

2020-2025 Global Digital Marketing Spending Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

<https://marketpublishers.com/r/224F1939AA4EEN.html>

Date: June 2021

Pages: 132

Price: US\$ 3,360.00 (Single User License)

ID: 224F1939AA4EEN

Abstracts

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and their websites to connect with current and prospective customers.

This report elaborates the market size, market characteristics, and market growth of the Digital Marketing Spending industry, and breaks down according to the type, application, and consumption area of Digital Marketing Spending. 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 Digital Marketing Spending 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 Digital Marketing Spending market covered in Chapter 13:

Johnson & Johnson

Comcast

American Express

Unilever

Pfizer

Nissan

L'Oréal

Volkswagen

Fiat Chrysler

Verizon
AT&T
General Motors
Toyota
Walt Disney
P&G
Ford
JPMorgan Chase

In Chapter 6, on the basis of types, the Digital Marketing Spending market from 2015 to 2025 is primarily split into:

Search Ads
Display Ads
Social Media
Email Marketing
Others

In Chapter 7, on the basis of applications, the Digital Marketing Spending market from 2015 to 2025 covers:

Desktop
Mobile

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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