

BRIC Countries (Brazil, Russia, India, China) Digital Advertising Market Summary, Competitive Analysis and Forecast, 2017-2026

<https://marketpublishers.com/r/BA9287A7AE15EN.html>

Date: March 2022

Pages: 132

Price: US\$ 995.00 (Single User License)

ID: BA9287A7AE15EN

Abstracts

BRIC Countries (Brazil, Russia, India, China) Digital Advertising Market Summary, Competitive Analysis and Forecast, 2017-2026

SUMMARY

The BRIC Digital Advertising industry profile provides top-line qualitative and quantitative summary information including: Market size (value 2017-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the Market.

KEY HIGHLIGHTS

Brazil, Russian Federation, India and China (BRIC) are the emerging and fast growing countries within the digital advertising industry and had a total market value of \$95,138.0 million in 2021. India was the fastest growing country with a CAGR of 19.4% over the 2017-21 period.

Within the digital advertising industry, China is the leading country among the BRIC nations with market revenues of \$87,380.0 million in 2021. This was followed by Russia, India and Brazil with a value of \$2,860.4, \$2,561.4, and \$2,336.2 million, respectively.

China is expected to lead the digital advertising industry in the BRIC nations with a value of \$143,121.6 million in 2026, followed by India, Brazil, Russia with expected values of \$4,898.0, \$4,415.9 and \$3,010.6 million, respectively.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the BRIC digital advertising Market

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the BRIC digital advertising Market

Leading company profiles reveal details of key digital advertising Market players' BRIC operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the BRIC digital advertising Market with five year forecasts

Compares data from Brazil, Russia, India, and China, alongside individual chapters on each country

REASONS TO BUY

What was the size of the BRIC digital advertising Market by value in 2021?

What will be the size of the BRIC digital advertising Market in 2026?

What factors are affecting the strength of competition in the BRIC digital advertising Market?

How has the Market performed over the last five years?

What are the main segments that make up the BRIC digital advertising Market?

Contents

1 INTRODUCTION

- 1.1. What is this report about?
- 1.2. Who is the target reader?
- 1.3. How to use this report
- 1.4. Definitions

2 BRIC DIGITAL ADVERTISING

- 2.1. Industry Outlook

3 DIGITAL ADVERTISING IN BRAZIL

- 3.1. Market Overview
- 3.2. Market Data
- 3.3. Market Segmentation
- 3.4. Market outlook
- 3.5. Five forces analysis

4 MACROECONOMIC INDICATORS

- 4.1. Country data

5 DIGITAL ADVERTISING IN CHINA

- 5.1. Market Overview
- 5.2. Market Data
- 5.3. Market Segmentation
- 5.4. Market outlook
- 5.5. Five forces analysis

6 MACROECONOMIC INDICATORS

- 6.1. Country data

7 DIGITAL ADVERTISING IN INDIA

- 7.1. Market Overview
- 7.2. Market Data
- 7.3. Market Segmentation
- 7.4. Market outlook
- 7.5. Five forces analysis

8 MACROECONOMIC INDICATORS

- 8.1. Country data

9 DIGITAL ADVERTISING IN RUSSIA

- 9.1. Market Overview
- 9.2. Market Data
- 9.3. Market Segmentation
- 9.4. Market outlook
- 9.5. Five forces analysis

10 MACROECONOMIC INDICATORS

- 10.1. Country data

11 COMPANY PROFILES

- 11.1. Globo Comunicacao e Participacoes S.A.
- 11.2. Alibaba Group Holding Limited
- 11.3. Baidu, Inc.
- 11.4. Tencent Holdings Limited
- 11.5. Beijing ByteDance Technology Co Ltd
- 11.6. Flipkart Internet Pvt Ltd
- 11.7. Amazon.com, Inc.
- 11.8. Yandex NV
- 11.9. Mail.Ru Group Ltd
- 11.10. Alphabet Inc
- 11.11. Meta Platforms, Inc.

