

Mobile Advertising Market - Forecasts from 2018 to 2023

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Abstracts

The mobile advertising market is expected to reach US\$302.49 billion by the end of 2023, increasing from US\$125.34 billion in 2017, growing at a CAGR of 19.27% during the forecast period. Rising consumer adoption of mobile devices is the key factor driving factor for the growth of mobile advertisements. Various end-use industries are providing creative ads to provide information to users owing to rising number of smartphone users. Moreover, emerging trend of social media and the introduction of video ads will further propel the growth of the global mobile advertising market during the forecast period. However, factors such as decreased engagement and affinity for an app due to ads, and lack of relevant mobile ads will restrain the growth of the market during the forecast period.

This research study examines the current market trends related to the demand, supply, and sales, in addition to the recent developments. Major drivers, restraints, and opportunities have been covered to provide an exhaustive picture of the market. The analysis presents in-depth information regarding the development, trends, and industry policies and regulations implemented in each of the geographical regions. Further, the overall regulatory framework of the market has been exhaustively covered to offer stakeholders a better understanding of the key factors affecting the overall market environment.

Identification of key industry players in the industry and their revenue contribution to the overall business or relevant segment aligned to the study have been covered as a part of competitive intelligence done through extensive secondary research. Various studies and data published by industry associations, analyst reports, investor presentations, press releases and journals among others have been taken into consideration while conducting the secondary research. Both bottom-up and top down approaches have

been utilized to determine the market size of the overall market and key segments. The values obtained are correlated with the primary inputs of the key stakeholders in the pressure sensors value chain. The last step involves complete market engineering which includes analyzing the data from different sources and existing proprietary datasets while using various data triangulation methods for market breakdown and forecasting.

Market intelligence is presented in the form of analysis, charts, and graphics to help the clients in gaining faster and efficient understanding of the market.

Major industry players profiled as part of the report are AdColony, Inc., GumGum, Inc., Digital Turbine, Inc., Mobvista, and Chartboost among others.

Segmentation

The mobile advertising market has been analyzed through following segments:

By Type

Display Advertising

In-App Advertising

Search Advertising

In-Game Advertising

By Solution

Mobile Advertising Network

Mobile Advertising Platform

Mobile Advertising Server

Others

By Industry Vertical

Media and Entertainment

BFSI

Education

Government

FMCG

Healthcare

Others

By Geography

North America

USA

Canada

Mexico

Others

South America

Brazil

Argentina

Others

Europe

Germany

France

Italy

Spain

United Kingdom

Others

Middle East and Africa

UAE

Israel

South Africa

Others

Asia Pacific

China

India

South Korea

Japan

Others

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