

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

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## Abstracts

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

### 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 countrities 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?

## 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
- 3.6. Macroeconomic Indicators

### **4 DIGITAL ADVERTISING IN ASIA-PACIFIC**

- 4.1. Market Overview
- 4.2. Market Data
- 4.3. Market Segmentation
- 4.4. Market outlook
- 4.5. Five forces analysis

### **5 DIGITAL ADVERTISING IN EUROPE**

- 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 FRANCE**

- 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 GERMANY**

- 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 ITALY**

- 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 JAPAN**

- 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 AUSTRALIA**

- 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 DIGITAL ADVERTISING IN CANADA**

- 11.1. Market Overview
- 11.2. Market Data
- 11.3. Market Segmentation
- 11.4. Market outlook
- 11.5. Five forces analysis
- 11.6. Macroeconomic Indicators

## **12 DIGITAL ADVERTISING IN CHINA**

- 12.1. Market Overview
- 12.2. Market Data
- 12.3. Market Segmentation
- 12.4. Market outlook
- 12.5. Five forces analysis
- 12.6. Macroeconomic Indicators

## **13 DIGITAL ADVERTISING IN THE NETHERLANDS**

- 13.1. Market Overview
- 13.2. Market Data
- 13.3. Market Segmentation
- 13.4. Market outlook
- 13.5. Five forces analysis
- 13.6. Macroeconomic Indicators

## **14 DIGITAL ADVERTISING IN SPAIN**

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

## **15 DIGITAL ADVERTISING IN THE UNITED KINGDOM**

- 15.1. Market Overview
- 15.2. Market Data
- 15.3. Market Segmentation
- 15.4. Market outlook
- 15.5. Five forces analysis
- 15.6. Macroeconomic Indicators

## **16 DIGITAL ADVERTISING IN THE UNITED STATES**

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

## **17 COMPANY PROFILES**

- 17.1. Microsoft Corporation
- 17.2. Alphabet Inc
- 17.3. Amazon.com, Inc.
- 17.4. Baidu, Inc.
- 17.5. Facebook Inc.
- 17.6. Naver Corp
- 17.7. Alibaba Group Holding Limited
- 17.8. Beijing ByteDance Technology Co Ltd
- 17.9. Rakuten Inc
- 17.10. Tencent Holdings Limited

## **18 APPENDIX**

18.1. Methodology

18.2. About MarketLine



## List Of Tables

### LIST OF TABLES

Table 1: Global digital advertising market value: \$ million, 2016-20

Table 2: Global digital advertising market category segmentation: \$ million, 2020

Table 3: Global digital advertising market geography segmentation: \$ million, 2020

Table 4: Global digital advertising market value forecast: \$ million, 2020-25

Table 5: Global size of population (million), 2016-20

Table 6: Global gdp (constant 2005 prices, \$ billion), 2016-20

Table 7: Global gdp (current prices, \$ billion), 2016-20

Table 8: Global inflation, 2016-20

Table 9: Global consumer price index (absolute), 2016-20

Table 10: Global exchange rate, 2016-20

Table 11: Asia-Pacific digital advertising market value: \$ million, 2016-20

Table 12: Asia-Pacific digital advertising market category segmentation: \$ million, 2020

Table 13: Asia-Pacific digital advertising market geography segmentation: \$ million, 2020

Table 14: Asia-Pacific digital advertising market value forecast: \$ million, 2020-25

Table 15: Europe digital advertising market value: \$ million, 2016-20

Table 16: Europe digital advertising market category segmentation: \$ million, 2020

Table 17: Europe digital advertising market geography segmentation: \$ million, 2020

Table 18: Europe digital advertising market value forecast: \$ million, 2020-25

Table 19: Europe size of population (million), 2016-20

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

Table 21: Europe gdp (current prices, \$ billion), 2016-20

Table 22: Europe inflation, 2016-20

Table 23: Europe consumer price index (absolute), 2016-20

Table 24: Europe exchange rate, 2016-20

Table 25: France digital advertising market value: \$ million, 2016-20

Table 26: France digital advertising market category segmentation: \$ million, 2020

Table 27: France digital advertising market geography segmentation: \$ million, 2020

Table 28: France digital advertising market value forecast: \$ million, 2020-25

Table 29: France size of population (million), 2016-20

Table 30: France gdp (constant 2005 prices, \$ billion), 2016-20

Table 31: France gdp (current prices, \$ billion), 2016-20

Table 32: France inflation, 2016-20

Table 33: France consumer price index (absolute), 2016-20

Table 34: France exchange rate, 2016-20

- Table 35: Germany digital advertising market value: \$ million, 2016-20
- Table 36: Germany digital advertising market category segmentation: \$ million, 2020
- Table 37: Germany digital advertising market geography segmentation: \$ million, 2020
- Table 38: Germany digital advertising market value forecast: \$ million, 2020-25
- Table 39: Germany size of population (million), 2016-20
- Table 40: Germany gdp (constant 2005 prices, \$ billion), 2016-20
- Table 41: Germany gdp (current prices, \$ billion), 2016-20
- Table 42: Germany inflation, 2016-20
- Table 43: Germany consumer price index (absolute), 2016-20
- Table 44: Germany exchange rate, 2016-20
- Table 45: Italy digital advertising market value: \$ million, 2016-20
- Table 46: Italy digital advertising market category segmentation: \$ million, 2020
- Table 47: Italy digital advertising market geography segmentation: \$ million, 2020
- Table 48: Italy digital advertising market value forecast: \$ million, 2020-25
- Table 49: Italy size of population (million), 2016-20
- Table 50: Italy gdp (constant 2005 prices, \$ billion), 2016-20
- Table 51: Italy gdp (current prices, \$ billion), 2016-20
- Table 52: Italy inflation, 2016-20
- Table 53: Italy consumer price index (absolute), 2016-20
- Table 54: Italy exchange rate, 2016-20
- Table 55: Japan digital advertising market value: \$ million, 2016-20
- Table 56: Japan digital advertising market category segmentation: \$ million, 2020
- Table 57: Japan digital advertising market geography segmentation: \$ million, 2020
- Table 58: Japan digital advertising market value forecast: \$ million, 2020-25
- Table 59: Japan size of population (million), 2016-20
- Table 60: Japan gdp (constant 2005 prices, \$ billion), 2016-20
- Table 61: Japan gdp (current prices, \$ billion), 2016-20

