

Online Advertisement Market - Forecasts from 2019 to 2024

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Abstracts

The online advertisement market is projected to grow at a CAGR of 10.11% to reach US\$553.677 billion by 2024, from US\$310.583 billion in 2018. The demand for online advertising will grow during the forecasted period on account of rising usage of consumer electronics such as smartphones and tablets and budding internet penetration in the developing economies. Furthermore, the trend towards personalized advertisement and the cost-effectiveness of online advertisement as compared to other sources will augment the demand for online advertisement. On regional bases, the North American region will have a significant share in the market due to early adoption of technology and the Asia Pacific region will see many opportunities to grow due to the improvement in the standards of living and the shifting trend towards internet and technology in emerging countries.

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 online advertisement 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 online advertisement market.

Major industry players profiled as part of the report are Google, Inc., Facebook, Oath, Inc., Nanjing Marketing Group Ltd., Yelp, among others.

Segmentation

The online advertisement market has been analyzed through following segments:

By Pricing Structure

Pay per click

Pay per action

By Product

Sponsored Ads

Display Ads

Video Ads

App Ads

By Geography

North America

USA

Canada

Mexico

Others

South America

Brazil

Argentina

Others

Europe

Germany

France

United Kingdom

Spain
Others
Middle East and Africa
Saudi Arabia
Israel
Others
Asia Pacific
China
Japan
South Korea
India
Others

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