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Global Short Video Native Advertising Market Growth (Status and Outlook) 2025-2031

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Abstracts

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The global Short Video Native Advertising market size is predicted to grow from US$ 104840 million in 2025 to US$ 401940 million in 2031; it is expected to grow at a CAGR of 25.1% from 2025 to 2031.

Short Video Native Advertising is an advertising method that embeds advertising content in the user's browsing information stream in the form of short videos. It usually appears in the content frequently visited by users such as social media, video platforms and news websites. By attracting users' visual and auditory attention, product or brand information is displayed in a vivid and intuitive way. It aims to improve the attractiveness of advertisements and user engagement, so as to achieve better advertising results and conversion rates.

United States market for Short Video Native Advertising is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

China market for Short Video Native Advertising is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Europe market for Short Video Native Advertising is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Global key Short Video Native Advertising players cover Alibaba Corporation, ByteDance, Pinduoduo, Tencent, Baidu, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2024.

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LPI (LP Information)' newest research report, the “Short Video Native Advertising Industry Forecast” looks at past sales and reviews total world Short Video Native Advertising sales in 2024, providing a comprehensive analysis by region and market sector of projected Short Video Native Advertising sales for 2025 through 2031. With Short Video Native Advertising sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Short Video Native Advertising industry.

This Insight Report provides a comprehensive analysis of the global Short Video Native 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 analyses the strategies of leading global companies with a focus on Short Video Native Advertising portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Short Video Native Advertising market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Short Video Native 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 Short Video Native Advertising.

This report presents a comprehensive overview, market shares, and growth opportunities of Short Video Native Advertising market by product type, application, key players and key regions and countries.

Segmentation by Type:

Product Display Type

Story Type

Creative Special Effects Type

Others

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Segmentation by Application:

- Product Promotion
- Brand Publicity
- Health Popularization
- Others

This report also splits the market by region:

- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC
  - China
  - Japan
  - Korea
  - Southeast Asia
  - India
  - Australia
- Europe

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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.

Alibaba Corporation

ByteDance

Pinduoduo

Tencent

Baidu

Sina Weibo

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OutBrain

Twitter

Facebook

Google

LinkedIn

Taboola

RevContent

TripleLift

Adyoulike

Yahoo Gemini

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