+44 20 8123 2220
info@marketpublishers.com

Digital Advertising BRIC (Brazil, Russia, India, China) Industry Guide - Market Summary, Competitive Analysis and Forecast to 2025

https://marketpublishers.com/r/D30B0B5BA9BFEN.html
Date: April 2021
Pages: 128
Price: US$ 995.00 (Single User License)
ID: D30B0B5BA9BFEN

Abstracts

Digital Advertising BRIC (Brazil, Russia, India, China) Industry Guide - Market @Summary, Competitive Analysis and Forecast to 2025

SUMMARY

The BRIC Digital Advertising industry profile provides top-line qualitative and quantitative summary information including: Market size (value 2016-20, and forecast to 2025). 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 $46,302.2 million in 2020. India was the fastest growing country with a CAGR of 24.1% over the 2016-20 period.

Within the digital advertising industry, China is the leading country among the BRIC nations with market revenues of $39,013.6 million in 2020. This was followed by Russia, India and Brazil with a value of $3,339.9, $2,340.4, and $1,608.3 million, respectively.

China is expected to lead the digital advertising industry in the BRIC nations with a value of $61,955.0 million in 2025, followed by India, Russia, Brazil with expected values of $6,164.2, $4,818.0 and $3,236.3 million, respectively.

+44 20 8123 2220
info@marketpublishers.com

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 2020?

What will be the size of the BRIC digital advertising Market in 2025?

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?

+44 20 8123 2220
info@marketpublishers.com

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
3.6. Macroeconomic Indicators

4 DIGITAL ADVERTISING IN CHINA

4.1. Market Overview
4.2. Market Data
4.3. Market Segmentation
4.4. Market outlook
4.5. Five forces analysis
4.6. Macroeconomic Indicators

5 DIGITAL ADVERTISING IN INDIA

5.1. Market Overview
5.2. Market Data
5.3. Market Segmentation
5.4. Market outlook
5.5. Five forces analysis
5.6. Macroeconomic Indicators

+44 20 8123 2220
info@marketpublishers.com

6 DIGITAL ADVERTISING IN RUSSIA

6.1. Market Overview
6.2. Market Data
6.3. Market Segmentation
6.4. Market outlook
6.5. Five forces analysis
6.6. Macroeconomic Indicators

7 COMPANY PROFILES

7.1. Alphabet Inc
7.2. Facebook Inc.
7.3. Globo Comunicacao e Participacoes S.A.
7.4. Alibaba Group Holding Limited
7.5. Baidu, Inc.
7.6. Tencent Holdings Limited
7.7. Beijing ByteDance Technology Co Ltd
7.8. Flipkart Internet Pvt Ltd
7.9. Amazon.com, Inc.
7.10. Yandex NV
7.11. Mail.Ru Group Ltd

8 APPENDIX

8.1. Methodology
8.2. About MarketLine

+44 20 8123 2220
info@marketpublishers.com

List Of Tables

LIST OF TABLES

Table 1: BRIC Digital Advertising industry, revenue($m), 2016-25
Table 2: BRIC Digital Advertising industry, revenue($m), 2016-20
Table 3: BRIC Digital Advertising industry, revenue($m), 2020-25
Table 4: Brazil digital advertising market value: $ million, 2016-20
Table 5: Brazil digital advertising market category segmentation: $ million, 2020
Table 6: Brazil digital advertising market geography segmentation: $ million, 2020
Table 7: Brazil digital advertising market value forecast: $ million, 2020-25
Table 8: Brazil size of population (million), 2016-20
Table 9: Brazil gdp (constant 2005 prices, $ billion), 2016-20
Table 10: Brazil gdp (current prices, $ billion), 2016-20
Table 11: Brazil inflation, 2016-20
Table 12: Brazil consumer price index (absolute), 2016-20
Table 13: Brazil exchange rate, 2016-20
Table 14: China digital advertising market value: $ million, 2016-20
Table 15: China digital advertising market category segmentation: $ million, 2020
Table 16: China digital advertising market geography segmentation: $ million, 2020
Table 17: China digital advertising market value forecast: $ million, 2020-25
Table 18: China size of population (million), 2016-20
Table 19: China gdp (constant 2005 prices, $ billion), 2016-20
Table 20: China gdp (current prices, $ billion), 2016-20
Table 21: China inflation, 2016-20
Table 22: China consumer price index (absolute), 2016-20
Table 23: China exchange rate, 2016-20
Table 24: India digital advertising market value: $ million, 2016-20
Table 25: India digital advertising market category segmentation: $ million, 2020
Table 26: India digital advertising market geography segmentation: $ million, 2020
Table 27: India digital advertising market value forecast: $ million, 2020-25
Table 28: India size of population (million), 2016-20
Table 29: India gdp (constant 2005 prices, $ billion), 2016-20
Table 30: India gdp (current prices, $ billion), 2016-20
Table 31: India inflation, 2016-20
Table 32: India consumer price index (absolute), 2016-20
Table 33: India exchange rate, 2016-20
Table 34: Russia digital advertising market value: $ million, 2016-20
Table 35: Russia digital advertising market category segmentation: $ million, 2020

