

Global Programmatic AD Spending Market Growth (Status and Outlook) 2023-2029

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Abstracts

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Programmatic AD Spending 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 Programmatic AD Spending.

The global Programmatic AD Spending 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 Programmatic AD Spending 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 Programmatic AD Spending 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 Programmatic AD Spending is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key Programmatic AD Spending players cover Facebook, Google, ONE by AOL, BrightRoll, SpotX, Tremor Video, Alibaba, Baidu and Tencent, 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 Programmatic AD Spending market by product type, application, key players and key regions and countries.

Market Segmentation:

Segmentation by type

Mobile Ad

Over-the-top (ott) Ad

Connected TV Ad

Segmentation by application

Small and Medium-sized Enterprises

Large Enterprises

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.

Facebook

Google

ONE by AOL

BrightRoll

SpotX

Tremor Video

Alibaba

Baidu

Tencent

Kantar Media

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