

Digital Advertising Global Industry Guide 2019-2028

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Abstracts

Digital Advertising Global Industry Guide 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?

Contents

Table of Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Competitive landscape

2 INTRODUCTION

- 2.1. What is this report about?
- 2.2. Who is the target reader?
- 2.3. How to use this report
- 2.4. Definitions

3 GLOBAL DIGITAL ADVERTISING

- 3.1. Market Overview
- 3.2. Market Data
- 3.3. Market Segmentation
- 3.4. Market outlook
- 3.5. Five forces analysis

4 MACROECONOMIC INDICATORS

- 4.1. Country data

5 DIGITAL ADVERTISING IN ASIA-PACIFIC

- 5.1. Market Overview
- 5.2. Market Data
- 5.3. Market Segmentation
- 5.4. Market outlook
- 5.5. Five forces analysis

6 DIGITAL ADVERTISING IN EUROPE

- 6.1. Market Overview
- 6.2. Market Data
- 6.3. Market Segmentation
- 6.4. Market outlook
- 6.5. Five forces analysis

7 MACROECONOMIC INDICATORS

- 7.1. Country data

8 DIGITAL ADVERTISING IN FRANCE

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

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 DIGITAL ADVERTISING IN GERMANY

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

11 MACROECONOMIC INDICATORS

- 11.1. Country data

12 DIGITAL ADVERTISING IN ITALY

- 12.1. Market Overview

- 12.2. Market Data
- 12.3. Market Segmentation
- 12.4. Market outlook
- 12.5. Five forces analysis

13 MACROECONOMIC INDICATORS

- 13.1. Country data

14 DIGITAL ADVERTISING IN JAPAN

- 14.1. Market Overview
- 14.2. Market Data
- 14.3. Market Segmentation
- 14.4. Market outlook
- 14.5. Five forces analysis

15 MACROECONOMIC INDICATORS

- 15.1. Country data

16 DIGITAL ADVERTISING IN AUSTRALIA

- 16.1. Market Overview
- 16.2. Market Data
- 16.3. Market Segmentation
- 16.4. Market outlook
- 16.5. Five forces analysis

17 MACROECONOMIC INDICATORS

- 17.1. Country data

18 DIGITAL ADVERTISING IN CANADA

- 18.1. Market Overview
- 18.2. Market Data
- 18.3. Market Segmentation
- 18.4. Market outlook

