

COVID-19 Outbreak-Global Mobile Advertising Industry Market Report-Development Trends, Threats, Opportunities and Competitive Landscape in 2020

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Abstracts

The Mobile Advertising market revenue was xx.xx Million USD in 2019, and will reach xx.xx Million USD in 2025, with a CAGR of x.x% during 2020-2025.

Under COVID-19 outbreak globally, this report provides 360 degrees of analysis from supply chain, import and export control to regional government policy and future influence on the industry. Detailed analysis about market status (2015-2020), enterprise competition pattern, advantages and disadvantages of enterprise products, industry development trends (2020-2025), regional industrial layout characteristics and macroeconomic policies, industrial policy has also been included. From raw materials to end users of this industry are analyzed scientifically, the trends of product circulation and sales channel will be presented as well. Considering COVID-19, this report provides comprehensive and in-depth analysis on how the epidemic push this industry transformation and reform.

In COVID-19 outbreak, Chapter 2.2 of this report provides an analysis of the impact of COVID-19 on the global economy and the Mobile Advertising industry.

Chapter 3.7 covers the analysis of the impact of COVID-19 from the perspective of the industry chain.

In addition, chapters 7-11 consider the impact of COVID-19 on the regional economy.

The Mobile Advertising market can be split based on product types, major applications, and important countries as follows:

Key players in the global Mobile Advertising market covered in Chapter 12:

Facebook Inc

Matomy Media Group Ltd
Millennial Media Inc
Applovin Corporation
Smaato Inc.
Chartboost Inc
InMobi Pvt. Ltd
Flurry Inc
Google Inc
Avazu Inc

In Chapter 4 and 14.1, on the basis of types, the Mobile Advertising market from 2015 to 2025 is primarily split into:

Display Advertising
In-App Advertising
In-Game Advertising
Search Advertising
Others

In Chapter 5 and 14.2, on the basis of applications, the Mobile Advertising market from 2015 to 2025 covers:

Banking & Financial Services
Fast Moving Consumer Goods (FMCG) Sector
Healthcare Sector
Media and Entertainment Sector
Telecommunication & IT Sector
Media and Entertainment
Others

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 6, 7, 8, 9, 10, 11, 14:

North America (Covered in Chapter 7 and 14)
United States
Canada
Mexico
Europe (Covered in Chapter 8 and 14)
Germany
UK
France

Italy
Spain
Russia
Others
Asia-Pacific (Covered in Chapter 9 and 14)
China
Japan
South Korea
Australia
India
Southeast Asia
Others
Middle East and Africa (Covered in Chapter 10 and 14)
Saudi Arabia
UAE
Egypt
Nigeria
South Africa
Others
South America (Covered in Chapter 11 and 14)
Brazil
Argentina
Columbia
Chile
Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

Contents

1 MOBILE ADVERTISING INTRODUCTION AND MARKET OVERVIEW

- 1.1 Objectives of the Study
- 1.2 Overview of Mobile Advertising
- 1.3 Scope of The Study
 - 1.3.1 Key Market Segments
 - 1.3.2 Players Covered
 - 1.3.3 COVID-19's impact on the Mobile Advertising industry
- 1.4 Methodology of The Study
- 1.5 Research Data Source

2 EXECUTIVE SUMMARY

- 2.1 Market Overview
 - 2.1.1 Global Mobile Advertising Market Size, 2015 – 2020
 - 2.1.2 Global Mobile Advertising Market Size by Type, 2015 – 2020
 - 2.1.3 Global Mobile Advertising Market Size by Application, 2015 – 2020
 - 2.1.4 Global Mobile Advertising Market Size by Region, 2015 - 2025
- 2.2 Business Environment Analysis
 - 2.2.1 Global COVID-19 Status and Economic Overview
 - 2.2.2 Influence of COVID-19 Outbreak on Mobile Advertising Industry Development

