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Digital Advertising in Australia - Market Summary, Competitive Analysis and Forecast to 2025

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Abstracts

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SUMMARY

Digital Advertising in Australia 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.

The Australian digital advertising market had total revenues of $3,822.9m in 2020, representing a compound annual growth rate (CAGR) of 18.2% between 2016 and 2020.

The mobile segment was the market's most valuable in 2020, with total revenues of $3,389.1m, equivalent to 88.7% of the market's overall value.

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Market growth was disrupted by the COVID-19 pandemic during the first half of 2020, which caused businesses to reduce their marketing expenditures.

SCOPE

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

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

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 Australia digital advertising market with five year forecasts

REASONS TO BUY

What was the size of the Australia digital advertising market by value in 2020?

What will be the size of the Australia digital advertising market in 2025?

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

How has the market performed over the last five years?

What are the main segments that make up Australia's digital advertising market?

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