

Online Advertising Market Size, Share & Trends Analysis Report By Type (Native Advertising, Video Advertising Display Advertising), By Platform (Mobiles, Laptops, Desktops & Tablets), By Pricing Model, By End User, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Online Advertising Market Growth & Trends

The global online advertising market size is estimated to reach USD 722.39 billion by 2030, registering to grow at a CAGR of 15.5% from 2025 to 2030 according to a new report by Grand View Research, Inc. One of the key factors contributing to the growth is the growing internet usage. The global internet penetration rate has been steadily increasing, with more people gaining access to the internet. This expanded user base provides a larger audience for online advertising, leading to more opportunities for businesses to reach potential customers.

Mobile advertising has also played a significant role in the growth of the online advertising industry. The proliferation of smartphones and mobile devices has fueled the demand for mobile advertising. Mobile devices have become the primary means of accessing the internet for many people, creating new advertising opportunities. Advertisers have been leveraging mobile advertising to reach consumers on the go and deliver targeted messages based on their location and preferences.

The rise of programmatic advertising has also contributed to the growth of the market

for online advertising. Programmatic advertising involves automated buying and selling of ad inventory, making the process more efficient and cost-effective. It allows advertisers to target their campaigns more precisely and enables real-time bidding, ensuring that ads are delivered to the most relevant audience at the right time.

Social media platforms have emerged as effective advertising channels, further driving the growth of the online advertising industry. Platforms like Facebook, Instagram, Twitter, and LinkedIn offer advanced targeting options, allowing businesses to reach specific demographics and interests. Advertisers can create highly personalized campaigns and engage with their target audience in a more direct and interactive manner.

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The increasing popularity of online video consumption has also contributed to the growth of the online advertising industry. Platforms like YouTube and streaming services have become key advertising channels for video ads. Video ads offer engaging and immersive experiences for users, enabling advertisers to capture their attention and convey their messages effectively.

The COVID-19 pandemic significantly affected the market for online advertising. Initially, many businesses reduced their advertising spending due to uncertainty and budget constraints. However, with people spending more time online, there was a shift in advertising budgets from traditional channels to digital platforms. Programmatic advertising gained prominence as advertisers sought to optimize campaigns and reach targeted audiences. The e-commerce sector experienced a boom, leading to increased competition and ad spending.

Video streaming and gaming also saw a surge, prompting advertisers to invest in platforms like YouTube and Twitch. Advertisers adapted their messaging to reflect changing consumer sentiment, emphasizing empathy and safety. Local advertising gained importance as consumers shifted to supporting local businesses. Measurement and attribution became challenging due to disrupted consumer behavior. Despite variations based on industry and location, the market is expected to rebound as economies recover and digital transformation continues.

Online Advertising Market Report Highlights

The native advertising segment is expected to account for the largest revenue share by 2030. One of the key factors contributing to the growth is its ability to engage users effectively. By blending in with the surrounding content, native ads are less intrusive and more likely to capture users' attention

In May 2023, Google unveiled innovative generative artificial intelligence (AI) advertising solutions. This development signifies Google's commitment to advancing its advertising capabilities by leveraging the power of AI technology. With these newly unveiled generative AI advertising tools, Google aims to provide businesses with innovative solutions for creating compelling and effective advertisements

The growth of the mobile platform segment has been significant over the years and continues to expand rapidly. One of the primary drivers of this growth is the rising adoption of smartphones worldwide. With smartphones becoming increasingly affordable and accessible, more and more people are using mobile devices to access the internet. This shift in consumer behavior has created a massive opportunity for advertisers to reach a large and engaged audience through mobile advertising

The Cost Per Mille (CPM) pricing model has been a prominent pricing structure in the online advertising industry for quite some time. CPM refers to the cost per one thousand ad impressions, where advertisers pay for the number of times their ad is displayed to users. While the advertising industry has seen the emergence of other pricing models, such as Cost Per Click (CPC) and Cost Per Action (CPA), CPM continues to play a significant role

Key market players include Google LLC (Alphabet); Facebook, Inc. (Meta Platforms); Microsoft Corporation; Amazon.com, Inc.; Twitter, Inc.; Baidu; Tencent; ByteDance; Adobe Systems, Inc.; v2 Ventures (Adknowledge); AOL; and Verizon Media

Companies Mentioned

Google LLC (Alphabet)

Facebook, Inc. (Meta Platforms)

Microsoft Corporation

Amazon.com, Inc.

