.S. Digital Advertising Market Estimates and Forecasts, 2018 - 2030 (USD
million)

9.2.3. Canada

9.2.3.1. Canada Digital Advertising Market Estimates and Forecasts, 2018 - 2030
(USD million)

9.3. Europe

9.3.1. Europe Digital Advertising Market Estimates and Forecasts, 2018 - 2030 (USD
million)

9.3.2. UK

9.3.2.1. UK Digital Advertising Market Estimates and Forecasts, 2018 - 2030 (USD
million)

9.3.3. Germany

9.3.3.1. Germany Digital Advertising Market Estimates and Forecasts, 2018 - 2030
(USD million)

9.3.4. France

9.3.4.1. France Digital Advertising Market Estimates and Forecasts, 2018 - 2030
(USD million)

9.3.5. Italy

9.3.5.1. Italy Digital Advertising Market Estimates and Forecasts, 2018 - 2030 (USD
million)

9.3.6. Spain

9.3.6.1. Spain Digital Advertising Market Estimates and Forecasts, 2018 - 2030 (USD
million)

9.4. Asia Pacific

9.4.1. Asia Pacific Digital Advertising Market Estimates and Forecasts, 2018 - 2030
(USD million)

9.4.2. China

9.4.2.1. China Digital Advertising Market Estimates and Forecasts, 2018 - 2030 (USD million)

9.4.3. Japan

9.4.3.1. Japan Digital Advertising Market Estimates and Forecasts, 2018 - 2030 (USD million)

9.4.4. India

9.4.4.1. India Digital Advertising Market Estimates and Forecasts, 2018 - 2030 (USD million)

9.4.5. South Korea

9.4.5.1. South Korea Digital Advertising Market Estimates and Forecasts, 2018 - 2030 (USD million)

9.4.6. Australia

9.4.6.1. Australia Digital Advertising Market Estimates and Forecasts, 2018 - 2030 (USD million)

9.5. Latin America

9.5.1. Latin America Digital Advertising Market Estimates and Forecasts, 2018 - 2030 (USD million)

9.5.2. Brazil

9.5.2.1. Brazil Digital Advertising Market Estimates and Forecasts, 2018 - 2030 (USD million)

9.5.3. Mexico

9.5.3.1. Mexico Digital Advertising Market Estimates and Forecasts, 2018 - 2030 (USD million)

9.6. Middle East and Africa

9.6.1. Middle East and Africa Digital Advertising Market Estimates and Forecasts, 2018 - 2030 (USD million)

9.6.2. Saudi Arabia

9.6.2.1. Saudi Arabia Digital Advertising Market Estimates and Forecasts, 2018 - 2030 (USD million)

9.6.3. South Africa

9.6.3.1. South Africa Digital Advertising Market Estimates and Forecasts, 2018 - 2030 (USD million)

CHAPTER 10. DIGITAL ADVERTISING MARKET - COMPETITIVE LANDSCAPE

10.1. Company Categorization

- 10.2. Company Market Positioning
- 10.3. Company Heat Map Analysis
- 10.4. Company Profiles/Listing
 - 10.4.1. Adobe
 - 10.4.1.1. Participant's Overview
 - 10.4.1.2. Financial Performance
 - 10.4.1.3. Product Benchmarking
 - 10.4.1.4. Recent Developments
 - 10.4.2. Amazon.com Inc.
 - 10.4.2.1. Participant's Overview
 - 10.4.2.2. Financial Performance
 - 10.4.2.3. Product Benchmarking
 - 10.4.2.4. Recent Developments
 - 10.4.3. AOL (Yahoo)
 - 10.4.3.1. Participant's Overview
 - 10.4.3.2. Financial Performance
 - 10.4.3.3. Product Benchmarking
 - 10.4.3.4. Recent Developments
 - 10.4.4. Baidu
 - 10.4.4.1. Participant's Overview
 - 10.4.4.2. Financial Performance
 - 10.4.4.3. Product Benchmarking
 - 10.4.4.4. Recent Developments
 - 10.4.5. ByteDance
 - 10.4.5.1. Participant's Overview
 - 10.4.5.2. Financial Performance
 - 10.4.5.3. Product Benchmarking
 - 10.4.5.4. Recent Developments
 - 10.4.6. Dentsu Inc.
 - 10.4.6.1. Participant's Overview
 - 10.4.6.2. Financial Performance
 - 10.4.6.3. Product Benchmarking
 - 10.4.6.4. Recent Developments
 - 10.4.7. Disruptive Advertising
 - 10.4.7.1. Participant's Overview
 - 10.4.7.2. Financial Performance
 - 10.4.7.3. Product Benchmarking
 - 10.4.7.4. Recent Developments
 - 10.4.8. Globo

- 10.4.8.1. Participant's Overview
- 10.4.8.2. Financial Performance
- 10.4.8.3. Product Benchmarking
- 10.4.8.4. Recent Developments
- 10.4.9. IAC
 - 10.4.9.1. Participant's Overview
 - 10.4.9.2. Financial Performance
 - 10.4.9.3. Product Benchmarking
 - 10.4.9.4. Recent Developments
- 10.4.10. Meta
 - 10.4.10.1. Participant's Overview
 - 10.4.10.2. Financial Performance
 - 10.4.10.3. Product Benchmarking
 - 10.4.10.4. Recent Developments
- 10.4.11. Microsoft Corporation
 - 10.4.11.1. Participant's Overview
 - 10.4.11.2. Financial Performance
 - 10.4.11.3. Product Benchmarking
 - 10.4.11.4. Recent Developments
- 10.4.12. Tencent Holdings Ltd.
 - 10.4.12.1. Participant's Overview
 - 10.4.12.2. Financial Performance
 - 10.4.12.3. Product Benchmarking
 - 10.4.12.4. Recent Developments
- 10.4.13. Verizon
 - 10.4.13.1. Participant's Overview
 - 10.4.13.2. Financial Performance
 - 10.4.13.3. Product Benchmarking
 - 10.4.13.4. Recent Developments
- 10.4.14. WebFX
 - 10.4.14.1. Participant's Overview
 - 10.4.14.2. Financial Performance
 - 10.4.14.3. Product Benchmarking
 - 10.4.14.4. Recent Developments
- 10.4.15. X Corp. (formerly Twitter Inc.)
 - 10.4.15.1. Participant's Overview
 - 10.4.15.2. Financial Performance
 - 10.4.15.3. Product Benchmarking
 - 10.4.15.4. Recent Developments

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