Table 36: Russia digital advertising market geography segmentation: $ million, 2020
Table 37: Russia digital advertising market value forecast: $ million, 2020-25
Table 38: Russia size of population (million), 2016-20
Table 39: Russia gdp (constant 2005 prices, $ billion), 2016-20
Table 40: Russia gdp (current prices, $ billion), 2016-20
Table 41: Russia inflation, 2016-20
Table 42: Russia consumer price index (absolute), 2016-20
Table 43: Russia exchange rate, 2016-20
Table 44: Alphabet Inc: key facts
Table 45: Alphabet Inc: Annual Financial Ratios
Table 46: Alphabet Inc: Key Employees
Table 47: Facebook Inc.: key facts
Table 48: Facebook Inc.: Annual Financial Ratios
Table 49: Facebook Inc.: Key Employees
Table 50: Facebook Inc.: Key Employees Continued
Table 51: Globo Comunicacao e Participacoes S.A.: key facts
Table 52: Globo Comunicacao e Participacoes S.A.: Key Employees
Table 53: Globo Comunicacao e Participacoes S.A.: Key Employees Continued
Table 54: Globo Comunicacao e Participacoes S.A.: Key Employees Continued
Table 55: Alibaba Group Holding Limited: key facts
Table 56: Alibaba Group Holding Limited: Annual Financial Ratios
Table 57: Alibaba Group Holding Limited: Key Employees
Table 58: Baidu, Inc.: key facts
Table 59: Baidu, Inc.: Annual Financial Ratios
Table 60: Baidu, Inc.: Key Employees
Table 61: Tencent Holdings Limited: key facts

+44 20 8123 2220
info@marketpublishers.com

List Of Figures

LIST OF FIGURES

Figure 1: BRIC Digital Advertising industry, revenue($m), 2016-25
Figure 2: BRIC Digital Advertising industry, revenue($m), 2016-20
Figure 3: BRIC Digital Advertising industry, revenue($m), 2020-25
Figure 4: Brazil digital advertising market value: $ million, 2016-20
Figure 5: Brazil digital advertising market category segmentation: % share, by value, 2020
Figure 6: Brazil digital advertising market geography segmentation: % share, by value, 2020
Figure 7: Brazil digital advertising market value forecast: $ million, 2020-25
Figure 8: Forces driving competition in the digital advertising market in Brazil, 2020
Figure 9: Drivers of buyer power in the digital advertising market in Brazil, 2020
Figure 10: Drivers of supplier power in the digital advertising market in Brazil, 2020
Figure 11: Factors influencing the likelihood of new entrants in the digital advertising market in Brazil, 2020
Figure 12: Factors influencing the threat of substitutes in the digital advertising market in Brazil, 2020
Figure 13: Drivers of degree of rivalry in the digital advertising market in Brazil, 2020
Figure 14: China digital advertising market value: $ million, 2016-20
Figure 15: China digital advertising market category segmentation: % share, by value, 2020
Figure 16: China digital advertising market geography segmentation: % share, by value, 2020
Figure 17: China digital advertising market value forecast: $ million, 2020-25
Figure 18: Forces driving competition in the digital advertising market in China, 2020
Figure 19: Drivers of buyer power in the digital advertising market in China, 2020
Figure 20: Drivers of supplier power in the digital advertising market in China, 2020
Figure 21: Factors influencing the likelihood of new entrants in the digital advertising market in China, 2020
Figure 22: Factors influencing the threat of substitutes in the digital advertising market in China, 2020
Figure 23: Drivers of degree of rivalry in the digital advertising market in China, 2020
Figure 24: India digital advertising market value: $ million, 2016-20
Figure 25: India digital advertising market category segmentation: % share, by value, 2020
Figure 26: India digital advertising market geography segmentation: % share, by value,

2020
Figure 27: India digital advertising market value forecast: $ million, 2020-25
Figure 28: Forces driving competition in the digital advertising market in India, 2020
Figure 29: Drivers of buyer power in the digital advertising market in India, 2020
Figure 30: Drivers of supplier power in the digital advertising market in India, 2020
Figure 31: Factors influencing the likelihood of new entrants in the digital advertising market in India, 2020
Figure 32: Factors influencing the threat of substitutes in the digital advertising market in India, 2020
Figure 33: Drivers of degree of rivalry in the digital advertising market in India, 2020
Figure 34: Russia digital advertising market value: $ million, 2016-20
Figure 35: Russia digital advertising market category segmentation: % share, by value, 2020
Figure 36: Russia digital advertising market geography segmentation: % share, by value, 2020
Figure 37: Russia digital advertising market value forecast: $ million, 2020-25
Figure 38: Forces driving competition in the digital advertising market in Russia, 2020
Figure 39: Drivers of buyer power in the digital advertising market in Russia, 2020
Figure 40: Drivers of supplier power in the digital advertising market in Russia, 2020
Figure 41: Factors influencing the likelihood of new entrants in the digital advertising market in Russia, 2020
Figure 42: Factors influencing the threat of substitutes in the digital advertising market in Russia, 2020
Figure 43: Drivers of degree of rivalry in the digital advertising market in Russia, 2020

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Digital Advertising BRIC (Brazil, Russia, India, China) Industry Guide - Market Summary, Competitive Analysis and Forecast to 2025

Product link: https://marketpublishers.com/r/D30B0B5BA9BFEN.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/D30B0B5BA9BFEN.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

Custumer 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

+44 20 8123 2220
info@marketpublishers.com