

Digital Advertising Global Group of Eight (G8) Industry Guide - Market Summary, Competitive Analysis and Forecast to 2025

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Abstracts

Digital Advertising Global Group of Eight (G8) Industry Guide - Market @Summary, Competitive Analysis and Forecast to 2025

SUMMARY

The G8 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

The G8 countries contributed \$2,06,008.0 million in 2020 to the global digital advertising industry, with a compound annual growth rate (CAGR) of 14.8% between 2016 and 2020. The G8 countries are expected to reach a value of \$3,09,441.5 million in 2025, with a CAGR of 8.5% over the 2020-25 period.

Among the G8 nations, the US is the leading country in the digital advertising industry, with market revenues of \$1,39,063.7 million in 2020. This was followed by Japan and the UK, with a value of \$19,866.8 and \$17,813.8 million, respectively.

The US is expected to lead the digital advertising industry in the G8 nations with a value of \$2,19,027.4 million in 2016, followed by Japan and the UK with expected values of \$27,783.1 and \$21,604.9 million, respectively.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the G8 digital advertising Market

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the G8 digital advertising Market

Leading company profiles reveal details of key digital advertising Market players' G8 operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the G8 digital advertising Market with five year forecasts

Compares data from the US, Canada, Germany, France, UK, Italy, Russia and Japan, alongside individual chapters on each country

REASONS TO BUY

What was the size of the G8 digital advertising Market by value in 2020?

What will be the size of the G8 digital advertising Market in 2025?

What factors are affecting the strength of competition in the G8 digital advertising Market?

How has the Market performed over the last five years?

What are the main segments that make up the G8 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 GROUP OF EIGHT (G8) DIGITAL ADVERTISING

- 2.1. Industry Outlook

3 DIGITAL ADVERTISING IN CANADA

- 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 FRANCE

- 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 GERMANY

- 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

6 DIGITAL ADVERTISING IN ITALY

- 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 DIGITAL ADVERTISING IN JAPAN

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

8 DIGITAL ADVERTISING IN RUSSIA

- 8.1. Market Overview
- 8.2. Market Data
- 8.3. Market Segmentation
- 8.4. Market outlook
- 8.5. Five forces analysis
- 8.6. Macroeconomic Indicators

9 DIGITAL ADVERTISING IN THE UNITED KINGDOM

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

10 DIGITAL ADVERTISING IN THE UNITED STATES

- 10.1. Market Overview
- 10.2. Market Data
- 10.3. Market Segmentation
- 10.4. Market outlook
- 10.5. Five forces analysis
- 10.6. Macroeconomic Indicators

11 COMPANY PROFILES

- 11.1. Alphabet Inc
- 11.2. Facebook Inc.
- 11.3. Amazon.com, Inc.
- 11.4. Microsoft Corporation
- 11.5. Rakuten Inc
- 11.6. Yandex NV
- 11.7. Mail.Ru Group Ltd

