

Global Amazon Marketing Service Market Growth (Status and Outlook) 2024-2030

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Abstracts

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Amazon Marketing Services is a self-service advertising solution for keyword-targeted ad campaigns.

The global Amazon Marketing Service market size is projected to grow from US\$ 338.7 million in 2023 to US\$ 897.5 million in 2030; it is expected to grow at a CAGR of 14.9% from 2024 to 2030.

LPI (LP Information)' newest research report, the "Amazon Marketing Service Industry Forecast" looks at past sales and reviews total world Amazon Marketing Service sales in 2023, providing a comprehensive analysis by region and market sector of projected Amazon Marketing Service sales for 2024 through 2030. With Amazon Marketing Service sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Amazon Marketing Service industry.

This Insight Report provides a comprehensive analysis of the global Amazon Marketing Service landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Amazon Marketing Service portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Amazon Marketing Service market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Amazon Marketing Service and breaks down the forecast

by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Amazon Marketing Service.

Some of the future market trends of Amazon Marketing Service are:

Increasing demand for media sustainability: As consumers become more aware and concerned about the environmental impact of media consumption, they expect brands to adopt sustainable practices in their advertising and marketing activities. Brands that use AMS will need to consider how to reduce their carbon footprint, energy consumption, and waste generation in their ad campaigns. They will also need to communicate their sustainability efforts and values to their customers through transparent and authentic messages.

Growing adoption of digital twin technology: Digital twin technology is a technique that creates a virtual representation of a physical object or system, using data from sensors or other sources. Digital twin technology allows brands to monitor, simulate, optimize, and control their physical assets remotely, improving performance, quality, safety, and efficiency. Digital twin technology also enables more effective collaboration among stakeholders by providing a common view of the physical asset or system.⁶⁴

Rising importance of artificial intelligence and machine learning: Artificial intelligence (AI) and machine learning (ML) are technologies that enable machines to learn from data and perform tasks that normally require human intelligence. AI and ML are increasingly being applied to AMS data to provide predictive and prescriptive analytics,

This report presents a comprehensive overview, market shares, and growth opportunities of Amazon Marketing Service market by product type, application, key players and key regions and countries.

Segmentation by type

Cloud-Based

Web-Based

Segmentation by application

Large Enterprises

SMEs

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Amplio Digital

content26

Five Star Commerce

180 Commerce

ClearCut Analytics

Channel Key

Compass Marketing

Direct Online Marketing

EliCommerce

Exclusive Concepts

FountainheadME

HawkSEM

MACARTA

Pacvue

Quiverr

Retail Bloom

Stack Influence

Stay Hungry Digital

Stella Rising

Zanoma

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