

Digital Advertising Global Industry Guide - Market Summary, Competitive Analysis and Forecast to 2025

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Abstracts

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SUMMARY

Global 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 digital advertising market (other known as online marketing, Internet advertising or web advertising) consists of revenues gained by any advertising activities performed by the mean of Internet using mobile devices and personal computers. All market data and forecasts are represented in nominal terms (i.e. without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2020 annual average exchange rates.

Forecast figures presented in this report are calculated using crisis scenarios for the apparel retail market. The length of the pandemic and restrictions introduced by verieous countriees are still difficult to predict, though many governments had introduced the national lockdowns and temporarily banned sales of products that are deemed "non essential". As the length of the pandemic and its impact on this market is not certain, the data used in this report has been modelled on the

assumption of a crisis scenario and has taken into consideration forecast impacts on national economics.

The global digital advertising market had total revenues of \$336,113.6m in 2020, representing a compound annual growth rate (CAGR) of 16.6% between 2016 and 2020.

The mobile segment was the market's most valuable in 2020, with total revenues of \$207,939.1m, equivalent to 61.9% of the market's overall value.

The US was the market's largest player in 2020, responsible for 41.4% of global digital advertising revenues.

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 2020?

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

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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