3 INDUSTRY CHAIN ANALYSIS

- 3.1 Upstream Raw Material Suppliers of Mobile Advertising Analysis
- 3.2 Major Players of Mobile Advertising
- 3.3 Mobile Advertising Manufacturing Cost Structure Analysis
 - 3.3.1 Production Process Analysis
 - 3.3.2 Manufacturing Cost Structure of Mobile Advertising
 - 3.3.3 Labor Cost of Mobile Advertising
- 3.4 Market Distributors of Mobile Advertising
- 3.5 Major Downstream Buyers of Mobile Advertising Analysis
- 3.6 The Impact of Covid-19 From the Perspective of Industry Chain
- 3.7 Regional Import and Export Controls Will Exist for a Long Time
- 3.8 Continued downward PMI Spreads Globally

4 GLOBAL MOBILE ADVERTISING MARKET, BY TYPE

- 4.1 Global Mobile Advertising Value and Market Share by Type (2015-2020)
- 4.2 Global Mobile Advertising Production and Market Share by Type (2015-2020)
- 4.3 Global Mobile Advertising Value and Growth Rate by Type (2015-2020)
 - 4.3.1 Global Mobile Advertising Value and Growth Rate of Display Advertising
 - 4.3.2 Global Mobile Advertising Value and Growth Rate of In-App Advertising
 - 4.3.3 Global Mobile Advertising Value and Growth Rate of In-Game Advertising
 - 4.3.4 Global Mobile Advertising Value and Growth Rate of Search Advertising
 - 4.3.5 Global Mobile Advertising Value and Growth Rate of Others
- 4.4 Global Mobile Advertising Price Analysis by Type (2015-2020)

5 MOBILE ADVERTISING MARKET, BY APPLICATION

- 5.1 Downstream Market Overview
- 5.2 Global Mobile Advertising Consumption and Market Share by Application (2015-2020)
- 5.3 Global Mobile Advertising Consumption and Growth Rate by Application (2015-2020)
 - 5.3.1 Global Mobile Advertising Consumption and Growth Rate of Banking & Financial Services (2015-2020)
 - 5.3.2 Global Mobile Advertising Consumption and Growth Rate of Fast Moving Consumer Goods (FMCG) Sector (2015-2020)
 - 5.3.3 Global Mobile Advertising Consumption and Growth Rate of Healthcare Sector (2015-2020)
 - 5.3.4 Global Mobile Advertising Consumption and Growth Rate of Media and Entertainment Sector (2015-2020)
 - 5.3.5 Global Mobile Advertising Consumption and Growth Rate of Telecommunication & IT Sector (2015-2020)
 - 5.3.6 Global Mobile Advertising Consumption and Growth Rate of Media and Entertainment (2015-2020)
 - 5.3.7 Global Mobile Advertising Consumption and Growth Rate of Others (2015-2020)

6 GLOBAL MOBILE ADVERTISING MARKET ANALYSIS BY REGIONS

- 6.1 Global Mobile Advertising Sales, Revenue and Market Share by Regions
 - 6.1.1 Global Mobile Advertising Sales by Regions (2015-2020)
 - 6.1.2 Global Mobile Advertising Revenue by Regions (2015-2020)
- 6.2 North America Mobile Advertising Sales and Growth Rate (2015-2020)
- 6.3 Europe Mobile Advertising Sales and Growth Rate (2015-2020)

- 6.4 Asia-Pacific Mobile Advertising Sales and Growth Rate (2015-2020)
- 6.5 Middle East and Africa Mobile Advertising Sales and Growth Rate (2015-2020)
- 6.6 South America Mobile Advertising Sales and Growth Rate (2015-2020)

7 NORTH AMERICA MOBILE ADVERTISING MARKET ANALYSIS BY COUNTRIES

- 7.1 The Influence of COVID-19 on North America Market
- 7.2 North America Mobile Advertising Sales, Revenue and Market Share by Countries
 - 7.2.1 North America Mobile Advertising Sales by Countries (2015-2020)
 - 7.2.2 North America Mobile Advertising Revenue by Countries (2015-2020)
- 7.3 United States Mobile Advertising Sales and Growth Rate (2015-2020)
- 7.4 Canada Mobile Advertising Sales and Growth Rate (2015-2020)
- 7.5 Mexico Mobile Advertising Sales and Growth Rate (2015-2020)