12 APPENDIX

- 12.1. Methodology

12.2. About MarketLine

List Of Tables

LIST OF TABLES

Table 1: BRIC digital advertising industry, revenue(\$m), 2017-26
Table 2: BRIC digital advertising industry, revenue(\$m), 2017-21
Table 3: BRIC digital advertising industry, revenue(\$m), 2021-26
Table 4: Brazil digital advertising market value: \$ million, 2017-21
Table 5: Brazil digital advertising market category segmentation: % share, by value, 2017-2021
Table 6: Brazil digital advertising market category segmentation: \$ million, 2017-2021
Table 7: Brazil digital advertising market geography segmentation: \$ million, 2021
Table 8: Brazil digital advertising market value forecast: \$ million, 2021-26
Table 9: Brazil size of population (million), 2017-21
Table 10: Brazil gdp (constant 2005 prices, \$ billion), 2017-21
Table 11: Brazil gdp (current prices, \$ billion), 2017-21
Table 12: Brazil inflation, 2017-21
Table 13: Brazil consumer price index (absolute), 2017-21
Table 14: Brazil exchange rate, 2017-21
Table 15: China digital advertising market value: \$ billion, 2017-21
Table 16: China digital advertising market category segmentation: % share, by value, 2017-2021
Table 17: China digital advertising market category segmentation: \$ billion, 2017-2021
Table 18: China digital advertising market geography segmentation: \$ billion, 2021
Table 19: China digital advertising market value forecast: \$ billion, 2021-26
Table 20: China size of population (million), 2017-21
Table 21: China gdp (constant 2005 prices, \$ billion), 2017-21
Table 22: China gdp (current prices, \$ billion), 2017-21
Table 23: China inflation, 2017-21
Table 24: China consumer price index (absolute), 2017-21
Table 25: China exchange rate, 2017-21
Table 26: India digital advertising market value: \$ million, 2017-21
Table 27: India digital advertising market category segmentation: % share, by value, 2017-2021
Table 28: India digital advertising market category segmentation: \$ million, 2017-2021
Table 29: India digital advertising market geography segmentation: \$ million, 2021
Table 30: India digital advertising market value forecast: \$ million, 2021-26
Table 31: India size of population (million), 2017-21
Table 32: India gdp (constant 2005 prices, \$ billion), 2017-21

Table 33: India gdp (current prices, \$ billion), 2017-21
Table 34: India inflation, 2017-21
Table 35: India consumer price index (absolute), 2017-21
Table 36: India exchange rate, 2017-21
Table 37: Russia digital advertising market value: \$ million, 2017-21
Table 38: Russia digital advertising market category segmentation: % share, by value, 2017-2021
Table 39: Russia digital advertising market category segmentation: \$ million, 2017-2021
Table 40: Russia digital advertising market geography segmentation: \$ million, 2021
Table 41: Russia digital advertising market value forecast: \$ million, 2021-26
Table 42: Russia size of population (million), 2017-21
Table 43: Russia gdp (constant 2005 prices, \$ billion), 2017-21
Table 44: Russia gdp (current prices, \$ billion), 2017-21
Table 45: Russia inflation, 2017-21
Table 46: Russia consumer price index (absolute), 2017-21
Table 47: Russia exchange rate, 2017-21
Table 48: Globo Comunicacao e Participacoes S.A.: key facts
Table 49: Globo Comunicacao e Participacoes S.A.: Key Employees
Table 50: Globo Comunicacao e Participacoes S.A.: Key Employees Continued
Table 51: Globo Comunicacao e Participacoes S.A.: Key Employees Continued
Table 52: Alibaba Group Holding Limited: key facts
Table 53: Alibaba Group Holding Limited: Annual Financial Ratios
Table 54: Alibaba Group Holding Limited: Key Employees
Table 55: Baidu, Inc.: key facts
Table 56: Baidu, Inc.: Annual Financial Ratios
Table 57: Baidu, Inc.: Key Employees
Table 58: Tencent Holdings Limited: key facts
Table 59: Tencent Holdings Limited: Annual Financial Ratios
Table 60: Tencent Holdings Limited: Key Employees
Table 61: Tencent Holdings Limited: Key Employees Continued
Table 62: Beijing ByteDance Technology Co Ltd: key facts
Table 63: Beijing ByteDance Technology Co Ltd: Key Employees
Table 64: Flipkart Internet Pvt Ltd: key facts
Table 65: Flipkart Internet Pvt Ltd: Key Employees
Table 66: Amazon.com, Inc.: key facts
Table 67: Amazon.com, Inc.: Annual Financial Ratios
Table 68: Amazon.com, Inc.: Key Employees
Table 69: Amazon.com, Inc.: Key Employees Continued
Table 70: Yandex NV: key facts

