

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

<https://marketpublishers.com/r/O604502EC24FEN.html>

Date: July 2023

Pages: 145

Price: US\$ 2,499.00 (Single User License)

ID: O604502EC24FEN

Abstracts

Market Overview:

The global online advertising market size reached US\$ 209.9 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 389.5 Billion by 2028, exhibiting a growth rate (CAGR) of 10.71% during 2023-2028.

Online advertising refers to a kind of marketing and advertising technique that employs the internet to promote services and products. It delivers promotional marketing messages by collecting data and targeting potential customers. Various tools and techniques are used to promote these services such as e-mail, sales CRM, marketing automation and web analytics. This mode of advertising is extensively used across different sectors like retail, healthcare, education, automotive, banking, Consumer Packaged Goods (CPG) and media and entertainment.

Market Drivers:

Online advertising is inexpensive as compared to other media like newspaper, magazines and television. It helps companies to promote their products or services to a diverse range of geographical locations and demographics.

The availability of big data and online customer analysis has enabled online advertisements to target the desired audience. This, coupled with the internet's ever-increasing penetration across the globe, is providing a thrust to the market.

Social media and mobile devices have gained popularity over the past few years. This trend is urging brands to invest in innovative and interactive social media advertisements.

Several online start-ups are now making a shift from traditional advertising to self-serve

platforms that allow small businesses to advertise with ease. These online platforms minimize the expenses by allowing these companies to take control of their marketing schemes and selling the products directly to the consumers.

Key Market Segmentation:

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

Breakup by Type:

Search

Display

Classified

Video

Others (lead generation, rich media, etc.)

Search advertising dominates the market as it is a highly effective way of promotion which helps to drive online sales.

Regional Insights:

North America

Asia Pacific

Western Europe

Eastern Europe

Middle East and Africa

Latin America

Asia Pacific represents the largest market, accounting for the majority of the total market share.

Competitive Landscape:

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

Key Questions Answered in This Report

1. What was the size of the global online advertising market in 2022?
2. What is the expected growth rate of the global online advertising market during

2023-2028?

3. What are the key factors driving the global online advertising market?
4. What has been the impact of COVID-19 on the global online advertising market?
5. What is the breakup of the global online advertising market based on the type?
6. What are the key regions in the global online advertising market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 INTRODUCTION

- 3.1 Overview
- 3.2 Executive Summary
- 3.3 Key Industry Trends

4 GLOBAL ADVERTISING MARKET

- 4.1 Current and Historical Market Trends
- 4.2 Performance of Various Segments
- 4.3 Performance of Various Regions
- 4.4 Key Players and their Market Shares
- 4.5 Market Forecast

5 GLOBAL ONLINE ADVERTISING MARKET

- 5.1 Market Overview
- 5.2 Current and Historical Market Trends
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Type
- 5.5 Performance of Various Regions
 - 5.5.1 North America
 - 5.5.1.1 Current and Historical Market Trends

- 5.5.1.2 Market Forecast
- 5.5.2 Asia Pacific
 - 5.5.2.1 Current and Historical Market Trends
 - 5.5.2.2 Market Forecast
- 5.5.3 Western Europe
 - 5.5.3.1 Current and Historical Market Trends
 - 5.5.3.2 Market Forecast
- 5.5.4 Eastern Europe
 - 5.5.4.1 Current and Historical Market Trends
 - 5.5.4.2 Market Forecast
- 5.5.5 Latin America
 - 5.5.5.1 Current and Historical Market Trends
 - 5.5.5.2 Market Forecast
- 5.5.6 Middle East and Africa
 - 5.5.6.1 Current and Historical Market Trends
 - 5.5.6.2 Market Forecast
- 5.6 Market Performance by Type
 - 5.6.1 Search Advertising Market
 - 5.6.1.1 Current and Historical Market Trends
 - 5.6.1.2 Market Forecast
 - 5.6.2 Display Advertising Market
 - 5.6.2.1 Current and Historical Market Trends
 - 5.6.2.2 Market Forecast
 - 5.6.3 Classified Advertising Market
 - 5.6.3.1 Current and Historical Market Trends
 - 5.6.3.2 Market Forecast
 - 5.6.4 Video Advertising Market
 - 5.6.4.1 Current and Historical Market Trends
 - 5.6.4.2 Market Forecast
 - 5.6.5 Others (Lead Generation, Rich Media, etc.)
 - 5.6.5.1 Current and Historical Market Trends
 - 5.6.5.2 Market Forecast
- 5.7 Market Breakup by Industry
- 5.8 Most Visited Websites on the Internet
- 5.9 Market Forecast
- 5.10 Online Advertising Pricing Models
- 5.11 SWOT Analysis
 - 5.11.1 Overview
 - 5.11.2 Strengths