8 EUROPE MOBILE ADVERTISING MARKET ANALYSIS BY COUNTRIES

- 8.1 The Influence of COVID-19 on Europe Market
- 8.2 Europe Mobile Advertising Sales, Revenue and Market Share by Countries
 - 8.2.1 Europe Mobile Advertising Sales by Countries (2015-2020)
 - 8.2.2 Europe Mobile Advertising Revenue by Countries (2015-2020)
- 8.3 Germany Mobile Advertising Sales and Growth Rate (2015-2020)
- 8.4 UK Mobile Advertising Sales and Growth Rate (2015-2020)
- 8.5 France Mobile Advertising Sales and Growth Rate (2015-2020)
- 8.6 Italy Mobile Advertising Sales and Growth Rate (2015-2020)
- 8.7 Spain Mobile Advertising Sales and Growth Rate (2015-2020)
- 8.8 Russia Mobile Advertising Sales and Growth Rate (2015-2020)

9 ASIA PACIFIC MOBILE ADVERTISING MARKET ANALYSIS BY COUNTRIES

- 9.1 The Influence of COVID-19 on Asia Pacific Market
- 9.2 Asia Pacific Mobile Advertising Sales, Revenue and Market Share by Countries
 - 9.2.1 Asia Pacific Mobile Advertising Sales by Countries (2015-2020)
 - 9.2.2 Asia Pacific Mobile Advertising Revenue by Countries (2015-2020)
- 9.3 China Mobile Advertising Sales and Growth Rate (2015-2020)
- 9.4 Japan Mobile Advertising Sales and Growth Rate (2015-2020)
- 9.5 South Korea Mobile Advertising Sales and Growth Rate (2015-2020)
- 9.6 India Mobile Advertising Sales and Growth Rate (2015-2020)
- 9.7 Southeast Asia Mobile Advertising Sales and Growth Rate (2015-2020)
- 9.8 Australia Mobile Advertising Sales and Growth Rate (2015-2020)