Twitter, Inc.

Pinterest

Tencent.

ByteDance Ltd.

Adobe Systems, Inc.

Snap Inc.

The Trade Desk.

Innovid.

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation and Scope
- 1.2. Market Definitions
 - 1.2.1. Information analysis
 - 1.2.2. Market formulation & data visualization
 - 1.2.3. Data validation & publishing
- 1.3. Research Scope and Assumptions
 - 1.3.1. List of Data Sources

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segment Outlook
- 2.3. Competitive Insights

CHAPTER 3. ONLINE ADVERTISING MARKET VARIABLES, TRENDS, & SCOPE

- 3.1. Market Lineage Outlook
- 3.2. Market Dynamics
 - 3.2.1. Market Driver Analysis
 - 3.2.2. Market Restraint Analysis
 - 3.2.3. Deployment Challenge
- 3.3. Online Advertising Market Analysis Tools
 - 3.3.1. Deployment Analysis - Porter's
 - 3.3.1.1. Bargaining power of the suppliers
 - 3.3.1.2. Bargaining power of the buyers
 - 3.3.1.3. Threats of substitution
 - 3.3.1.4. Threats from new entrants
 - 3.3.1.5. Competitive rivalry
 - 3.3.2. PESTEL Analysis
 - 3.3.2.1. Political landscape
 - 3.3.2.2. Economic landscape
 - 3.3.2.3. Social landscape
 - 3.3.2.4. Technological landscape
 - 3.3.2.5. Environmental landscape
 - 3.3.2.6. Legal landscape

