

Digital Advertising BRIC (Brazil, Russia, India, China) Industry Guide 2015-2024

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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: industry size (value and volume 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the industry.

Essential resource for top-line data and analysis covering the BRIC digital advertising industry. Includes industry size and segmentation data, textual and graphical analysis of industry growth trends and leading companies.

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 \$44,340.8 million in 2019. Brazil was the fastest growing country with a CAGR of 26.9% over the 2015-19 period.

Within the digital advertising industry, China is the leading country among the BRIC nations with market revenues of \$37,103.5 million in 2019. This was followed by Russia, Brazil and India with a value of \$3,444.5, \$1,995.8, and \$1,797.0 million, respectively.

China is expected to lead the digital advertising industry in the BRIC nations with

a value of \$63,579.7 million in 2024, followed by Russia, Brazil, India with expected values of \$5,713.1, \$3,683.1 and \$2,999.8 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 industry

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

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

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

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 industry by value in 2019?

What will be the size of the BRIC digital advertising industry in 2024?

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

How has the industry performed over the last five years?

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

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COMPANIES MENTIONED

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Globo Comunicacao e Participacoes S.A.

Alibaba Group Holding Limited

Baidu, Inc.

Beijing ByteDance Technology Co Ltd

Tencent Holdings Limited

Amazon.com, Inc.

Yandex NV

Mail.Ru Group Ltd

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