

Global In-Game Advertising Market Growth (Status and Outlook) 2023-2029

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Abstracts

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The global In-Game Advertising 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 In-Game Advertising 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 In-Game Advertising 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 In-Game Advertising is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key In-Game Advertising players cover Portuma, Anzu, Overwolf, Gameloft, Bidstack, Venatus, ironSource, Frameplay and Voodoo, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2022.

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

This Insight Report provides a comprehensive analysis of the global In-Game

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 analyzes the strategies of leading global companies with a focus on In-Game Advertising portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global In-Game Advertising market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for In-Game 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 In-Game Advertising.

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

Market Segmentation:

Segmentation by type

Dynamic In-Game Advertising (DIGA)

Static In-Game Advertising

Advergames

Other

Segmentation by application

Food and Beverage

Automobile

Medical Health

Consumer Goods

Travel

Education

Other

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.

Portuma

Anzu

Overwolf

Gameloft

Bidstack

Venatus

ironSource

Frameplay

Voodoo

Super League

Adverty

AdInMo

StackAdapt

Acrossmedia241

APEX Mobile Media

Eskimi

Adelphic

Interact

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