18.5. Five forces analysis

19 MACROECONOMIC INDICATORS

19.1. Country data

20 DIGITAL ADVERTISING IN CHINA

20.1. Market Overview

20.2. Market Data

20.3. Market Segmentation

20.4. Market outlook

20.5. Five forces analysis

21 MACROECONOMIC INDICATORS

21.1. Country data

22 DIGITAL ADVERTISING IN THE NETHERLANDS

22.1. Market Overview

22.2. Market Data

22.3. Market Segmentation

22.4. Market outlook

22.5. Five forces analysis

23 MACROECONOMIC INDICATORS

23.1. Country data

24 DIGITAL ADVERTISING IN SPAIN

24.1. Market Overview

24.2. Market Data

24.3. Market Segmentation

24.4. Market outlook

24.5. Five forces analysis

25 MACROECONOMIC INDICATORS

25.1. Country data

26 DIGITAL ADVERTISING IN THE UNITED KINGDOM

26.1. Market Overview

26.2. Market Data

26.3. Market Segmentation

26.4. Market outlook

26.5. Five forces analysis

27 MACROECONOMIC INDICATORS

27.1. Country data

28 DIGITAL ADVERTISING IN THE UNITED STATES

28.1. Market Overview

28.2. Market Data

28.3. Market Segmentation

28.4. Market outlook

28.5. Five forces analysis

29 MACROECONOMIC INDICATORS

29.1. Country data

30 COMPANY PROFILES

30.1. Microsoft Corporation

30.2. Meta Platforms, Inc.

30.3. Tencent Holdings Limited

30.4. Baidu, Inc.

30.5. Publicis Groupe SA

30.6. Alphabet Inc

30.7. Alibaba Group Holding Limited

30.8. Naver Corp

30.9. Havas SA

30.10. RTL Group SA

- 30.11. Enero Group Limited
- 30.12. REA Group Ltd
- 30.13. Globo Comunicacao e Participacoes S.A.
- 30.14. Omnicom Group, Inc.
- 30.15. Amazon.com, Inc.
- 30.16. Canadian Broadcasting Corp
- 30.17. Beijing ByteDance Technology Co Ltd
- 30.18. Flipkart Internet Pvt Ltd
- 30.19. Rakuten Group Inc
- 30.20. Mercado Libre Inc
- 30.21. bol.com bv
- 30.22. Yandex NV
- 30.23. Kakao Corp
- 30.24. S4 Capital plc
- 30.25. Paramount Global Inc
- 30.26. Apple Inc
- 30.27. RCS MediaGroup SpA
- 30.28. Mail.Ru Group LLC

31 APPENDIX

- 31.1. Methodology
- 31.2. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Global digital advertising market value: \$ million, 2018-23
- Table 2: Global digital advertising market category segmentation: % share, by value, 2018-2023
- Table 3: Global digital advertising market category segmentation: \$ million, 2018-2023
- Table 4: Global digital advertising market geography segmentation: \$ million, 2023
- Table 5: Global digital advertising market value forecast: \$ million, 2023-28
- Table 6: Global size of population (million), 2019-23
- Table 7: Global gdp (constant 2005 prices, \$ billion), 2019-23
- Table 8: Global gdp (current prices, \$ billion), 2019-23
- Table 9: Global inflation, 2019-23
- Table 10: Global consumer price index (absolute), 2019-23
- Table 11: Global exchange rate, 2019-23
- Table 12: Asia-Pacific digital advertising market value: \$ million, 2018-23
- Table 13: Asia-Pacific digital advertising market category segmentation: % share, by value, 2018-2023
- Table 14: Asia-Pacific digital advertising market category segmentation: \$ million, 2018-2023
- Table 15: Asia-Pacific digital advertising market geography segmentation: \$ million, 2023
- Table 16: Asia-Pacific digital advertising market value forecast: \$ million, 2023-28
- Table 17: Europe digital advertising market value: \$ million, 2018-23
- Table 18: Europe digital advertising market category segmentation: % share, by value, 2018-2023
- Table 19: Europe digital advertising market category segmentation: \$ million, 2018-2023
- Table 20: Europe digital advertising market geography segmentation: \$ million, 2023
- Table 21: Europe digital advertising market value forecast: \$ million, 2023-28
- Table 22: Europe size of population (million), 2019-23
- Table 23: Europe gdp (constant 2005 prices, \$ billion), 2019-23
- Table 24: Europe gdp (current prices, \$ billion), 2019-23
- Table 25: Europe inflation, 2019-23
- Table 26: Europe consumer price index (absolute), 2019-23
- Table 27: Europe exchange rate, 2019-23
- Table 28: France digital advertising market value: \$ million, 2018-23
- Table 29: France digital advertising market category segmentation: % share, by value, 2018-2023

Table 30: France digital advertising market category segmentation: \$ million, 2018-2023

Table 31: France digital advertising market geography segmentation: \$ million, 2023

Table 32: France digital advertising market value forecast: \$ million, 2023-28

Table 33: France size of population (million), 2019-23

Table 34: France gdp (constant 2005 prices, \$ billion), 2019-23

Table 35: France gdp (current prices, \$ billion), 2019-23

Table 36: France inflation, 2019-23

Table 37: France consumer price index (absolute), 2019-23

Table 38: France exchange rate, 2019-23

Table 39: Germany digital advertising market value: \$ million, 2018-23

Table 40: Germany digital advertising market category segmentation: % share, by value, 2018-2023

Table 41: Germany digital advertising market category segmentation: \$ million, 2018-2023

Table 42: Germany digital advertising market geography segmentation: \$ million, 2023