12 APPENDIX

- 12.1. Methodology
- 12.2. About MarketLine

List Of Tables

LIST OF TABLES

Table 1: G8 Digital Advertising industry, revenue(\$m), 2016-25
Table 2: G8 Digital Advertising industry, revenue by country (\$m), 2016-20
Table 3: G8 Digital Advertising industry forecast, revenue by country (\$m), 2020-25
Table 4: Canada digital advertising market value: \$ million, 2016-20
Table 5: Canada digital advertising market category segmentation: \$ million, 2020
Table 6: Canada digital advertising market geography segmentation: \$ million, 2020
Table 7: Canada digital advertising market value forecast: \$ million, 2020-25
Table 8: Canada size of population (million), 2016-20
Table 9: Canada gdp (constant 2005 prices, \$ billion), 2016-20
Table 10: Canada gdp (current prices, \$ billion), 2016-20
Table 11: Canada inflation, 2016-20
Table 12: Canada consumer price index (absolute), 2016-20
Table 13: Canada exchange rate, 2016-20
Table 14: France digital advertising market value: \$ million, 2016-20
Table 15: France digital advertising market category segmentation: \$ million, 2020
Table 16: France digital advertising market geography segmentation: \$ million, 2020
Table 17: France digital advertising market value forecast: \$ million, 2020-25
Table 18: France size of population (million), 2016-20
Table 19: France gdp (constant 2005 prices, \$ billion), 2016-20
Table 20: France gdp (current prices, \$ billion), 2016-20
Table 21: France inflation, 2016-20
Table 22: France consumer price index (absolute), 2016-20
Table 23: France exchange rate, 2016-20
Table 24: Germany digital advertising market value: \$ million, 2016-20
Table 25: Germany digital advertising market category segmentation: \$ million, 2020
Table 26: Germany digital advertising market geography segmentation: \$ million, 2020
Table 27: Germany digital advertising market value forecast: \$ million, 2020-25
Table 28: Germany size of population (million), 2016-20
Table 29: Germany gdp (constant 2005 prices, \$ billion), 2016-20
Table 30: Germany gdp (current prices, \$ billion), 2016-20
Table 31: Germany inflation, 2016-20
Table 32: Germany consumer price index (absolute), 2016-20
Table 33: Germany exchange rate, 2016-20
Table 34: Italy digital advertising market value: \$ million, 2016-20
Table 35: Italy digital advertising market category segmentation: \$ million, 2020

Table 36: Italy digital advertising market geography segmentation: \$ million, 2020

Table 37: Italy digital advertising market value forecast: \$ million, 2020-25

Table 38: Italy size of population (million), 2016-20

Table 39: Italy gdp (constant 2005 prices, \$ billion), 2016-20

Table 40: Italy gdp (current prices, \$ billion), 2016-20

Table 41: Italy inflation, 2016-20

Table 42: Italy consumer price index (absolute), 2016-20

Table 43: Italy exchange rate, 2016-20

Table 44: Japan digital advertising market value: \$ million, 2016-20

Table 45: Japan digital advertising market category segmentation: \$ million, 2020

Table 46: Japan digital advertising market geography segmentation: \$ million, 2020

Table 47: Japan digital advertising market value forecast: \$ million, 2020-25

Table 48: Japan size of population (million), 2016-20

Table 49: Japan gdp (constant 2005 prices, \$ billion), 2016-20

Table 50: Japan gdp (current prices, \$ billion), 2016-20

Table 51: Japan inflation, 2016-20

Table 52: Japan consumer price index (absolute), 2016-20

Table 53: Japan exchange rate, 2016-20

Table 54: Russia digital advertising market value: \$ million, 2016-20

Table 55: Russia digital advertising market category segmentation: \$ million, 2020

Table 56: Russia digital advertising market geography segmentation: \$ million, 2020

