

Global Internet Audience Measurement Market Growth (Status and Outlook) 2026-2032

<https://marketpublishers.com/r/G54D1D3D699EEN.html>

Date: October 2026

Pages: 178

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

ID: G54D1D3D699EEN

Abstracts

The global Internet Audience Measurement market size is predicted to grow from US\$ 6123 million in 2025 to US\$ 12020 million in 2032; it is expected to grow at a CAGR of 10.2% from 2026 to 2032.

Internet Audience Measurement refers to third-party or platform-based measurement of online audiences across websites, mobile apps, social media, streaming platforms, connected TV, digital publishers, e-commerce media, and online advertising campaigns. Core metrics include unique visitors, reach, frequency, demographics, time spent, engagement, duplication across devices, ad exposure, campaign delivery, and audience composition. It differs from simple website analytics because it is usually used as an independent market “currency” for advertisers, publishers, agencies, and media owners.

North America is the largest market, led by the U.S., because of high digital ad spending, mature publisher ecosystems, programmatic advertising, retail media networks, connected TV, and strong use of third-party measurement in media planning and ad transactions.

Europe is a mature and regulation-driven market. Demand is supported by digital advertising, broadcaster/publisher measurement, GDPR compliance, cross-media planning, and industry-backed measurement currencies such as UKOM/Ipsos iris in the UK.

Asia-Pacific is the fastest-growing region, driven by large internet populations, mobile-first usage, e-commerce, short video, gaming, social media, and digital advertising growth in China, India, Southeast Asia, Japan, South Korea, and Australia.

Latin America, Middle East and Africa are smaller but growing markets. Growth is mainly driven by mobile internet adoption, digital video, social media, online shopping, and increasing use of digital advertising by banks, telecom operators, retailers, consumer brands, and media companies.

LPI (LP Information)' newest research report, the "Internet Audience Measurement Industry Forecast" looks at past sales and reviews total world Internet Audience Measurement sales in 2025, providing a comprehensive analysis by region and market sector of projected Internet Audience Measurement sales for 2026 through 2032. With Internet Audience Measurement sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Internet Audience Measurement industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Internet Audience Measurement 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 Internet Audience Measurement.

This report presents a comprehensive overview, market shares, and growth opportunities of Internet Audience Measurement market by product type, application, key players and key regions and countries.

Segmentation by Type:

Third-Party Independent Neutral Audience Measurement

Media Self-Owned Internal Audience Measurement

Advertiser/Agency Custom Audience Measurement

Operator Official Audience Measurement Service

Segmentation by Data Collection & Measurement Technical Methodology:

Panel-Based Audience Measurement

Tag/SDK Site/App Embedded Measurement (Server-Side Tracking)

Big Data Passive Sensing Measurement (ISP/Operator Measurement)

Questionnaire & Survey-Based Audience Measurement

Hybrid Multi-Source Fusion Measurement

Segmentation by Application:

Large Enterprises

SMEs

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.

Nielsen

Google

Meta

Comscore

Amazon Ads

Kantar Media

Ipsos

Similarweb

DoubleVerify

Integral Ad Science (IAS)

GfK Media Measurement

Sensor Tower

VideoAmp

iSpot.tv

Samba TV

Innovid

Gemius

M?diam?trie

Video Research Ltd.

Quantcast

Lotame

AudienceProject

Tubular Labs

YouGov

QuestMobile

IGAWorks

iResearch

MoonFox

TalkingData

Miaozhen Systems

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