- 5.11.3 Weaknesses
- 5.11.4 Opportunities
- 5.11.5 Threats
- 5.12 Value Chain Analysis
 - 5.12.1 Research
 - 5.12.2 Content Development
 - 5.12.3 Advertising Agencies
 - 5.12.4 Online Advertising Media
 - 5.12.5 Audience
- 5.13 Porters Five Forces Analysis
 - 5.13.1 Bargaining Power of Suppliers
 - 5.13.2 Bargaining Power of Buyers
 - 5.13.3 Threat of Substitutes
 - 5.13.4 Competitive Rivalry
 - 5.13.5 Threat of New Entrants
- 5.14 Key Challenges

6 GLOBAL ONLINE ADVERTISING MARKET: COMPETITIVE LANDSCAPE

- 6.1 Market Structure
- 6.2 Profiles of Leading Players

List Of Tables

LIST OF TABLES

Table 1: Global: Advertising Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Advertising Market: Performance of Various Segments (in Billion US\$), 2017-2022

Table 3: Global: Advertising Market Forecast: Performance of Various Segments (in Billion US\$), 2023-2028

Table 4: Global: Online Advertising Market: Key Industry Highlights, 2022 and 2028

Table 5: Global: Online Advertising Market Forecast: Breakup by Region (in Billion US\$), 2023-2028

Table 6: Global: Online Advertising Market Forecast: Breakup by Type (in Billion US\$), 2023-2028

List Of Figures

LIST OF FIGURES

Figure 1: Global: Online Advertising Market: Major Drivers and Challenges

Figure 2: Global: Advertising Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Advertising Market: Breakup by Segment (in %), 2022

Figure 4: Global: Advertising Market: Regional Breakup by Value (in Billion US\$), 2017 and 2022

Figure 5: Global: Advertising Market: Regional Breakup (in %), 2022

Figure 6: Global: Advertising Market: Share of Key Players (in %), 2022

Figure 7: Global: Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 8: Global: Advertising Market Forecast: Breakup by Segment (in %), 2028

Figure 9: Global: Advertising Market Forecast: Regional Breakup (in %), 2028

Figure 10: Global: Online Advertising Market: Sales Value (in Billion US\$), 2017-2022

Figure 11: Global: Online Advertising Market: Breakup by Segment (in %), 2022

Figure 12: Global: Online Advertising Market: Sales Value Breakup by Type (in %), 2022 and 2028

Figure 13: Global: Online Advertising Market: Regional Breakup by Value (in Billion US\$), 2022 and 2028

Figure 14: Global: Online Advertising Market: Regional Breakup (in %), 2022 and 2028

Figure 15: North America: Online Advertising Market: Sales Value (in Billion US\$), 2017-2022

Figure 16: North America: Online Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 17: Asia Pacific: Online Advertising Market: Sales Value (in Billion US\$), 2017-2022

Figure 18: Asia Pacific: Online Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 19: Western Europe: Online Advertising Market: Sales Value (in Billion US\$), 2017-2022

Figure 20: Western Europe: Online Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 21: Eastern Europe: Online Advertising Market: Sales Value (in Billion US\$), 2017-2022

Figure 22: Eastern Europe: Online Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 23: Latin America: Online Advertising Market: Sales Value (in Billion US\$), 2017-2022

Figure 24: Latin America: Online Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 25: Middle East and Africa: Online Advertising Market: Sales Value (in Billion US\$), 2017-2022

Figure 26: Middle East and Africa: Online Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 27: Global: Search Advertising Market: Sales Value (in Billion US\$), 2017-2022

Figure 28: Global: Search Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 29: Global: Display Advertising Market: Sales Value (in Billion US\$), 2017-2022

Figure 30: Global: Display Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 31: Global: Classified Advertising Market: Sales Value (in Billion US\$), 2017-2022

Figure 32: Global: Classified Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 33: Global: Video Advertising Market: Sales Value (in Billion US\$), 2017-2022

Figure 34: Global: Video Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 35: Global: Other Online (Lead Generation, Rich Media, etc.) Advertising Markets: Sales Value (in Billion US\$), 2017-2022

Figure 36: Global: Other Online (Lead Generation, Rich Media, etc.) Advertising Markets Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 37: Global: Online Advertising Market: Breakup by Industry (in %), 2022

Figure 38: Global: Online Advertising Market: Most Visited Websites

Figure 39: Global: Online Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 40: Global: Online Advertising Industry: SWOT Analysis

Figure 41: Global: Online Advertising Industry: Value Chain Analysis

Figure 42: Global: Online Advertising Industry: Porter's Five Forces Analysis

I would like to order

Product name: Online Advertising Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Product link: <https://marketpublishers.com/r/O604502EC24FEN.html>

Price: US\$ 2,499.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/O604502EC24FEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