CHAPTER 4. ONLINE ADVERTISING MARKET: TYPE ESTIMATES & TREND ANALYSIS

4.1. Segment Dashboard

4.2. Online Advertising Market: Type Movement Analysis, USD Billion, 2024 & 2030

4.3. Native Advertising

4.3.1. Native Advertising Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)

4.4. Video Advertising

4.4.1. Videos Advertising Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)

4.5. Display Advertising

4.5.1. Display Advertising Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)

4.6. Full-Screen Interstitials

4.6.1. Full-Screen Interstitials Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)

4.7. Others

4.7.1. Others Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)

CHAPTER 5. ONLINE ADVERTISING MARKET: PLATFORM ESTIMATES & TREND ANALYSIS

5.1. Segment Dashboard

5.2. Online Advertising Market: Platform Movement Analysis, USD Billion, 2024 & 2030

5.3. Mobiles

5.3.1. Mobiles Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)

5.4. Laptops, Desktops & Tablets

5.4.1. Laptops, Desktops & Tablets Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)

5.5. Others

5.5.1. Laptops, Desktops & Tablets Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)

CHAPTER 6. ONLINE ADVERTISING MARKET: PRICING MODEL ESTIMATES & TREND ANALYSIS

6.1. Segment Dashboard

6.2. Online Advertising Market: Pricing Model Movement Analysis, USD Billion, 2024 & 2030

6.3. Flat Rate Pricing Model

6.3.1. Flat Rate Pricing Model Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)

6.4. Cost Per Mille Pricing Model

6.4.1. Cost Per Mille Pricing Model Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)

6.5. Cost Per Click Pricing Model

6.5.1. Cost Per Click Pricing Model Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)

CHAPTER 7. ONLINE ADVERTISING MARKET: END USER ESTIMATES & TREND ANALYSIS

7.1. Segment Dashboard

7.2. Online Advertising Market: End User Movement Analysis, USD Billion, 2024 & 2030

7.3. Media & Entertainment

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

7.4. BFSI

7.4.1. BFSI Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)

7.5. Education

7.5.1. Education Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)

7.6. Retail & Consumer goods

7.6.1. Retail & Consumer Goods Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)

7.7. IT & Telecom

7.7.1. IT & Telecom Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)

7.8. Healthcare

7.8.1. Healthcare Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)

7.9. Others

7.9.1. Others Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)

CHAPTER 8. REGIONAL ESTIMATES & TREND ANALYSIS

8.1. Online Advertising Market by Region, 2024 & 2030

8.2. North America

8.2.1. North America Online Advertising Market Estimates & Forecasts, 2018 - 2030
(USD Billion)

8.2.2. U.S.

8.2.2.1. Online Advertising Market Estimates and Forecasts, 2018 - 2030 (USD
billion)

8.2.3. Canada

8.2.3.1. Canada Online Advertising Market Estimates and Forecasts, 2018 - 2030
(USD billion)

8.3. Europe

8.3.1. Europe Online Advertising Market Estimates and Forecasts, 2018 - 2030 (USD
billion)

8.3.2. U.K.

8.3.2.1. U.K. Online Advertising Market Estimates and Forecasts, 2018 - 2030 (USD
billion)

8.3.3. Germany

8.3.3.1. Germany Online Advertising Market Estimates and Forecasts, 2018 - 2030
(USD billion)

8.3.4. France

8.3.4.1. France Online Advertising Market Estimates and Forecasts, 2018 - 2030
(USD billion)

8.4. Asia Pacific

8.4.1. Asia Pacific Online Advertising Market Estimates and Forecasts, 2018 - 2030
(USD billion)

8.4.2. China

8.4.2.1. China Online Advertising Market Estimates and Forecasts, 2018 - 2030 (USD
billion)

8.4.3. Japan

8.4.3.1. Japan Online Advertising Market Estimates and Forecasts, 2018 - 2030
(USD billion)

8.4.4. India

8.4.4.1. India Online Advertising Market Estimates and Forecasts, 2018 - 2030 (USD
billion)

8.4.5. South Korea

8.4.5.1. South Korea Online Advertising Market Estimates and Forecasts, 2018 -
2030 (USD billion)

8.4.6. Australia

8.4.6.1. Australia Online Advertising Market Estimates and Forecasts, 2018 - 2030
(USD billion)

8.5. Latin America

8.5.1. Latin America Online Advertising Market Estimates and Forecasts, 2018 - 2030
(USD billion)

8.5.2. Brazil

8.5.2.1. Brazil Online Advertising Market Estimates and Forecasts, 2018 - 2030 (USD billion)

8.5.3. Mexico

8.5.3.1. Mexico Online Advertising Market Estimates and Forecasts, 2018 - 2030
(USD billion)

8.6. Middle East and Africa

8.6.1. Middle East and Africa Online Advertising Market Estimates and Forecasts,
2018 - 2030 (USD billion)

8.6.2. K.S.A.

8.6.2.1. K.S.A. Online Advertising Market Estimates and Forecasts, 2018 - 2030
(USD billion)

8.6.3. UAE

8.6.3.1. UAE Online Advertising Market Estimates and Forecasts, 2018 - 2030 (USD billion)

8.6.4. South Africa

8.6.4.1. South Africa Online Advertising Market Estimates and Forecasts, 2018 -
2030 (USD billion)

CHAPTER 9. COMPETITIVE LANDSCAPE

9.1. Company Categorization

9.2. Company Market Positioning

9.3. Company Heat Map Analysis

9.4. Company Profiles/Listing

9.4.1. Google LLC (Alphabet)

9.4.1.1. Participant's Overview

9.4.1.2. Financial Performance