10 MIDDLE EAST AND AFRICA MOBILE ADVERTISING MARKET ANALYSIS BY COUNTRIES

10.1 The Influence of COVID-19 on Middle East and Africa Market

10.2 Middle East and Africa Mobile Advertising Sales, Revenue and Market Share by Countries

10.2.1 Middle East and Africa Mobile Advertising Sales by Countries (2015-2020)

10.2.2 Middle East and Africa Mobile Advertising Revenue by Countries (2015-2020)

10.3 Saudi Arabia Mobile Advertising Sales and Growth Rate (2015-2020)

10.4 UAE Mobile Advertising Sales and Growth Rate (2015-2020)

10.5 Egypt Mobile Advertising Sales and Growth Rate (2015-2020)

10.6 Nigeria Mobile Advertising Sales and Growth Rate (2015-2020)

10.7 South Africa Mobile Advertising Sales and Growth Rate (2015-2020)

11 SOUTH AMERICA MOBILE ADVERTISING MARKET ANALYSIS BY COUNTRIES

11.1 The Influence of COVID-19 on Middle East and Africa Market

11.2 South America Mobile Advertising Sales, Revenue and Market Share by Countries

11.2.1 South America Mobile Advertising Sales by Countries (2015-2020)

11.2.2 South America Mobile Advertising Revenue by Countries (2015-2020)

11.3 Brazil Mobile Advertising Sales and Growth Rate (2015-2020)

11.4 Argentina Mobile Advertising Sales and Growth Rate (2015-2020)

11.5 Columbia Mobile Advertising Sales and Growth Rate (2015-2020)

11.6 Chile Mobile Advertising Sales and Growth Rate (2015-2020)

12 COMPETITIVE LANDSCAPE

12.1 Facebook Inc

12.1.1 Facebook Inc Basic Information

12.1.2 Mobile Advertising Product Introduction

12.1.3 Facebook Inc Production, Value, Price, Gross Margin 2015-2020

12.2 Matomy Media Group Ltd

12.2.1 Matomy Media Group Ltd Basic Information

12.2.2 Mobile Advertising Product Introduction

12.2.3 Matomy Media Group Ltd Production, Value, Price, Gross Margin 2015-2020

12.3 Millennial Media Inc

12.3.1 Millennial Media Inc Basic Information

12.3.2 Mobile Advertising Product Introduction

- 12.3.3 Millennial Media Inc Production, Value, Price, Gross Margin 2015-2020
- 12.4 Applovin Corporation
 - 12.4.1 Applovin Corporation Basic Information
 - 12.4.2 Mobile Advertising Product Introduction
 - 12.4.3 Applovin Corporation Production, Value, Price, Gross Margin 2015-2020
- 12.5 Smaato Inc.
 - 12.5.1 Smaato Inc. Basic Information
 - 12.5.2 Mobile Advertising Product Introduction
 - 12.5.3 Smaato Inc. Production, Value, Price, Gross Margin 2015-2020
- 12.6 Chartboost Inc
 - 12.6.1 Chartboost Inc Basic Information
 - 12.6.2 Mobile Advertising Product Introduction
 - 12.6.3 Chartboost Inc Production, Value, Price, Gross Margin 2015-2020
- 12.7 InMobi Pvt. Ltd
 - 12.7.1 InMobi Pvt. Ltd Basic Information
 - 12.7.2 Mobile Advertising Product Introduction
 - 12.7.3 InMobi Pvt. Ltd Production, Value, Price, Gross Margin 2015-2020
- 12.8 Flurry Inc
 - 12.8.1 Flurry Inc Basic Information
 - 12.8.2 Mobile Advertising Product Introduction
 - 12.8.3 Flurry Inc Production, Value, Price, Gross Margin 2015-2020
- 12.9 Google Inc
 - 12.9.1 Google Inc Basic Information
 - 12.9.2 Mobile Advertising Product Introduction
 - 12.9.3 Google Inc Production, Value, Price, Gross Margin 2015-2020
- 12.10 Avazu Inc
 - 12.10.1 Avazu Inc Basic Information
 - 12.10.2 Mobile Advertising Product Introduction
 - 12.10.3 Avazu Inc Production, Value, Price, Gross Margin 2015-2020

13 INDUSTRY OUTLOOK

- 13.1 Market Driver Analysis
 - 13.1.2 Market Restraints Analysis
 - 13.1.3 Market Trends Analysis
- 13.2 Merger, Acquisition and New Investment
- 13.3 News of Product Release

