

In-app Advertising Market Report by Advertising Type (Banner Ads, Interstitial Ads, Rich Media Ads, Video Ads, and Others), Platform (Android, iOS, and Others), Application (Messaging, Entertainment, Gaming, Online Shopping, Payment and Ticketing, and Others), and Region 2023-2028

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Abstracts

The global in-app advertising market size reached US\$ 135.9 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 407.7 Billion by 2028, exhibiting a growth rate (CAGR) of 20.1% during 2022-2028.

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 report, along with forecasts at the global, regional and country level from 2023-2028. 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

1. How big is the global in-app advertising market?
2. What is the expected growth rate of the global in-app advertising market during 2023-2028?
3. What are the key factors driving the global in-app advertising market?
4. What has been the impact of COVID-19 on the global in-app advertising market?
5. What is the breakup of the global in-app advertising market based on the advertising type?
6. What is the breakup of the global in-app advertising market based on the platform?
7. What is the breakup of the global in-app advertising market based on the application?
8. What are the key regions in the global in-app advertising market?
9. Who are the key players/companies in the global in-app advertising market?

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