Table 43: Germany digital advertising market value forecast: \$ million, 2023-28

Table 44: Germany size of population (million), 2019-23

Table 45: Germany gdp (constant 2005 prices, \$ billion), 2019-23

Table 46: Germany gdp (current prices, \$ billion), 2019-23

Table 47: Germany inflation, 2019-23

Table 48: Germany consumer price index (absolute), 2019-23

Table 49: Germany exchange rate, 2019-23

Table 50: Italy digital advertising market value: \$ million, 2018-23

Table 51: Italy digital advertising market category segmentation: % share, by value, 2018-2023

Table 52: Italy digital advertising market category segmentation: \$ million, 2018-2023

Table 53: Italy digital advertising market geography segmentation: \$ million, 2023

Table 54: Italy digital advertising market value forecast: \$ million, 2023-28

Table 55: Italy size of population (million), 2019-23

Table 56: Italy gdp (constant 2005 prices, \$ billion), 2019-23

Table 57: Italy gdp (current prices, \$ billion), 2019-23

Table 58: Italy inflation, 2019-23

Table 59: Italy consumer price index (absolute), 2019-23

Table 60: Italy exchange rate, 2019-23

Table 61: Japan digital advertising market value: \$ million, 2018-23

Table 62: Japan digital advertising market category segmentation: % share, by value, 2018-2023

Table 63: Japan digital advertising market category segmentation: \$ million, 2018-2023

Table 64: Japan digital advertising market geography segmentation: \$ million, 2023

- Table 65: Japan digital advertising market value forecast: \$ million, 2023-28
- Table 66: Japan size of population (million), 2019-23
- Table 67: Japan gdp (constant 2005 prices, \$ billion), 2019-23
- Table 68: Japan gdp (current prices, \$ billion), 2019-23
- Table 69: Japan inflation, 2019-23
- Table 70: Japan consumer price index (absolute), 2019-23
- Table 71: Japan exchange rate, 2019-23
- Table 72: Australia digital advertising market value: \$ million, 2018-23
- Table 73: Australia digital advertising market category segmentation: % share, by value, 2018-2023
- Table 74: Australia digital advertising market category segmentation: \$ million, 2018-2023
- Table 75: Australia digital advertising market geography segmentation: \$ million, 2023
- Table 76: Australia digital advertising market value forecast: \$ million, 2023-28
- Table 77: Australia size of population (million), 2019-23
- Table 78: Australia gdp (constant 2005 prices, \$ billion), 2019-23
- Table 79: Australia gdp (current prices, \$ billion), 2019-23
- Table 80: Australia inflation, 2019-23
- Table 81: Australia consumer price index (absolute), 2019-23
- Table 82: Australia exchange rate, 2019-23
- Table 83: Canada digital advertising market value: \$ million, 2018-23
- Table 84: Canada digital advertising market category segmentation: % share, by value, 2018-2023
- Table 85: Canada digital advertising market category segmentation: \$ million, 2018-2023
- Table 86: Canada digital advertising market geography segmentation: \$ million, 2023
- Table 87: Canada digital advertising market value forecast: \$ million, 2023-28
- Table 88: Canada size of population (million), 2019-23
- Table 89: Canada gdp (constant 2005 prices, \$ billion), 2019-23
- Table 90: Canada gdp (current prices, \$ billion), 2019-23
- Table 91: Canada inflation, 2019-23
- Table 92: Canada consumer price index (absolute), 2019-23
- Table 93: Canada exchange rate, 2019-23
- Table 94: China digital advertising market value: \$ million, 2018-23
- Table 95: China digital advertising market category segmentation: % share, by value, 2018-2023
- Table 96: China digital advertising market category segmentation: \$ million, 2018-2023
- Table 97: China digital advertising market geography segmentation: \$ million, 2023
- Table 98: China digital advertising market value forecast: \$ million, 2023-28

Table 99: China size of population (million), 2019-23

Table 100: China gdp (constant 2005 prices, \$ billion), 2019-23

Table 101: China gdp (current prices, \$ billion), 2019-23

Table 102: China inflation, 2019-23

Table 103: China consumer price index (absolute), 2019-23

Table 104: China exchange rate, 2019-23

Table 105: Netherlands digital advertising market value: \$ million, 2018-23

Table 106: Netherlands digital advertising market category segmentation: % share, by value, 2018-2023