14 GLOBAL MOBILE ADVERTISING MARKET FORECAST

14.1 Global Mobile Advertising Market Value & Volume Forecast, by Type (2020-2025)

14.1.1 Display Advertising Market Value and Volume Forecast (2020-2025)

14.1.2 In-App Advertising Market Value and Volume Forecast (2020-2025)

14.1.3 In-Game Advertising Market Value and Volume Forecast (2020-2025)

14.1.4 Search Advertising Market Value and Volume Forecast (2020-2025)

14.1.5 Others Market Value and Volume Forecast (2020-2025)

14.2 Global Mobile Advertising Market Value & Volume Forecast, by Application (2020-2025)

14.2.1 Banking & Financial Services Market Value and Volume Forecast (2020-2025)

14.2.2 Fast Moving Consumer Goods (FMCG) Sector Market Value and Volume Forecast (2020-2025)

14.2.3 Healthcare Sector Market Value and Volume Forecast (2020-2025)

14.2.4 Media and Entertainment Sector Market Value and Volume Forecast (2020-2025)

14.2.5 Telecommunication & IT Sector Market Value and Volume Forecast (2020-2025)

14.2.6 Media and Entertainment Market Value and Volume Forecast (2020-2025)

14.2.7 Others Market Value and Volume Forecast (2020-2025)

14.3 Mobile Advertising Market Analysis and Forecast by Region

14.3.1 North America Market Value and Consumption Forecast (2020-2025)

14.3.2 Europe Market Value and Consumption Forecast (2020-2025)

14.3.3 Asia Pacific Market Value and Consumption Forecast (2020-2025)

14.3.4 Middle East and Africa Market Value and Consumption Forecast (2020-2025)

14.3.5 South America Market Value and Consumption Forecast (2020-2025)

15 NEW PROJECT FEASIBILITY ANALYSIS

15.1 Industry Barriers and New Entrants SWOT Analysis

15.1.1 Porter's Five Forces Analysis

15.1.2 New Entrants SWOT Analysis

15.2 Analysis and Suggestions on New Project Investment

List Of Tables

LIST OF TABLES AND FIGURES

Figure Product Picture of Mobile Advertising
Table Product Specification of Mobile Advertising
Table Mobile Advertising Key Market Segments
Table Key Players Mobile Advertising Covered
Figure Global Mobile Advertising Market Size, 2015 – 2025
Table Different Types of Mobile Advertising
Figure Global Mobile Advertising Value (\$) Segment by Type from 2015-2020
Figure Global Mobile Advertising Market Share by Types in 2019
Table Different Applications of Mobile Advertising
Figure Global Mobile Advertising Value (\$) Segment by Applications from 2015-2020
Figure Global Mobile Advertising Market Share by Applications in 2019
Figure Global Mobile Advertising Market Share by Regions in 2019
Figure North America Mobile Advertising Production Value (\$) and Growth Rate (2015-2020)
Figure Europe Mobile Advertising Production Value (\$) and Growth Rate (2015-2020)
Figure Asia Pacific Mobile Advertising Production Value (\$) and Growth Rate (2015-2020)
Figure Middle East and Africa Mobile Advertising Production Value (\$) and Growth Rate (2015-2020)
Figure South America Mobile Advertising Production Value (\$) and Growth Rate (2015-2020)
Table Global COVID-19 Status and Economic Overview
Figure Global COVID-19 Status
Figure COVID-19 Comparison of Major Countries
Figure Industry Chain Analysis of Mobile Advertising
Table Upstream Raw Material Suppliers of Mobile Advertising with Contact Information
Table Major Players Headquarters, and Service Area of Mobile Advertising
Figure Major Players Production Value Market Share of Mobile Advertising in 2019
Table Major Players Mobile Advertising Product Types in 2019
Figure Production Process of Mobile Advertising
Figure Manufacturing Cost Structure of Mobile Advertising
Figure Channel Status of Mobile Advertising
Table Major Distributors of Mobile Advertising with Contact Information
Table Major Downstream Buyers of Mobile Advertising with Contact Information
Table Global Mobile Advertising Value (\$) by Type (2015-2020)

Table Global Mobile Advertising Value Share by Type (2015-2020)
Figure Global Mobile Advertising Value Share by Type (2015-2020)
Table Global Mobile Advertising Production by Type (2015-2020)
Table Global Mobile Advertising Production Share by Type (2015-2020)
Figure Global Mobile Advertising Production Share by Type (2015-2020)
Figure Global Mobile Advertising Value (\$) and Growth Rate of Display Advertising (2015-2020)
Figure Global Mobile Advertising Value (\$) and Growth Rate of In-App Advertising (2015-2020)
Figure Global Mobile Advertising Value (\$) and Growth Rate of In-Game Advertising (2015-2020)
Figure Global Mobile Advertising Value (\$) and Growth Rate of Search Advertising (2015-2020)
Figure Global Mobile Advertising Value (\$) and Growth Rate of Others (2015-2020)
Figure Global Mobile Advertising Price by Type (2015-2020)
Figure Downstream Market Overview
Table Global Mobile Advertising Consumption by Application (2015-2020)
Table Global Mobile Advertising Consumption Market Share by Application (2015-2020)
Figure Global Mobile Advertising Consumption Market Share by Application (2015-2020)
Figure Global Mobile Advertising Consumption and Growth Rate of Banking & Financial Services (2015-2020)
Figure Global Mobile Advertising Consumption and Growth Rate of Fast Moving Consumer Goods (FMCG) Sector (2015-2020)
Figure Global Mobile Advertising Consumption and Growth Rate of Healthcare Sector (2015-2020)
Figure Global Mobile Advertising Consumption and Growth Rate of Media and Entertainment Sector (2015-2020)
Figure Global Mobile Advertising Consumption and Growth Rate of Telecommunication & IT Sector (2015-2020)
Figure Global Mobile Advertising Consumption and Growth Rate of Media and Entertainment (2015-2020)
Figure Global Mobile Advertising Consumption and Growth Rate of Others (2015-2020)
Figure Global Mobile Advertising Sales and Growth Rate (2015-2020)
Figure Global Mobile Advertising Revenue (M USD) and Growth (2015-2020)
Table Global Mobile Advertising Sales by Regions (2015-2020)
Table Global Mobile Advertising Sales Market Share by Regions (2015-2020)
Table Global Mobile Advertising Revenue (M USD) by Regions (2015-2020)
Table Global Mobile Advertising Revenue Market Share by Regions (2015-2020)

