

# Global Social Media Advertising Market Growth (Status and Outlook) 2022-2028

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## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

As the global economy mends, the 2021 growth of Social Media Advertising will have significant change from previous year. According to our (LP Information) latest study, the global Social Media Advertising market size is USD million in 2022 from USD 98670 million in 2021, with a change of % between 2021 and 2022. The global Social Media Advertising market size will reach USD 262130 million in 2028, growing at a CAGR of 15.0% over the analysis period.

The United States Social Media Advertising market is expected at value of US\$ million in 2021 and grow at approximately % CAGR during review period. China constitutes a % market for the global Social Media Advertising market, reaching US\$ million by the year 2028. As for the Europe Social Media Advertising landscape, Germany is projected to reach US\$ million by 2028 trailing a CAGR of % over the forecast period. In APAC, the growth rates of other notable markets (Japan and South Korea) are projected to be at % and % respectively for the next 5-year period.

Global main Social Media Advertising players cover Alphabet, Facebook, Baidu, and Yahoo! Inc, etc. In terms of revenue, the global largest two companies occupy a share nearly % in 2021.

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

Segmentation by type: breakdown data from 2017 to 2022 in Section 2.3; and forecast

to 2028 in section 10.7.

Search Ads

Mobile Ads

Banner Ads

Classified Ads

Digital Video Ads

Others

Segmentation by application: breakdown data from 2017 to 2022, in Section 2.4; and forecast to 2028 in section 10.8.

Retail

Automotive

Entertainment

Financial Services

Telecom

Consumer Goods

Others

This report also splits the market by region: Breakdown data in Chapter 4, 5, 6, 7 and 8.

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 report also presents the market competition landscape and a corresponding detailed analysis of the major players in the market. The key players covered in this report: Breakdown data in in Chapter 3.

Alphabet

Facebook

Baidu

Yahoo! Inc

Microsoft

Alibaba

Tencent

Twitter

Aol(Verizon Communications)

eBay

Linkedin

Amazon

IAC

Soho

Pandora



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Figure 83. GCC Countries Social Media Advertising Market Size 2023-2028 (\$ Millions)

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