

# Asia Pacific In-app Advertising Market 2019-2025)

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## Abstracts

The Asia Pacific In-app Advertising Market would witness market growth of 20.8% CAGR during the forecast period (2019-2025).

Asia Pacific region is estimated to rise as the fastest-growing region for the market during the forecast period. The developing infrastructure, extensive smartphone penetration, and expansion of global businesses are the factors fuelling the market growth in the region. Moreover, rapid urbanization and a surge in the preference for online shopping in evolving economies in the Asia Pacific region have also positively impacted the market growth in the region.

The online shopping segment is likely to rise as the fastest-developing segment during the forecast period due to growing consumer preference for application-based shopping. The growing trend can be attributed to the accumulating initiatives by companies that operate in the e-commerce business to introduce video advertisements on the app. For example, Amazon.com, Inc., in March 2019, initiated the roll-out of video advertisements on its mobile application.

Based on Platform, the market is segmented into Android, iOS and Others. Based on Type, the market is segmented into Banner Ads, Rich Media Ads, Interstitial Ads, Video Ads and Others. Based on Application, the market is segmented into Messaging, Entertainment, Online Shopping, Gaming, Payments & Ticketing and Others. Based on countries, the market is segmented into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Facebook, Inc., Twitter, Inc., Apple, Inc., Google, Inc., The Rubicon Project, Inc., InMobi Pte Ltd., Microsoft Corporation, Verizon Communications, Inc., Tapjoy, Inc. and Chartboost, Inc.

Scope of the Study

Market Segmentation:

By Platform

Android

iOS

Others

By Type

Banner Ads

Rich Media Ads

Interstitial Ads

Video Ads

Others

By Application

Messaging

Entertainment

Online Shopping

Gaming

Payments and Ticketing

Others

## By Country

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

## Companies Profiled

Facebook, Inc.

Twitter, Inc.

Apple, Inc.

Google, Inc.

The Rubicon Project, Inc.

InMobi Pte Ltd.

Microsoft Corporation

Verizon Communications, Inc.

Tapjoy, Inc.

Chartboost, Inc.

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