

Global Digital Retail Marketing Market Growth (Status and Outlook) 2024-2030

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Abstracts

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Digital retail marketing is one of the most active and the fastest-growing marketing technique in the retail advertising segment. This growth is primarily attributed to the growing digitalization worldwide. On average, an estimated 650,000 search queries are raised on Google every minute; 700 videos are hosted on YouTube; over 700,000 status updates and 500,000 comments are posted on Facebook; and 65,000 tweets are made worldwide. Furthermore, 180 million e-mails are sent each minute, emphasizing the significance of digital media as a marketing tool.

The global Digital Retail Marketing market size is projected to grow from US\$ million in 2023 to US\$ million in 2030; it is expected to grow at a CAGR of % from 2024 to 2030.

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

This Insight Report provides a comprehensive analysis of the global Digital Retail Marketing 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 Digital Retail Marketing portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position

in an accelerating global Digital Retail Marketing market.

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

United States market for Digital Retail Marketing is estimated to increase from US\$ million in 2023 to US\$ million by 2030, at a CAGR of % from 2024 through 2030.

China market for Digital Retail Marketing is estimated to increase from US\$ million in 2023 to US\$ million by 2030, at a CAGR of % from 2024 through 2030.

Europe market for Digital Retail Marketing is estimated to increase from US\$ million in 2023 to US\$ million by 2030, at a CAGR of % from 2024 through 2030.

Global key Digital Retail Marketing players cover Alphabet, AT&T, Twitter, Verizon and Facebook, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2023.

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

Segmentation by type

Search Ads

Display Ads

Social Media

Email marketing

Others

Segmentation by application

Desktop

Mobile

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.

Alphabet

AT&T

Twitter

Verizon

Facebook

Microsoft

Alibaba

Amazon

Baidu

Apple

Applovin Corporation

Tencent

Sina

IBM

Oracle

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