## List Of Figures

### LIST OF FIGURES

Figure 1: Global digital advertising market value: \$ million, 2016-20

Figure 2: Global digital advertising market category segmentation: % share, by value, 2020

Figure 3: Global digital advertising market geography segmentation: % share, by value, 2020

Figure 4: Global digital advertising market value forecast: \$ million, 2020-25

Figure 5: Forces driving competition in the global digital advertising market, 2020

Figure 6: Drivers of buyer power in the global digital advertising market, 2020

Figure 7: Drivers of supplier power in the global digital advertising market, 2020

Figure 8: Factors influencing the likelihood of new entrants in the global digital advertising market, 2020

Figure 9: Factors influencing the threat of substitutes in the global digital advertising market, 2020

Figure 10: Drivers of degree of rivalry in the global digital advertising market, 2020

Figure 11: Asia-Pacific digital advertising market value: \$ million, 2016-20

Figure 12: Asia-Pacific digital advertising market category segmentation: % share, by value, 2020

Figure 13: Asia-Pacific digital advertising market geography segmentation: % share, by value, 2020

Figure 14: Asia-Pacific digital advertising market value forecast: \$ million, 2020-25

Figure 15: Forces driving competition in the digital advertising market in Asia-Pacific, 2020

Figure 16: Drivers of buyer power in the digital advertising market in Asia-Pacific, 2020

Figure 17: Drivers of supplier power in the digital advertising market in Asia-Pacific, 2020

Figure 18: Factors influencing the likelihood of new entrants in the digital advertising market in Asia-Pacific, 2020

Figure 19: Factors influencing the threat of substitutes in the digital advertising market in Asia-Pacific, 2020

Figure 20: Drivers of degree of rivalry in the digital advertising market in Asia-Pacific, 2020

Figure 21: Europe digital advertising market value: \$ million, 2016-20

Figure 22: Europe digital advertising market category segmentation: % share, by value, 2020

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

value, 2020

Figure 24: Europe digital advertising market value forecast: \$ million, 2020-25

Figure 25: Forces driving competition in the digital advertising market in Europe, 2020

Figure 26: Drivers of buyer power in the digital advertising market in Europe, 2020

Figure 27: Drivers of supplier power in the digital advertising market in Europe, 2020

Figure 28: Factors influencing the likelihood of new entrants in the digital advertising market in Europe, 2020

Figure 29: Factors influencing the threat of substitutes in the digital advertising market in Europe, 2020

Figure 30: Drivers of degree of rivalry in the digital advertising market in Europe, 2020

Figure 31: France digital advertising market value: \$ million, 2016-20

Figure 32: France digital advertising market category segmentation: % share, by value, 2020

Figure 33: France digital advertising market geography segmentation: % share, by value, 2020

Figure 34: France digital advertising market value forecast: \$ million, 2020-25

Figure 35: Forces driving competition in the digital advertising market in France, 2020

Figure 36: Drivers of buyer power in the digital advertising market in France, 2020

Figure 37: Drivers of supplier power in the digital advertising market in France, 2020

Figure 38: Factors influencing the likelihood of new entrants in the digital advertising market in France, 2020

Figure 39: Factors influencing the threat of substitutes in the digital advertising market in France, 2020

Figure 40: Drivers of degree of rivalry in the digital advertising market in France, 2020

Figure 41: Germany digital advertising market value: \$ million, 2016-20

Figure 42: Germany digital advertising market category segmentation: % share, by value, 2020

Figure 43: Germany digital advertising market geography segmentation: % share, by value, 2020

Figure 44: Germany digital advertising market value forecast: \$ million, 2020-25

Figure 45: Forces driving competition in the digital advertising market in Germany, 2020

Figure 46: Drivers of buyer power in the digital advertising market in Germany, 2020

Figure 47: Drivers of supplier power in the digital advertising market in Germany, 2020

Figure 48: Factors influencing the likelihood of new entrants in the digital advertising market in Germany, 2020

Figure 49: Factors influencing the threat of substitutes in the digital advertising market in Germany, 2020

Figure 50: Drivers of degree of rivalry in the digital advertising market in Germany, 2020

Figure 51: Italy digital advertising market value: \$ million, 2016-20

Figure 52: Italy digital advertising market category segmentation: % share, by value, 2020

Figure 53: Italy digital advertising market geography segmentation: % share, by value, 2020

Figure 54: Italy digital advertising market value forecast: \$ million, 2020-25

Figure 55: Forces driving competition in the digital advertising market in Italy, 2020

Figure 56: Drivers of buyer power in the digital advertising market in Italy, 2020

Figure 57: Drivers of supplier power in the digital advertising market in Italy, 2020

Figure 58: Factors influencing the likelihood of new entrants in the digital advertising market in Italy, 2020

Figure 59: Factors influencing the threat of substitutes in the digital advertising market in Italy, 2020

Figure 60: Drivers of degree of rivalry in the digital advertising market in Italy, 2020

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