Table Global Mobile Advertising Revenue Market Share by Regions in 2015
Table Global Mobile Advertising Revenue Market Share by Regions in 2019
Figure North America Mobile Advertising Sales and Growth Rate (2015-2020)
Figure Europe Mobile Advertising Sales and Growth Rate (2015-2020)
Figure Asia-Pacific Mobile Advertising Sales and Growth Rate (2015-2020)
Figure Middle East and Africa Mobile Advertising Sales and Growth Rate (2015-2020)
Figure South America Mobile Advertising Sales and Growth Rate (2015-2020)
Figure North America COVID-19 Status
Figure North America COVID-19 Confirmed Cases Major Distribution
Figure North America Mobile Advertising Revenue (M USD) and Growth (2015-2020)
Table North America Mobile Advertising Sales by Countries (2015-2020)
Table North America Mobile Advertising Sales Market Share by Countries (2015-2020)
Table North America Mobile Advertising Revenue (M USD) by Countries (2015-2020)
Table North America Mobile Advertising Revenue Market Share by Countries (2015-2020)
Figure United States Mobile Advertising Sales and Growth Rate (2015-2020)
Figure Canada Mobile Advertising Sales and Growth Rate (2015-2020)
Figure Mexico Mobile Advertising Sales and Growth (2015-2020)
Figure Europe COVID-19 Status
Figure Europe COVID-19 Confirmed Cases Major Distribution
Figure Europe Mobile Advertising Revenue (M USD) and Growth (2015-2020)
Table Europe Mobile Advertising Sales by Countries (2015-2020)
Table Europe Mobile Advertising Sales Market Share by Countries (2015-2020)
Table Europe Mobile Advertising Revenue (M USD) by Countries (2015-2020)
Table Europe Mobile Advertising Revenue Market Share by Countries (2015-2020)
Figure Germany Mobile Advertising Sales and Growth Rate (2015-2020)
Figure UK Mobile Advertising Sales and Growth Rate (2015-2020)
Figure France Mobile Advertising Sales and Growth (2015-2020)
Figure Italy Mobile Advertising Sales and Growth (2015-2020)
Figure Spain Mobile Advertising Sales and Growth (2015-2020)
Figure Russia Mobile Advertising Sales and Growth (2015-2020)
Figure Asia Pacific COVID-19 Status
Figure Asia Pacific Mobile Advertising Revenue (M USD) and Growth (2015-2020)
Table Asia Pacific Mobile Advertising Sales by Countries (2015-2020)
Table Asia Pacific Mobile Advertising Sales Market Share by Countries (2015-2020)
Table Asia Pacific Mobile Advertising Revenue (M USD) by Countries (2015-2020)
Table Asia Pacific Mobile Advertising Revenue Market Share by Countries (2015-2020)
Figure China Mobile Advertising Sales and Growth Rate (2015-2020)
Figure Japan Mobile Advertising Sales and Growth Rate (2015-2020)