Table 57: Russia digital advertising market value forecast: \$ million, 2020-25

Table 58: Russia size of population (million), 2016-20

Table 59: Russia gdp (constant 2005 prices, \$ billion), 2016-20

Table 60: Russia gdp (current prices, \$ billion), 2016-20

Table 61: Russia inflation, 2016-20

List Of Figures

LIST OF FIGURES

- Figure 1: G8 Digital Advertising industry, revenue(\$m), 2016-25
- Figure 2: G8 Digital Advertising industry, revenue by country (%), 2020
- Figure 3: G8 Digital Advertising industry, revenue by country (\$m), 2016-20
- Figure 4: G8 Digital Advertising industry forecast, revenue by country (\$m), 2020-25
- Figure 5: Canada digital advertising market value: \$ million, 2016-20
- Figure 6: Canada digital advertising market category segmentation: % share, by value, 2020
- Figure 7: Canada digital advertising market geography segmentation: % share, by value, 2020
- Figure 8: Canada digital advertising market value forecast: \$ million, 2020-25
- Figure 9: Forces driving competition in the digital advertising market in Canada, 2020
- Figure 10: Drivers of buyer power in the digital advertising market in Canada, 2020
- Figure 11: Drivers of supplier power in the digital advertising market in Canada, 2020
- Figure 12: Factors influencing the likelihood of new entrants in the digital advertising market in Canada, 2020
- Figure 13: Factors influencing the threat of substitutes in the digital advertising market in Canada, 2020
- Figure 14: Drivers of degree of rivalry in the digital advertising market in Canada, 2020
- Figure 15: France digital advertising market value: \$ million, 2016-20
- Figure 16: France digital advertising market category segmentation: % share, by value, 2020
- Figure 17: France digital advertising market geography segmentation: % share, by value, 2020
- Figure 18: France digital advertising market value forecast: \$ million, 2020-25
- Figure 19: Forces driving competition in the digital advertising market in France, 2020
- Figure 20: Drivers of buyer power in the digital advertising market in France, 2020
- Figure 21: Drivers of supplier power in the digital advertising market in France, 2020
- Figure 22: Factors influencing the likelihood of new entrants in the digital advertising market in France, 2020
- Figure 23: Factors influencing the threat of substitutes in the digital advertising market in France, 2020
- Figure 24: Drivers of degree of rivalry in the digital advertising market in France, 2020
- Figure 25: Germany digital advertising market value: \$ million, 2016-20
- Figure 26: Germany digital advertising market category segmentation: % share, by value, 2020

Figure 27: Germany digital advertising market geography segmentation: % share, by value, 2020

Figure 28: Germany digital advertising market value forecast: \$ million, 2020-25

Figure 29: Forces driving competition in the digital advertising market in Germany, 2020

Figure 30: Drivers of buyer power in the digital advertising market in Germany, 2020

Figure 31: Drivers of supplier power in the digital advertising market in Germany, 2020

Figure 32: Factors influencing the likelihood of new entrants in the digital advertising market in Germany, 2020

Figure 33: Factors influencing the threat of substitutes in the digital advertising market in Germany, 2020

Figure 34: Drivers of degree of rivalry in the digital advertising market in Germany, 2020

Figure 35: Italy digital advertising market value: \$ million, 2016-20

Figure 36: Italy digital advertising market category segmentation: % share, by value, 2020

Figure 37: Italy digital advertising market geography segmentation: % share, by value, 2020

Figure 38: Italy digital advertising market value forecast: \$ million, 2020-25

Figure 39: Forces driving competition in the digital advertising market in Italy, 2020

Figure 40: Drivers of buyer power in the digital advertising market in Italy, 2020

Figure 41: Drivers of supplier power in the digital advertising market in Italy, 2020

Figure 42: Factors influencing the likelihood of new entrants in the digital advertising market in Italy, 2020

Figure 43: Factors influencing the threat of substitutes in the digital advertising market in Italy, 2020

Figure 44: Drivers of degree of rivalry in the digital advertising market in Italy, 2020

Figure 45: Japan digital advertising market value: \$ million, 2016-20

Figure 46: Japan digital advertising market category segmentation: % share, by value, 2020

Figure 47: Japan digital advertising market geography segmentation: % share, by value, 2020

Figure 48: Japan digital advertising market value forecast: \$ million, 2020-25

Figure 49: Forces driving competition in the digital advertising market in Japan, 2020

Figure 50: Drivers of buyer power in the digital advertising market in Japan, 2020

Figure 51: Drivers of supplier power in the digital advertising market in Japan, 2020

Figure 52: Factors influencing the likelihood of new entrants in the digital advertising market in Japan, 2020

Figure 53: Factors influencing the threat of substitutes in the digital advertising market in Japan, 2020

Figure 54: Drivers of degree of rivalry in the digital advertising market in Japan, 2020

Figure 55: Russia digital advertising market value: \$ million, 2016-20

Figure 56: Russia digital advertising market category segmentation: % share, by value, 2020

Figure 57: Russia digital advertising market geography segmentation: % share, by value, 2020

Figure 58: Russia digital advertising market value forecast: \$ million, 2020-25

Figure 59: Forces driving competition in the digital advertising market in Russia, 2020

Figure 60: Drivers of buyer power in the digital advertising market in Russia, 2020

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