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Global Contextual Video Advertising Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Contextual Video Advertising market size is predicted to grow from US$ 4648 million in 2025 to US$ 6851 million in 2032; it is expected to grow at a CAGR of 5.8% from 2026 to 2032.

Contextual video advertising is a form of targeted advertising that delivers video ads to viewers based on the content they are currently watching or engaging with. By analyzing the context of the video, such as the topic, keywords, and audience demographics, advertisers can ensure that their ads are relevant and timely, increasing the likelihood of engagement and conversion. This type of advertising allows brands to reach their target audience in a more personalized and effective way, ultimately driving better results and ROI.

Contextual Video Advertising?a form of video advertising that matches ad content to the context of the video being watched (rather than relying on user browsing history or personal data)?is undergoing rapid evolution driven by privacy regulations and AI advancement. First, privacy-centric growth has become the industry?s backbone: amid global crackdowns on third-party cookie tracking (e.g., GDPR, CCPA) and Apple?s ATT framework limiting user data sharing, brands are pivoting to contextual targeting as a compliant alternative. Platforms like YouTube, Netflix Ad-Supported, and TikTok now use advanced algorithms to analyze video content?including dialogue (via NLP), visuals (via computer vision), and metadata (e.g., video tags)?to serve hyper-relevant ads. Second, AI-powered real-time contextual optimization is elevating precision and responsiveness. Machine learning models now process video content in milliseconds, enabling dynamic ad adjustments based on momentary context within a video. Additionally, AI-driven sentiment analysis allows ads to align with the video?s emotional tone?avoiding jarring mismatches like placing a upbeat fast-food ad during a somber

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documentary segment. Third, cross-screen and omnichannel contextual synergy is breaking down silos between devices and environments. Consumers increasingly switch between TVs, smartphones, tablets, and even in-store digital screens, and contextual video advertising is adapting to maintain consistency.

LPI (LP Information)' newest research report, the ?Contextual Video Advertising Industry Forecast? looks at past sales and reviews total world Contextual Video Advertising sales in 2025, providing a comprehensive analysis by region and market sector of projected Contextual Video Advertising sales for 2026 through 2032. With Contextual Video Advertising sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Contextual Video Advertising industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Contextual Video Advertising 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 Contextual Video Advertising.

This report presents a comprehensive overview, market shares, and growth opportunities of Contextual Video Advertising market by product type, application, key players and key regions and countries.

Segmentation by Type:

Topic Targeting

Keyword Targeting

Sentiment Targeting

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- Others
- Topic Targeting
- Keyword Targeting
- Sentiment Targeting
- Others
- Topic Targeting
- Keyword Targeting
- Sentiment Targeting
- Others

Segmentation by Application:

- Food and Beverage
- Auto Industry
- Healthcare
- Consumer Good
- Travel
- Education
- Others
- Food and Beverage
- Auto Industry

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- Healthcare
- Consumer Good
- Travel
- Education
- Others
- Food and Beverage
- Auto Industry
- Healthcare
- Consumer Good
- Travel
- Education
- Others

This report also splits the market by region:

- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC

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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

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from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Channel Factory

Silverpush

Gracenote

Seedtag

Outbrain

IRIS.TV

Integral Ad Science

GumGum

Precise.TV

KERV

Spotify Advertising

Primis

StackAdapt

TargetVideo

Bitmovin

Criteo

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