Figure South Korea Mobile Advertising Sales and Growth (2015-2020)
Figure India Mobile Advertising Sales and Growth (2015-2020)
Figure Southeast Asia Mobile Advertising Sales and Growth (2015-2020)
Figure Australia Mobile Advertising Sales and Growth (2015-2020)
Figure Middle East Mobile Advertising Revenue (M USD) and Growth (2015-2020)
Table Middle East Mobile Advertising Sales by Countries (2015-2020)
Table Middle East and Africa Mobile Advertising Sales Market Share by Countries (2015-2020)
Table Middle East and Africa Mobile Advertising Revenue (M USD) by Countries (2015-2020)
Table Middle East and Africa Mobile Advertising Revenue Market Share by Countries (2015-2020)
Figure Saudi Arabia Mobile Advertising Sales and Growth Rate (2015-2020)
Figure UAE Mobile Advertising Sales and Growth Rate (2015-2020)
Figure Egypt Mobile Advertising Sales and Growth (2015-2020)
Figure Nigeria Mobile Advertising Sales and Growth (2015-2020)
Figure South Africa Mobile Advertising Sales and Growth (2015-2020)
Figure South America Mobile Advertising Revenue (M USD) and Growth (2015-2020)
Table South America Mobile Advertising Sales by Countries (2015-2020)
Table South America Mobile Advertising Sales Market Share by Countries (2015-2020)
Table South America Mobile Advertising Revenue (M USD) by Countries (2015-2020)
Table South America Mobile Advertising Revenue Market Share by Countries (2015-2020)
Figure Brazil Mobile Advertising Sales and Growth Rate (2015-2020)
Figure Argentina Mobile Advertising Sales and Growth Rate (2015-2020)
Figure Columbia Mobile Advertising Sales and Growth (2015-2020)
Figure Chile Mobile Advertising Sales and Growth (2015-2020)
Figure Top 3 Market Share of Mobile Advertising Companies in 2019
Figure Top 6 Market Share of Mobile Advertising Companies in 2019
Table Major Players Production Value (\$) Share (2015-2020)
Table Facebook Inc Profile
Table Facebook Inc Product Introduction
Figure Facebook Inc Production and Growth Rate
Figure Facebook Inc Value (\$) Market Share 2015-2020
Table Matomy Media Group Ltd Profile
Table Matomy Media Group Ltd Product Introduction
Figure Matomy Media Group Ltd Production and Growth Rate
Figure Matomy Media Group Ltd Value (\$) Market Share 2015-2020
Table Millennial Media Inc Profile

Table Millennial Media Inc Product Introduction
Figure Millennial Media Inc Production and Growth Rate
Figure Millennial Media Inc Value (\$) Market Share 2015-2020
Table Applovin Corporation Profile
Table Applovin Corporation Product Introduction
Figure Applovin Corporation Production and Growth Rate
Figure Applovin Corporation Value (\$) Market Share 2015-2020
Table Smaato Inc. Profile
Table Smaato Inc. Product Introduction
Figure Smaato Inc. Production and Growth Rate
Figure Smaato Inc. Value (\$) Market Share 2015-2020
Table Chartboost Inc Profile
Table Chartboost Inc Product Introduction
Figure Chartboost Inc Production and Growth Rate
Figure Chartboost Inc Value (\$) Market Share 2015-2020
Table InMobi Pvt. Ltd Profile
Table InMobi Pvt. Ltd Product Introduction
Figure InMobi Pvt. Ltd Production and Growth Rate
Figure InMobi Pvt. Ltd Value (\$) Market Share 2015-2020
Table Flurry Inc Profile
Table Flurry Inc Product Introduction
Figure Flurry Inc Production and Growth Rate
Figure Flurry Inc Value (\$) Market Share 2015-2020
Table Google Inc Profile
Table Google Inc Product Introduction
Figure Google Inc Production and Growth Rate
Figure Google Inc Value (\$) Market Share 2015-2020
Table Avazu Inc Profile
Table Avazu Inc Product Introduction
Figure Avazu Inc Production and Growth Rate
Figure Avazu Inc Value (\$) Market Share 2015-2020
Table Market Driving Factors of Mobile Advertising
Table Merger, Acquisition and New Investment
Table Global Mobile Advertising Market Value (\$) Forecast, by Type
Table Global Mobile Advertising Market Volume Forecast, by Type
Figure Global Mobile Advertising Market Value (\$) and Growth Rate Forecast of Display Advertising (2020-2025)
Figure Global Mobile Advertising Market Volume (\$) and Growth Rate Forecast of Display Advertising (2020-2025)

