

# Digital Advertising Global Industry Almanac 2019-2028

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## Abstracts

Digital Advertising Global Industry Almanac 2019-2028

### Summary

Global Digital Advertising industry profile provides top-line qualitative and quantitative summary information including: market size (value , and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### Key Highlights

Digital advertising involves promoting products, services, or brands through various digital platforms, such as social media, search engines, mobile applications, websites, and other online channels. It includes various advertising techniques, such as video advertising, mobile advertising, and social media advertising.

Market value represents the revenue generated by the market players in a specific year.

The market is segmented into desktop and mobile.

Desktop advertising refers to the revenue earned by advertisements that are shown while browsing websites, using software, or performing other activities on desktop devices.

Mobile advertising refers to the revenue earned by advertisements designed for mobile devices. This includes advertisements for browsers as well as in-app

advertisements that appear on smartphones and tablets.

All market data and forecasts are adjusted for inflation and all currency conversions used in the creation of this report have been calculated using yearly annual average exchange rates.

The global digital advertising market registered revenues of \$421,551.3 million in 2023, representing a compound annual growth rate (CAGR) of 9.3% between 2018 and 2023.

The mobile segment accounted for the market's largest proportion in 2023, with total revenues of \$302,924.6 million, equivalent to 71.9% of the market's overall value.

Market growth is being driven by changing consumer behavior, increased consumption of digital content, and technological advancements.

## Scope

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

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

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 global digital advertising market with five year forecasts

## Reasons to Buy

What was the size of the global digital advertising market by value in 2023?

What will be the size of the global digital advertising market in 2028?

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

How has the market performed over the last five years?

What are the main segments that make up the global digital advertising market?

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