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Europe In-app Advertising Market (2019-2025)

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Abstracts

The Europe In-app Advertising Market would witness market growth of 18% CAGR during the forecast period (2019-2025).

In-app advertising is a versatile marketing platform for flourishing companies and advertisement agencies. A major advantage associated with in-app advertisements is that it enables enterprises to customize advertisements on the basis of customer requirements with better accuracy. Additionally, the market growth is being favored by the browsing habits of users, which also makes users an easy target for advertisers.

The online gaming trend has been accompanied by the growing prominence of Business-to-Consumer (B2C), Business-to-Business (B2B), and Consumer-to-Consumer (C2C) e-commerce websites. What's more, shopping, smartphone messaging, and gaming applications are projected to gather significant market shares over the forecast period. These trends can be attributed to the increased adoption and of mobile-based applications.

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 Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

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.

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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

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By Country

- Germany
- UK
- France
- Russia
- Spain
- Italy
- Rest of Europe

Companies Profiled

- Facebook, Inc.
- Twitter, Inc.
- Apple, Inc.
- Google, Inc.
- The Rubicon Project, Inc.
- InMobi Pte Ltd.
- Microsoft Corporation
- Verizon Communications, Inc.
- Tapjoy, Inc.

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Chartboost, Inc.

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