

China Digital Advertising - Market Summary, Competitive Analysis and Forecast, 2017-2026

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Abstracts

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SUMMARY

Digital Advertising in China industry profile provides top-line qualitative and quantitative summary information including: market share, 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

The digital advertising market (also known as online marketing, Internet advertising or web advertising) represents expenditures on digital advertising. It consists of revenues gained by any advertising activities performed by the mean of Internet using mobile devices and personal computers.

The Chinese digital advertising market had total revenues of \$87.4 billion in 2021, representing a compound annual growth rate (CAGR) of 14.6% between 2016 and 2021.

The mobile segment was the market's most lucrative in 2021, with total revenues of \$74.5 billion, equivalent to 85.3% of the market's overall value.

The digital advertising market achieved very strong growth in 2021, supported by delayed marketing spends, traditional seasonal uplift, the rollout of COVID-19

vaccines and the recovery of the economy.

SCOPE

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

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the digital advertising market in China

Leading company profiles reveal details of key digital advertising market players' global operations and financial performance

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

REASONS TO BUY

What was the size of the China digital advertising market by value in 2021?

What will be the size of the China digital advertising market in 2026?

What factors are affecting the strength of competition in the China digital advertising market?

How has the market performed over the last five years?

Who are the top competitors in China's digital advertising market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players?
- 7.2. What strategies do the leading players follow?

8 COMPANY PROFILES

- 8.1. Alibaba Group Holding Limited
- 8.2. Baidu, Inc.
- 8.3. Tencent Holdings Limited
- 8.4. Beijing ByteDance Technology Co Ltd

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: China digital advertising market value: \$ billion, 2017–21
- Table 2: China digital advertising market category segmentation: % share, by value, 2017–2021
- Table 3: China digital advertising market category segmentation: \$ billion, 2017-2021
- Table 4: China digital advertising market geography segmentation: \$ billion, 2021
- Table 5: China digital advertising market value forecast: \$ billion, 2021–26
- Table 6: Alibaba Group Holding Limited: key facts
- Table 7: Alibaba Group Holding Limited: Annual Financial Ratios
- Table 8: Alibaba Group Holding Limited: Key Employees
- Table 9: Baidu, Inc.: key facts
- Table 10: Baidu, Inc.: Annual Financial Ratios
- Table 11: Baidu, Inc.: Key Employees
- Table 12: Tencent Holdings Limited: key facts
- Table 13: Tencent Holdings Limited: Annual Financial Ratios
- Table 14: Tencent Holdings Limited: Key Employees
- Table 15: Tencent Holdings Limited: Key Employees Continued
- Table 16: Beijing ByteDance Technology Co Ltd: key facts
- Table 17: Beijing ByteDance Technology Co Ltd: Key Employees
- Table 18: China size of population (million), 2017–21
- Table 19: China gdp (constant 2005 prices, \$ billion), 2017–21
- Table 20: China gdp (current prices, \$ billion), 2017–21
- Table 21: China inflation, 2017–21
- Table 22: China consumer price index (absolute), 2017–21
- Table 23: China exchange rate, 2017–21

List Of Figures

LIST OF FIGURES

Figure 1: China digital advertising market value: \$ billion, 2017–21

Figure 2: China digital advertising market category segmentation: \$ billion, 2017-2021

Figure 3: China digital advertising market geography segmentation: % share, by value, 2021

Figure 4: China digital advertising market value forecast: \$ billion, 2021–26

Figure 5: Forces driving competition in the digital advertising market in China, 2021

Figure 6: Drivers of buyer power in the digital advertising market in China, 2021

Figure 7: Drivers of supplier power in the digital advertising market in China, 2021

Figure 8: Factors influencing the likelihood of new entrants in the digital advertising market in China, 2021

Figure 9: Factors influencing the threat of substitutes in the digital advertising market in China, 2021

Figure 10: Drivers of degree of rivalry in the digital advertising market in China, 2021

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