List Of Figures

LIST OF FIGURES

- Figure 1: BRIC digital advertising industry, revenue(\$m), 2017-26
- Figure 2: BRIC digital advertising industry, revenue(\$m), 2017-21
- Figure 3: BRIC digital advertising industry, revenue(\$m), 2021-26
- Figure 4: Brazil digital advertising market value: \$ million, 2017-21
- Figure 5: Brazil digital advertising market category segmentation: \$ million, 2017-2021
- Figure 6: Brazil digital advertising market geography segmentation: % share, by value, 2021
- Figure 7: Brazil digital advertising market value forecast: \$ million, 2021-26
- Figure 8: Forces driving competition in the digital advertising market in Brazil, 2021
- Figure 9: Drivers of buyer power in the digital advertising market in Brazil, 2021
- Figure 10: Drivers of supplier power in the digital advertising market in Brazil, 2021
- Figure 11: Factors influencing the likelihood of new entrants in the digital advertising market in Brazil, 2021
- Figure 12: Factors influencing the threat of substitutes in the digital advertising market in Brazil, 2021
- Figure 13: Drivers of degree of rivalry in the digital advertising market in Brazil, 2021
- Figure 14: China digital advertising market value: \$ billion, 2017-21
- Figure 15: China digital advertising market category segmentation: \$ billion, 2017-2021
- Figure 16: China digital advertising market geography segmentation: % share, by value, 2021
- Figure 17: China digital advertising market value forecast: \$ billion, 2021-26
- Figure 18: Forces driving competition in the digital advertising market in China, 2021
- Figure 19: Drivers of buyer power in the digital advertising market in China, 2021
- Figure 20: Drivers of supplier power in the digital advertising market in China, 2021
- Figure 21: Factors influencing the likelihood of new entrants in the digital advertising market in China, 2021
- Figure 22: Factors influencing the threat of substitutes in the digital advertising market in China, 2021
- Figure 23: Drivers of degree of rivalry in the digital advertising market in China, 2021
- Figure 24: India digital advertising market value: \$ million, 2017-21
- Figure 25: India digital advertising market category segmentation: \$ million, 2017-2021
- Figure 26: India digital advertising market geography segmentation: % share, by value, 2021
- Figure 27: India digital advertising market value forecast: \$ million, 2021-26
- Figure 28: Forces driving competition in the digital advertising market in India, 2021

Figure 29: Drivers of buyer power in the digital advertising market in India, 2021

Figure 30: Drivers of supplier power in the digital advertising market in India, 2021

Figure 31: Factors influencing the likelihood of new entrants in the digital advertising market in India, 2021

Figure 32: Factors influencing the threat of substitutes in the digital advertising market in India, 2021

Figure 33: Drivers of degree of rivalry in the digital advertising market in India, 2021

Figure 34: Russia digital advertising market value: \$ million, 2017-21

Figure 35: Russia digital advertising market category segmentation: \$ million, 2017-2021

Figure 36: Russia digital advertising market geography segmentation: % share, by value, 2021

Figure 37: Russia digital advertising market value forecast: \$ million, 2021-26

Figure 38: Forces driving competition in the digital advertising market in Russia, 2021

Figure 39: Drivers of buyer power in the digital advertising market in Russia, 2021

Figure 40: Drivers of supplier power in the digital advertising market in Russia, 2021

Figure 41: Factors influencing the likelihood of new entrants in the digital advertising market in Russia, 2021

Figure 42: Factors influencing the threat of substitutes in the digital advertising market in Russia, 2021

Figure 43: Drivers of degree of rivalry in the digital advertising market in Russia, 2021

I would like to order

Product name: BRIC Countries (Brazil, Russia, India, China) Digital Advertising Market Summary, Competitive Analysis and Forecast, 2017-2026

Product link: <https://marketpublishers.com/r/BA9287A7AE15EN.html>

Price: US\$ 995.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/BA9287A7AE15EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

