

Global DSP (Demand-Side Platform) Market Growth (Status and Outlook) 2025-2031

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Abstracts

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The global DSP (Demand-Side Platform) market size is predicted to grow from US\$ 15900 million in 2025 to US\$ 54300 million in 2031; it is expected to grow at a CAGR of 22.7% from 2025 to 2031.

Demand side platforms (DSPs) are advertiser campaign management products that provide advertisers features for buying ad placements online in real time. Buying ad placements in real time through DSPs gives advertisers the ability to target their desired audiences as they are actually browsing websites. DSPs are typically managed by in-house marketing teams, advertising agencies, or agency trading desks that specialize in real-time advertising. By providing clarity into impressions and conversions, DSPs help advertisers spend their digital advertising budgets more effectively. DSPs are nearly always packaged into advertiser campaign management products that can manage ads across display, mobile, social, search, and video advertising channels. To purchase ads in real time, DSPs integrate with ad exchanges, which serve as a marketplace for ad inventory. Supply side platforms (or SSP) parallel DSPs. Publishers use SSPs to sell their advertising inventory in ad exchanges. Some DSPs can also integrate directly with SSPs to foster direct buys.

The main DSP (Demand-Side Platform) players include Criteo, Double Click (Google), Facebook Ads Manager, Adobe, etc. The top four DSP (Demand-Side Platform) players account for approximately 35% of the total global market. North America is the largest consumer market for DSP (Demand-Side Platform) accounting for about 45%, followed by Asia-Pacific and Europe. In terms of Type, RTB is the largest segment, with a share about 67%. And in terms of Application, the largest application is Retail, followed by

Automotive.

LPI (LP Information)' newest research report, the “DSP (Demand-Side Platform) Industry Forecast” looks at past sales and reviews total world DSP (Demand-Side Platform) sales in 2024, providing a comprehensive analysis by region and market sector of projected DSP (Demand-Side Platform) sales for 2025 through 2031. With DSP (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 (Demand-Side Platform) industry.

This Insight Report provides a comprehensive analysis of the global DSP (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 analyses the strategies of leading global companies with a focus on DSP (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 (Demand-Side Platform) market.

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

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

Segmentation by Type:

RTB

PPB

Segmentation by Application:

Retail

Automotive

Financial

Telecom

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 (Google)

Facebook Ads Manager

Adobe

Trade Desk

Amazon (AAP)

Appnexus

Roku

Mediamath

SocioMatic

Zeta Global

Verizon Media

AdForm

Amobee

Centro Inc

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