

# Mobile Advertising Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

### Market Overview:

The global mobile advertising market size reached US\$ 195.1 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 390.5 Billion by 2028, exhibiting a growth rate (CAGR) of 12.21% during 2023-2028.

Mobile advertising is a cost-effective form of advertisement that occurs on various mobile devices, including smartphones, tablets, and laptops. It includes SMS offers through text and e-mail, ads on downloaded mobile applications and games, story ads on social media platforms, and banner advertisements on websites. It involves all the interactive channels that are used by advertising companies to promote brand information, news, and exciting offers, through internet connectivity. It uses modern mobile technology features, such as location services, which help craft marketing campaigns based on the location of the individual. Mobile advertising assists companies in retrieving customer information and preferences to reach the targeted audiences. Besides this, it offers several financial benefits to companies as compared to conventional advertising methods. As a result, various public and private organizations across the globe prefer this mode of advertisement.

### Mobile Advertising Market Trends:

The rising penetration of network connection and shifting consumer reliance on smartphones and other connected devices represent one of the key factors positively influencing the market growth. In addition, rapid advancements in mobile technology and the increasing number of applications are creating a positive market outlook. In line with this, significant growth in the 3G and 4G subscriptions, coupled with the

introduction of 5G networks in various countries, is driving the market. Apart from this, the growing influence of social media platforms is supporting market growth. Furthermore, several prominent market players are focusing on developing advanced mobile advertising content that can be used even in low-internet connectivity areas. They are also focusing on various marketing strategies, such as creating age-specific promotional content to target the mass mobile internet population. Moreover, the widespread adoption of mobile advertising methods by governments to increase public awareness about newly launched programs, initiatives, policies, and guidelines, is offering a favorable market outlook. Additionally, various initiatives undertaken by the governments of numerous countries to promote digitalization are expected to propel market growth in the coming years.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global mobile advertising market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on segment.

#### Breakup by Segment:

- Search
- Display
- Video
- Social Media
- Websites
- Others

Based on the segment, the market has been segmented into search, display, video, social media, websites, and others.

#### Regional Insights:

- North America
- Asia Pacific
- Europe
- Middle East and Africa
- Latin America

Based on the geographical front, the market has been segmented into North America, Asia Pacific, Europe, Middle East and Africa, and Latin America.

### Competitive Landscape:

The competitive landscape of the market has also been analyzed with the detailed profiles of the key player operating in the industry.

This report provides a deep insight into the global mobile advertising industry covering all its essential aspects. This ranges from a macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, Porter's five forces analysis, mobile advertising pricing models, margins in mobile advertising, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the mobile advertising industry in any manner.

### Key Questions Answered in This Report

1. What was the size of the global mobile advertising market in 2022?
2. What is the expected growth rate of the global mobile advertising market during 2023-2028?
3. What has been the impact of COVID-19 on the global mobile advertising market?
4. What are the key factors driving the global mobile advertising market?
5. What is the breakup of the global mobile advertising market based on the segment?
6. What are the key regions in the global mobile advertising market?

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