Figure Global Mobile Advertising Market Value (\$) and Growth Rate Forecast of In-App Advertising (2020-2025)

Figure Global Mobile Advertising Market Volume (\$) and Growth Rate Forecast of In-App Advertising (2020-2025)

Figure Global Mobile Advertising Market Value (\$) and Growth Rate Forecast of In-Game Advertising (2020-2025)

Figure Global Mobile Advertising Market Volume (\$) and Growth Rate Forecast of In-Game Advertising (2020-2025)

Figure Global Mobile Advertising Market Value (\$) and Growth Rate Forecast of Search Advertising (2020-2025)

Figure Global Mobile Advertising Market Volume (\$) and Growth Rate Forecast of Search Advertising (2020-2025)

Figure Global Mobile Advertising Market Value (\$) and Growth Rate Forecast of Others (2020-2025)

Figure Global Mobile Advertising Market Volume (\$) and Growth Rate Forecast of Others (2020-2025)

Table Global Market Value (\$) Forecast by Application (2020-2025)

Table Global Market Volume Forecast by Application (2020-2025)

Figure Market Value (\$) and Growth Rate Forecast of Banking & Financial Services (2020-2025)

Figure Market Volume and Growth Rate Forecast of Banking & Financial Services (2020-2025)

Figure Market Value (\$) and Growth Rate Forecast of Fast Moving Consumer Goods (FMCG) Sector (2020-2025)

Figure Market Volume and Growth Rate Forecast of Fast Moving Consumer Goods (FMCG) Sector (2020-2025)

Figure Market Value (\$) and Growth Rate Forecast of Healthcare Sector (2020-2025)

Figure Market Volume and Growth Rate Forecast of Healthcare Sector (2020-2025)

Figure Market Value (\$) and Growth Rate Forecast of Media and Entertainment Sector (2020-2025)

Figure Market Volume and Growth Rate Forecast of Media and Entertainment Sector (2020-2025)

Figure Market Value (\$) and Growth Rate Forecast of Telecommunication & IT Sector (2020-2025)

Figure Market Volume and Growth Rate Forecast of Telecommunication & IT Sector (2020-2025)

Figure Market Value (\$) and Growth Rate Forecast of Media and Entertainment (2020-2025)

Figure Market Volume and Growth Rate Forecast of Media and Entertainment

(2020-2025)

Figure Market Value (\$) and Growth Rate Forecast of Others (2020-2025)

Figure Market Volume and Growth Rate Forecast of Others (2020-2025)

Figure North America Market Value (\$) and Growth Rate Forecast (2020-2025)

Figure North America Consumption and Growth Rate Forecast (2020-2025)

Figure Europe Market Value (\$) and Growth Rate Forecast (2020-2025)

Figure Europe Consumption and Growth Rate Forecast (2020-2025)

Figure Asia Pacific Market Value (\$) and Growth Rate Forecast (2020-2025)

Figure Asia Pacific Consumption and Growth Rate Forecast (2020-2025)

Figure Middle East and Africa Market Value (\$) and Growth Rate Forecast (2020-2025)

Figure Middle East and Africa Consumption and Growth Rate Forecast (2020-2025)

Figure South America Market Value (\$) and Growth Rate Forecast (2020-2025)

Figure South America Consumption and Growth Rate Forecast (2020-2025)

Figure Porter's Five Forces Analysis

Table New Entrants SWOT Analysis

Table New Project Analysis of Investment Recovery

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