

2015-2027 Global In-App Advertising Industry Market Research Report, Segment by Player, Type, Application, Marketing Channel, and Region

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Abstracts

The worldwide market for In-App Advertising is estimated to grow at a CAGR of roughly X.X% in the next 8 years, and will reach X.X million US\$ in 2027, from X.X million US\$ in 2020.

The report covers market size status and forecast, value chain analysis, market segmentation of Top countries in Major Regions, such as North America, Europe, Asia-Pacific, Latin America and Middle East & Africa, by type, application and marketing channel. In addition, the report focuses on the driving factors, restraints, opportunities and PEST analysis of major regions.

Major Companies Covered

Tapjoy

Flurry, Inc.

Byyd

Amobee

Google AdMob

InMobi

Tune, Inc.

One by AOL

Chartboost

Major Types Covered

Standard Banner Ads

Interstitial Ads

Hyper-local Targeted Ads

Rich Media Ads

Video Ads

Native Ads

Major Applications Covered

Messaging

Gaming

Online Shopping

Ticketing

Others

Top Countries Data Covered in This Report

United States

Canada

Germany

UK

France

Italy

Spain

Russia

Netherlands

Turkey

Switzerland

Sweden

Poland

Belgium

China

Japan

South Korea

Australia

India

Taiwan

Indonesia

Thailand

Philippines

Malaysia

Brazil

Mexico

Argentina

Columbia
Chile
Saudi Arabia
UAE
Egypt
Nigeria
South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2027

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