

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

<https://marketpublishers.com/r/DD02B02D1E0AEN.html>

Date: March 2021

Pages: 53

Price: US\$ 350.00 (Single User License)

ID: DD02B02D1E0AEN

## Abstracts

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

### SUMMARY

Digital Advertising in France 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 French digital advertising market had total revenues of \$7,036.3m in 2020, representing a compound annual growth rate (CAGR) of 7.6% between 2016 and 2020.

The mobile segment was the market's most valuable in 2020, with total revenues of \$5,606.0m, equivalent to 79.7% of the market's overall value.

The automotive, consumer packaged goods, financial service, retail and travel industries spend the most on advertising.

## SCOPE

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

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

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 France digital advertising market with five year forecasts

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

What are the main segments that make up France's 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. Market rivalry
- 1.6. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

### **7 COMPETITIVE LANDSCAPE**

- 7.1. Who are the leading players?
- 7.2. What strategies do the leading players follow?
- 7.3. Could Amazon disrupt a Google and Facebook duopoly?
- 7.4. How has Covid-19 impacted the competitive landscape?
- 7.5. Are there any new regulations that could change the competitive landscape?

## **8 COMPANY PROFILES**

- 8.1. Alphabet Inc
- 8.2. Facebook Inc.
- 8.3. Amazon.com, Inc.
- 8.4. Microsoft Corporation

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

|   |
|---|
| Table 1: France digital advertising market value: \$ million, 2016-20               |
| Table 2: France digital advertising market category segmentation: \$ million, 2020  |
| Table 3: France digital advertising market geography segmentation: \$ million, 2020 |
| Table 4: France digital advertising market value forecast: \$ million, 2020-25      |
| Table 5: Alphabet Inc: key facts  |
| Table 6: Alphabet Inc: Annual Financial Ratios                                      |
| Table 7: Alphabet Inc: Key Employees  |
| Table 8: Facebook Inc.: key facts   |
| Table 9: Facebook Inc.: Annual Financial Ratios                                     |
| Table 10: Facebook Inc.: Key Employees  |
| Table 11: Facebook Inc.: Key Employees Continued                                    |
| Table 12: Amazon.com, Inc.: key facts   |
| Table 13: Amazon.com, Inc.: Annual Financial Ratios                                 |
| Table 14: Amazon.com, Inc.: Key Employees   |
| Table 15: Amazon.com, Inc.: Key Employees Continued                                 |
| Table 16: Microsoft Corporation: key facts  |
| Table 17: Microsoft Corporation: Annual Financial Ratios                            |
| Table 18: Microsoft Corporation: Key Employees                                      |
| Table 19: Microsoft Corporation: Key Employees Continued                            |
| Table 20: France size of population (million), 2016-20                              |
| Table 21: France gdp (constant 2005 prices, \$ billion), 2016-20                    |
| Table 22: France gdp (current prices, \$ billion), 2016-20                          |
| Table 23: France inflation, 2016-20   |
| Table 24: France consumer price index (absolute), 2016-20                           |
| Table 25: France exchange rate, 2016-20   |

## List Of Figures

### LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

## I would like to order

Product name: Digital Advertising in France - Market Summary, Competitive Analysis and Forecast to 2025

Product link: <https://marketpublishers.com/r/DD02B02D1E0AEN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/DD02B02D1E0AEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

