

# Global DSP Advertising Demand Side Platform Market Growth (Status and Outlook) 2023-2029

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## Abstracts

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LPI (LP Information)' newest research report, the “DSP Advertising Demand Side Platform Industry Forecast” looks at past sales and reviews total world DSP Advertising Demand Side Platform sales in 2022, providing a comprehensive analysis by region and market sector of projected DSP Advertising Demand Side Platform sales for 2023 through 2029. With DSP Advertising Demand Side Platform sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world DSP Advertising Demand Side Platform industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for DSP Advertising Demand Side Platform 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 DSP Advertising Demand Side Platform.

The global DSP Advertising Demand Side Platform market size is projected to grow from US\$ million in 2022 to US\$ million in 2029; it is expected to grow at a CAGR of % from 2023 to 2029.

United States market for DSP Advertising Demand Side Platform is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

China market for DSP Advertising Demand Side Platform is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Europe market for DSP Advertising Demand Side Platform is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key DSP Advertising Demand Side Platform players cover Criteo, Double Click, Facebook Ads Manager, Adobe, Trade Desk, Amazon (AAP), Appnexus, Dataxu and Mediamath, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2022.

This report presents a comprehensive overview, market shares, and growth opportunities of DSP Advertising Demand Side Platform market by product type, application, key players and key regions and countries.

Market Segmentation:

Segmentation by type

RTB (Real Time Bidding)

PPB (Programmatic Premium Buying)

Segmentation by application

Retail

Automobile

Finance

Telecommunications

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.

Criteo

Double Click

Facebook Ads Manager

Adobe

Trade Desk

Amazon (AAP)

Appnexus

Datayu

Mediamath

SocioMatic

Sizmek

Tubemogul

Oath Inc

AdForm

Amobee

Centro Inc

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