

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

<https://marketpublishers.com/r/C6D8EAA77378EN.html>

Date: September 2020

Pages: 109

Price: US\$ 3,660.00 (Single User License)

ID: C6D8EAA77378EN

Abstracts

Native Advertising is a type of online advertising that matches function and form of the platform on which it seems. In other words, it is a form of brand advertising which will enable marketers to better utilize digital marketing (to meet communication need) from branding to direct marketing. For instance, to promote product an article is written by an advertiser, but using the same form as an article written by the editorial staff. Native Advertising format includes images, articles, promoted videos, music, among many others. Example of the technique include twitter's promoted tweets, search advertising and facebook's promoted posts.

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

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

TripleLift
OneSpot
Instinctive
Nativo
Livefyre
Sharethrough
Outbrain
IAB Playbook
AdsNative
Taboola
Polar

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

In Feed Ad Units
Search Ads
Recommendation Units
Promoted Listings
In-Ad (IAB Standard)
Custom / Can't be Contained

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

Closed Platforms
Open Platforms
Hybrid Platforms

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

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