9.4.1.3. Service Benchmarking

9.4.1.4. Strategic Initiatives

9.4.2. Facebook, Inc. (Meta Platforms)

9.4.2.1. Participant's Overview

9.4.2.2. Financial Performance

9.4.2.3. Service Benchmarking

9.4.2.4. Strategic Initiatives

9.4.3. Microsoft Corporation

9.4.3.1. Participant's Overview

- 9.4.3.2. Financial Performance
- 9.4.3.3. Service Benchmarking
- 9.4.3.4. Strategic Initiatives
- 9.4.4. Amazon.com, Inc.
 - 9.4.4.1. Participant's Overview
 - 9.4.4.2. Financial Performance
 - 9.4.4.3. Service Benchmarking
 - 9.4.4.4. Strategic Initiatives
- 9.4.5. Twitter, Inc.
 - 9.4.5.1. Participant's Overview
 - 9.4.5.2. Financial Performance
 - 9.4.5.3. Service Benchmarking
 - 9.4.5.4. Strategic Initiatives
- 9.4.6. Pinterest
 - 9.4.6.1. Participant's Overview
 - 9.4.6.2. Financial Performance
 - 9.4.6.3. Service Benchmarking
 - 9.4.6.4. Strategic Initiatives
- 9.4.7. Tencent.
 - 9.4.7.1. Participant's Overview
 - 9.4.7.2. Financial Performance
 - 9.4.7.3. Service Benchmarking
 - 9.4.7.4. Strategic Initiatives
- 9.4.8. ByteDance Ltd.
 - 9.4.8.1. Participant's Overview
 - 9.4.8.2. Financial Performance
 - 9.4.8.3. Service Benchmarking
 - 9.4.8.4. Strategic Initiatives
- 9.4.9. Adobe Systems, Inc.
 - 9.4.9.1. Participant's Overview
 - 9.4.9.2. Financial Performance
 - 9.4.9.3. Service Benchmarking
 - 9.4.9.4. Strategic Initiatives
- 9.4.10. Snap Inc.
 - 9.4.10.1. Participant's Overview
 - 9.4.10.2. Financial Performance
 - 9.4.10.3. Service Benchmarking
 - 9.4.10.4. Strategic Initiatives
- 9.4.11. The Trade Desk.

- 9.4.11.1. Participant's Overview
- 9.4.11.2. Financial Performance
- 9.4.11.3. Service Benchmarking
- 9.4.11.4. Strategic Initiatives
- 9.4.12. Innovid.
 - 9.4.12.1. Participant's Overview
 - 9.4.12.2. Financial Performance
 - 9.4.12.3. Service Benchmarking
 - 9.4.12.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

Table 1 Online Advertising Market Size Estimates & Forecasts 2018 - 2030 (USD Billion)

Table 2 Online Advertising Market, By Type 2018 - 2030 (USD Billion)

Table 3 Online Advertising Market, By Platform 2018 - 2030 (USD Billion)

Table 4 Online Advertising Market, By Pricing Model 2018 - 2030 (USD Billion)

Table 5 Online Advertising Market, By End User 2018 - 2030 (USD Billion)

Table 6 Native Advertising Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Table 7 Video Advertising Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Table 8 Display Advertising Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Table 9 Full-Screen Interstitials Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Table 10 Mobiles Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Table 11 Laptops, Desktops & Tablets Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Table 12 Others Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Table 13 Flat Rate Pricing Model Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Table 14 Cost Per Mille Pricing Model Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Table 15 Cost Per Click Pricing Model Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Table 16 Media & Entertainment Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Table 17 BFSI Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Table 18 Education Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Table 19 Retail & Consumer Goods Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Table 20 IT & Telecom Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Table 21 Healthcare Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Table 22 Others Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Table 23 North America Online Advertising Market, By Type 2018 - 2030 (USD Billion)

Table 24 North America Online Advertising Market, By Platform 2018 - 2030 (USD Billion)

Table 25 North America Online Advertising Market, By Pricing Model 2018 - 2030 (USD Billion)

Table 26 North America Online Advertising Market, By End User 2018 - 2030 (USD Billion)

Table 27 U.S. Online Advertising Market, By Type 2018 - 2030 (USD Billion)

Table 28 U.S. Online Advertising Market, By Platform 2018 - 2030 (USD Billion)

Table 29 U.S. Online Advertising Market, By Pricing Model 2018 - 2030 (USD Billion)

Table 30 U.S. Online Advertising Market, By End User 2018 - 2030 (USD Billion)

Table 31 Canada Online Advertising Market, By Type 2018 - 2030 (USD Billion)

Table 32 Canada Online Advertising Market, By Platform 2018 - 2030 (USD Billion)

Table 33 Canada Online Advertising Market, By Pricing Model 2018 - 2030 (USD Billion)

Table 34 Canada Online Advertising Market, By End User 2018 - 2030 (USD Billion)

Table 35 Europe Online Advertising Market, By Type 2018 - 2030 (USD Billion)

Table 36 Europe Online Advertising Market, By Platform 2018 - 2030 (USD Billion)

Table 37 Europe Online Advertising Market, By Pricing Model 2018 - 2030 (USD Billion)

Table 38 Europe Online Advertising Market, By End User 2018 - 2030 (USD Billion)

Table 39 U.K. Online Advertising Market, By Type 2018 - 2030 (USD Billion)

Table 40 U.K. Online Advertising Market, By Platform 2018 - 2030 (USD Billion)

Table 41 U.K. Online Advertising Market, By Pricing Model 2018 - 2030 (USD Billion)

