

# **In-app Advertising Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027**

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## **Abstracts**

The global in-app advertising market reached a value of US\$ 110.9 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 343.5 Billion by 2027, exhibiting a CAGR of 20.79% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use industries. These insights are included in the report as a major market contributor.

Mobile app advertising refers to a monetizing strategy that enables advertisers to promote their products and services on smartphone applications. The mobile app requests an advertisement from the network, which uses an algorithm to identify and deliver the most suitable advertisement to the user in real-time. Some of the commonly used in-app advertisement formats include banners, interstitials, video units and rich media ads. In comparison to the traditional advertisements, in-app ads are more user friendly, can be customized according to the user's requirements and offer advanced location targeting features that improve consumer engagement and retention.

**In-app Advertising Market Trends:**

Easy accessibility to high-speed internet and the increasing utilization of smartphones and tablets are among the key factors driving the growth of the market. In recent years, the amount of information utilized through the applications installed in smartphones has significantly increased. Manufacturers and service providers promote their products through innovative video ads to reach a broader consumer base and generate quality leads. Furthermore, extensive utilization of mobile applications to access social media, along with the advent of online gaming, is facilitating the market growth. In-app advertisers use ad space available in mobile-based online games to promote their

products, while offering rewards, extended game time and other benefits. Additionally, the implementation of location-based technology to track customers and advertise personalized content is acting as another growth-inducing factor. Advertisers can monitor the consumer's location and their preferences to provide useful recommendations about the products and services available nearby. Other factors, including the penetration of broadband services and rapid urbanization, especially in the developing economies, are expected to drive the market further.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global in-app advertising market, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on advertising type, platform and application.

#### Breakup by Advertising Type:

- Banner Ads
- Interstitial Ads
- Rich Media Ads
- Video Ads
- Others

#### Breakup by Platform:

- Android
- iOS
- Others

#### Breakup by Application:

- Messaging
- Entertainment
- Gaming
- Online Shopping
- Payment and Ticketing
- Others

#### Breakup by Region:

North America  
United States  
Canada  
Asia Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

#### Competitive Landscape:

The competitive landscape of the industry has also been examined with some of the key players being Amobee Inc. (Singapore Telecommunications Limited), Apple Inc., BYYD Inc., Chartboost Inc., Facebook Inc., Flurry Inc. (Verizon Media), Google AdMob (Google Inc.), InMobi (InMobi Pte Ltd.), MoPub Inc. (Twitter), One by AOL (AOL), Tapjoy Inc. and Tune Inc.

#### Key Questions Answered in This Report:

How has the global in-app advertising market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global in-app advertising market?

What are the key regional markets?

What is the breakup of the market based on the advertising type?

What is the breakup of the market based on the platform?

What is the breakup of the market based on the application?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global in-app advertising market and who are the key players?

What is the degree of competition in the industry?

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