Table 107: Netherlands digital advertising market category segmentation: \$ million, 2018-2023

Table 108: Netherlands digital advertising market geography segmentation: \$ million, 2023

Table 109: Netherlands digital advertising market value forecast: \$ million, 2023-28

Table 110: Netherlands size of population (million), 2019-23

List Of Figures

LIST OF FIGURES

Figure 1: Global digital advertising market value: \$ million, 2018-23

Figure 2: Global digital advertising market category segmentation: \$ million, 2018-2023

Figure 3: Global digital advertising market geography segmentation: % share, by value, 2023

Figure 4: Global digital advertising market value forecast: \$ million, 2023-28

Figure 5: Forces driving competition in the global digital advertising market, 2023

Figure 6: Drivers of buyer power in the global digital advertising market, 2023

Figure 7: Drivers of supplier power in the global digital advertising market, 2023

Figure 8: Factors influencing the likelihood of new entrants in the global digital advertising market, 2023

Figure 9: Factors influencing the threat of substitutes in the global digital advertising market, 2023

Figure 10: Drivers of degree of rivalry in the global digital advertising market, 2023

Figure 11: Asia-Pacific digital advertising market value: \$ million, 2018-23

Figure 12: Asia-Pacific digital advertising market category segmentation: \$ million, 2018-2023

Figure 13: Asia-Pacific digital advertising market geography segmentation: % share, by value, 2023

Figure 14: Asia-Pacific digital advertising market value forecast: \$ million, 2023-28

Figure 15: Forces driving competition in the digital advertising market in Asia-Pacific, 2023

Figure 16: Drivers of buyer power in the digital advertising market in Asia-Pacific, 2023

Figure 17: Drivers of supplier power in the digital advertising market in Asia-Pacific, 2023

Figure 18: Factors influencing the likelihood of new entrants in the digital advertising market in Asia-Pacific, 2023

Figure 19: Factors influencing the threat of substitutes in the digital advertising market in Asia-Pacific, 2023

Figure 20: Drivers of degree of rivalry in the digital advertising market in Asia-Pacific, 2023

Figure 21: Europe digital advertising market value: \$ million, 2018-23

Figure 22: Europe digital advertising market category segmentation: \$ million, 2018-2023

Figure 23: Europe digital advertising market geography segmentation: % share, by value, 2023

- Figure 24: Europe digital advertising market value forecast: \$ million, 2023-28
- Figure 25: Forces driving competition in the digital advertising market in Europe, 2023
- Figure 26: Drivers of buyer power in the digital advertising market in Europe, 2023
- Figure 27: Drivers of supplier power in the digital advertising market in Europe, 2023
- Figure 28: Factors influencing the likelihood of new entrants in the digital advertising market in Europe, 2023
- Figure 29: Factors influencing the threat of substitutes in the digital advertising market in Europe, 2023
- Figure 30: Drivers of degree of rivalry in the digital advertising market in Europe, 2023
- Figure 31: France digital advertising market value: \$ million, 2018-23
- Figure 32: France digital advertising market category segmentation: \$ million, 2018-2023
- Figure 33: France digital advertising market geography segmentation: % share, by value, 2023
- Figure 34: France digital advertising market value forecast: \$ million, 2023-28
- Figure 35: Forces driving competition in the digital advertising market in France, 2023
- Figure 36: Drivers of buyer power in the digital advertising market in France, 2023
- Figure 37: Drivers of supplier power in the digital advertising market in France, 2023
- Figure 38: Factors influencing the likelihood of new entrants in the digital advertising market in France, 2023
- Figure 39: Factors influencing the threat of substitutes in the digital advertising market in France, 2023
- Figure 40: Drivers of degree of rivalry in the digital advertising market in France, 2023
- Figure 41: Germany digital advertising market value: \$ million, 2018-23
- Figure 42: Germany digital advertising market category segmentation: \$ million, 2018-2023
- Figure 43: Germany digital advertising market geography segmentation: % share, by value, 2023
- Figure 44: Germany digital advertising market value forecast: \$ million, 2023-28
- Figure 45: Forces driving competition in the digital advertising market in Germany, 2023
- Figure 46: Drivers of buyer power in the digital advertising market in Germany, 2023
- Figure 47: Drivers of supplier power in the digital advertising market in Germany, 2023
- Figure 48: Factors influencing the likelihood of new entrants in the digital advertising market in Germany, 2023
- Figure 49: Factors influencing the threat of substitutes in the digital advertising market in Germany, 2023
- Figure 50: Drivers of degree of rivalry in the digital advertising market in Germany, 2023
- Figure 51: Italy digital advertising market value: \$ million, 2018-23
- Figure 52: Italy digital advertising market category segmentation: \$ million, 2018-2023