Table 42 U.K. Online Advertising Market, By End User 2018 - 2030 (USD Billion)

Table 43 Germany Online Advertising Market, By Type 2018 - 2030 (USD Billion)

Table 44 Germany Online Advertising Market, By Platform 2018 - 2030 (USD Billion)

Table 45 Germany Online Advertising Market, By Pricing Model 2018 - 2030 (USD Billion)

Table 46 Germany Online Advertising Market, By End User 2018 - 2030 (USD Billion)

Table 47 France Online Advertising Market, By Type 2018 - 2030 (USD Billion)

Table 48 France Online Advertising Market, By Platform 2018 - 2030 (USD Billion)

Table 49 France Online Advertising Market, By Pricing Model 2018 - 2030 (USD Billion)

Table 50 France Online Advertising Market, By End User 2018 - 2030 (USD Billion)

Table 51 Asia Pacific Online Advertising Market, By Type 2018 - 2030 (USD Billion)

Table 52 Asia Pacific Online Advertising Market, By Platform 2018 - 2030 (USD Billion)

Table 53 Asia Pacific Online Advertising Market, By Pricing Model 2018 - 2030 (USD Billion)

Table 54 Asia Pacific Online Advertising Market, By End User 2018 - 2030 (USD Billion)

Table 55 China Online Advertising Market, By Type 2018 - 2030 (USD Billion)

Table 56 China Online Advertising Market, By Platform 2018 - 2030 (USD Billion)

Table 57 China Online Advertising Market, By Pricing Model 2018 - 2030 (USD Billion)

Table 58 China Online Advertising Market, By End User 2018 - 2030 (USD Billion)

Table 59 Japan Online Advertising Market, By Type 2018 - 2030 (USD Billion)

Table 60 Japan Online Advertising Market, By Platform 2018 - 2030 (USD Billion)

Table 61 Japan Online Advertising Market, By Pricing Model 2018 - 2030 (USD Billion)
Table 62 Japan Online Advertising Market, By End User 2018 - 2030 (USD Billion)
Table 63 India Online Advertising Market, By Type 2018 - 2030 (USD Billion)
Table 64 India Online Advertising Market, By Platform 2018 - 2030 (USD Billion)
Table 65 India Online Advertising Market, By Pricing Model 2018 - 2030 (USD Billion)
Table 66 India Online Advertising Market, By End User 2018 - 2030 (USD Billion)
Table 67 South Korea Online Advertising Market, By Type 2018 - 2030 (USD Billion)
Table 68 South Korea Online Advertising Market, By Platform 2018 - 2030 (USD Billion)
Table 69 South Korea Online Advertising Market, By Pricing Model 2018 - 2030 (USD Billion)
Table 70 South Korea Online Advertising Market, By End User 2018 - 2030 (USD Billion)
Table 71 Australia Online Advertising Market, By Type 2018 - 2030 (USD Billion)
Table 72 Australia Online Advertising Market, By Platform 2018 - 2030 (USD Billion)
Table 73 Australia Online Advertising Market, By Pricing Model 2018 - 2030 (USD Billion)
Table 74 Australia Online Advertising Market, By End User 2018 - 2030 (USD Billion)
Table 75 Latin America Online Advertising Market, By Type 2018 - 2030 (USD Billion)
Table 76 Latin America Online Advertising Market, By Platform 2018 - 2030 (USD Billion)
Table 77 Latin America Online Advertising Market, By Pricing Model 2018 - 2030 (USD Billion)
Table 78 Latin America Online Advertising Market, By End User 2018 - 2030 (USD Billion)
Table 79 Brazil Online Advertising Market, By Type 2018 - 2030 (USD Billion)
Table 80 Brazil Online Advertising Market, By Platform 2018 - 2030 (USD Billion)
Table 81 Brazil Online Advertising Market, By Pricing Model 2018 - 2030 (USD Billion)
Table 82 Brazil Online Advertising Market, By End User 2018 - 2030 (USD Billion)
Table 83 Mexico Online Advertising Market, By Type 2018 - 2030 (USD Billion)
Table 84 Mexico Online Advertising Market, By Platform 2018 - 2030 (USD Billion)
Table 85 Mexico Online Advertising Market, By Pricing Model 2018 - 2030 (USD Billion)
Table 86 Mexico Online Advertising Market, By End User 2018 - 2030 (USD Billion)
Table 87 Middle East & Africa Online Advertising Market, By Type 2018 - 2030 (USD Billion)
Table 88 Middle East & Africa Online Advertising Market, By Platform 2018 - 2030 (USD Billion)
Table 89 Middle East & Africa Online Advertising Market, By Pricing Model 2018 - 2030 (USD Billion)
Table 90 Middle East & Africa Online Advertising Market, By End User 2018 - 2030

