

BRIC Countries (Brazil, Russia, India, China) Digital Advertising Market Summary, Competitive Analysis and Forecast to 2027

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Abstracts

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SUMMARY

The BRIC Digital Advertising industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-22, and forecast to 2027). 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 \$106,002.2 million in 2022. India was the fastest growing country with a CAGR of 28.7% over the 2018-22 period.

Within the digital advertising industry, China is the leading country among the BRIC nations with market revenues of \$91,167.0 million in 2022. This was followed by Brazil, Russia and India with a value of \$6,501.1, \$4,553.0, and \$3,781.3 million, respectively.

China is expected to lead the digital advertising industry in the BRIC nations with a value of \$102,013.7 million in 2027, followed by India, Brazil, Russia with expected values of \$11,082.1, \$8,253.8 and \$5,587.1 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 2022?

What will be the size of the BRIC digital advertising market in 2027?

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?

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