Figure 53: Italy digital advertising market geography segmentation: % share, by value, 2023

Figure 54: Italy digital advertising market value forecast: \$ million, 2023-28

Figure 55: Forces driving competition in the digital advertising market in Italy, 2023

Figure 56: Drivers of buyer power in the digital advertising market in Italy, 2023

Figure 57: Drivers of supplier power in the digital advertising market in Italy, 2023

Figure 58: Factors influencing the likelihood of new entrants in the digital advertising market in Italy, 2023

Figure 59: Factors influencing the threat of substitutes in the digital advertising market in Italy, 2023

Figure 60: Drivers of degree of rivalry in the digital advertising market in Italy, 2023

Figure 61: Japan digital advertising market value: \$ million, 2018-23

Figure 62: Japan digital advertising market category segmentation: \$ million, 2018-2023

Figure 63: Japan digital advertising market geography segmentation: % share, by value, 2023

Figure 64: Japan digital advertising market value forecast: \$ million, 2023-28

Figure 65: Forces driving competition in the digital advertising market in Japan, 2023

Figure 66: Drivers of buyer power in the digital advertising market in Japan, 2023

Figure 67: Drivers of supplier power in the digital advertising market in Japan, 2023

Figure 68: Factors influencing the likelihood of new entrants in the digital advertising market in Japan, 2023

Figure 69: Factors influencing the threat of substitutes in the digital advertising market in Japan, 2023

Figure 70: Drivers of degree of rivalry in the digital advertising market in Japan, 2023

Figure 71: Australia digital advertising market value: \$ million, 2018-23

Figure 72: Australia digital advertising market category segmentation: \$ million, 2018-2023

Figure 73: Australia digital advertising market geography segmentation: % share, by value, 2023

Figure 74: Australia digital advertising market value forecast: \$ million, 2023-28

Figure 75: Forces driving competition in the digital advertising market in Australia, 2023

Figure 76: Drivers of buyer power in the digital advertising market in Australia, 2023

Figure 77: Drivers of supplier power in the digital advertising market in Australia, 2023

Figure 78: Factors influencing the likelihood of new entrants in the digital advertising market in Australia, 2023

Figure 79: Factors influencing the threat of substitutes in the digital advertising market in Australia, 2023

Figure 80: Drivers of degree of rivalry in the digital advertising market in Australia, 2023

Figure 81: Canada digital advertising market value: \$ million, 2018-23

Figure 82: Canada digital advertising market category segmentation: \$ million, 2018-2023

Figure 83: Canada digital advertising market geography segmentation: % share, by value, 2023

Figure 84: Canada digital advertising market value forecast: \$ million, 2023-28

Figure 85: Forces driving competition in the digital advertising market in Canada, 2023

Figure 86: Drivers of buyer power in the digital advertising market in Canada, 2023

Figure 87: Drivers of supplier power in the digital advertising market in Canada, 2023

Figure 88: Factors influencing the likelihood of new entrants in the digital advertising market in Canada, 2023

Figure 89: Factors influencing the threat of substitutes in the digital advertising market in Canada, 2023

Figure 90: Drivers of degree of rivalry in the digital advertising market in Canada, 2023

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