(USD Billion)

Table 91 K.S.A. Online Advertising Market, By Type 2018 - 2030 (USD Billion)

Table 92 K.S.A. Online Advertising Market, By Platform 2018 - 2030 (USD Billion)

Table 93 K.S.A. Online Advertising Market, By Pricing Model 2018 - 2030 (USD Billion)

Table 94 K.S.A. Online Advertising Market, By End User 2018 - 2030 (USD Billion)

Table 95 UAE Online Advertising Market, By Type 2018 - 2030 (USD Billion)

Table 96 UAE Online Advertising Market, By Platform 2018 - 2030 (USD Billion)

Table 97 UAE Online Advertising Market, By Pricing Model 2018 - 2030 (USD Billion)

Table 98 UAE Online Advertising Market, By End User 2018 - 2030 (USD Billion)

Table 99 South Africa Online Advertising Market, By Type 2018 - 2030 (USD Billion)

Table 100 South Africa Online Advertising Market, By Platform, 2018 - 2030 (USD Billion)

Table 101 South Africa Online Advertising Market, By Pricing Model 2018 - 2030 (USD Billion)

Table 102 South Africa Online Advertising Market, By End User 2018 - 2030 (USD Billion)

List Of Figures

LIST OF FIGURES

- Fig. 1 Online advertising market segmentation
- Fig. 2 Information procurement
- Fig. 3 Data analysis models
- Fig. 4 Market formulation and validation
- Fig. 5 Data validating & publishing
- Fig. 6 Online advertising market snapshot
- Fig. 7 Online advertising market segment snapshot
- Fig. 8 Online advertising market competitive landscape snapshot
- Fig. 9 Market research process
- Fig. 10 Market driver relevance analysis (current & future impact)
- Fig. 11 Market restraint relevance analysis (current & future impact)
- Fig. 12 Online advertising market, by type, key takeaways
- Fig. 13 Online advertising market, by type, market share, 2024 & 2030
- Fig. 14 Native advertising market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 15 Video advertising market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 16 Display advertising market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 17 Full-screen interstitials market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 18 Others market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 19 Online advertising market, by platform, key takeaways
- Fig. 20 Online advertising market, by platform, market share, 2024 & 2030
- Fig. 21 Mobiles market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 22 Laptops, desktops & tablets market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 23 Others market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 24 Online advertising market, by pricing model, key takeaways
- Fig. 25 Online advertising market, by pricing model, market share, 2024 & 2030
- Fig. 26 Flat rate pricing model market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 27 Cost per mille pricing model market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 28 Cost per click pricing model market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 29 Online advertising market, by End User, key takeaways
- Fig. 30 Online advertising market, by End User, market share, 2024 & 2030
- Fig. 31 Media & entertainment market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 32 BFSI market estimates & forecasts, 2018 - 2030 (USD Billion)

- Fig. 33 Education market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 34 Retail & consumer goods market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 35 It & telecom market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 36 Healthcare market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 37 Others market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 38 Regional marketplace: key takeaways
- Fig. 39 North America online advertising market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 40 U.S. online advertising market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 41 Canada online advertising market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 42 Europe online advertising market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 43 U.K. online advertising market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 44 Germany online advertising market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 45 France online advertising market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 46 Asia Pacific online advertising market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 47 Japan online advertising market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 48 China online advertising market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 49 South Korea online advertising market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 50 India online advertising market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 51 Australia online advertising market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 52 Latin America online advertising market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 53 Brazil online advertising market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 54 Mexico online advertising market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 55 Middle East & Africa online advertising market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 56 K.S.A. online advertising market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 57 UAE online advertising market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 58 South Africa online advertising market estimates & forecast, 2018 - 2030 (USD Billion)

Fig. 59 Key company categorization

Fig. 60 Strategy framework

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