

# 2020-2025 Global Contextual Advertising Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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## Abstracts

Contextual Advertising is based on the user's last browsing history and the target advertisement of cookies appearing on the website. These types of advertisements are mainly logos, pictures, texts and so on. This advertisement mainly appears on Web pages, e-mail and instant messaging.

This report elaborates the market size, market characteristics, and market growth of the Contextual Advertising industry, and breaks down according to the type, application, and consumption area of Contextual Advertising. The report also conducted a PESTEL analysis of the industry to study the main influencing factors and entry barriers of the industry.

In Chapter 3.4 of the report, the impact of the COVID-19 outbreak on the industry was fully assessed. Fully risk assessment and industry recommendations were made for Contextual Advertising in a special period. This chapter also compares the markets of Pre COVID-19 and Post COVID-19.

In addition, chapters 8-12 consider the impact of COVID-19 on the regional economy.

Key players in the global Contextual Advertising market covered in Chapter 13:

Facebook.

IAC

AOI

Amazon.com

Microsoft

Twitter

Adobe System

Yahoo

Media.Net

SAP

Amobee.

Google

In Chapter 6, on the basis of types, the Contextual Advertising market from 2015 to 2025 is primarily split into:

Activity-based Advertising

Location-based Advertising

Others

In Chapter 7, on the basis of applications, the Contextual Advertising market from 2015 to 2025 covers:

Consumer Goods, Retail, & Restaurants

Travel, Transportation, & Automotive

BFSI, Telecom & IT

Healthcare

Media & Entertainment

Government & Education

Others

Geographically, the detailed analysis of production, trade of the following countries is covered in Chapter 4.2, 5:

United States

Europe

China

Japan

India

Geographically, the detailed analysis of consumption, revenue, market share and growth rate of the following regions are covered in Chapter 8, 9, 10, 11, 12:

North America (Covered in Chapter 8)

United States

Canada

Mexico

Europe (Covered in Chapter 9)

Germany

UK

France

Italy  
Spain  
Others  
Asia-Pacific (Covered in Chapter 10)  
China  
Japan  
India  
South Korea  
Southeast Asia  
Others  
Middle East and Africa (Covered in Chapter 11)  
Saudi Arabia  
UAE  
South Africa  
Others  
South America (Covered in Chapter 12)  
Brazil  
Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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