

Global Digital Advertising Agency Market Growth (Status and Outlook) 2026-2032

<https://marketpublishers.com/r/GFDB63734824EN.html>

Date: March 2026

Pages: 166

Price: US\$ 3,660.00 (Single User License)

ID: GFDB63734824EN

Abstracts

The global Digital Advertising Agency market size is predicted to grow from US\$ million in 2025 to US\$ million in 2032; it is expected to grow at a CAGR of % from 2026 to 2032.

A digital advertising agency is a business that specializes in creating, managing, and optimizing online marketing campaigns for brands, products, or services. Unlike traditional advertising agencies that focus on print, radio, or television, digital advertising agencies concentrate on internet-based platforms and use digital channels like social media, search engines, websites, email, and mobile apps to reach target audiences. They usually have rich digital marketing experience and expertise and can provide clients with a full range of digital advertising services.

United States market for Digital Advertising Agency is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Digital Advertising Agency is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Digital Advertising Agency is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Digital Advertising Agency players cover Dentsu, Click Digital Ads, PMG Advertising Agency, Superside, Publicis Worldwide, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LPI (LP Information)' newest research report, the "Digital Advertising Agency Industry

Forecast” looks at past sales and reviews total world Digital Advertising Agency sales in 2025, providing a comprehensive analysis by region and market sector of projected Digital Advertising Agency sales for 2026 through 2032. With Digital Advertising Agency sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Digital Advertising Agency industry.

This Insight Report provides a comprehensive analysis of the global Digital Advertising Agency 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 Digital Advertising Agency portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Digital Advertising Agency market.

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

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

Segmentation by Type:

Full-Service Digital Agencies

Social Media Agencies

SEO Agencies

Others

Segmentation by Application:

E-commerce

Hospitality and Tourism

Healthcare and Pharmaceuticals

Finance and Fintech

Retail and Consumer Goods

Education

Others

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.

Dentsu

Click Digital Ads

PMG Advertising Agency

Superside

Publicis Worldwide

Saatchi & Saatchi

Ogilvy

WPP

Gartner

Lola Mullenlowe

McCann Worldgroup

Rethink

Leo Burnett

Porter Novelli

The Monkeys

Carat

Major Tom

newage.agency

Intero Digital

Coalition Technologies

NinjaPromo

Thrive Internet Marketing Agency

Disruptive Advertising

KlientBoost

Merge

Power Digital

The report requires updating with new data and is sent in 48 hours after order is placed.

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