

Digital Advertising in France

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Abstracts

Digital Advertising in France

SUMMARY

Digital Advertising in France industry profile provides top%li%line qualitative and quantitative summary information including: market size (value 2015%li%19, and forecast to 2024). 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.

The French Digital advertising market had total revenues of \$6,282.8m in 2019, representing a compound annual growth rate (CAGR) of 6.9% between 2015 and 2019.

The Mobile segment was the market's most lucrative in 2019, with total revenues of \$3,835.8m, equivalent to 61.1% of the market's overall value.

In 2019 digital advertising accounted for 52% of French advertising revenues. Online networks are able to offer advertising companies exposure to the mass markets for affordable prices, furthermore, AI and Blockchain technology have allowed adverts to target consumers that are more likely to purchase a certain product or service, which has made online advertising a more effective strategy than traditional forms of 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 2019?

What will be the size of the France digital advertising market in 2024?

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?

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, 2015-19
- Table 2: France digital advertising market category segmentation: \$ million, 2019
- Table 3: France digital advertising market geography segmentation: \$ million, 2019
- Table 4: France digital advertising market value forecast: \$ million, 2019-24
- 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: Microsoft Corporation: key facts
- Table 16: Microsoft Corporation: Annual Financial Ratios
- Table 17: Microsoft Corporation: Key Employees
- Table 18: Microsoft Corporation: Key Employees Continued
- Table 19: Microsoft Corporation: Key Employees Continued
- Table 20: Microsoft Corporation: Key Employees Continued
- Table 21: France size of population (million), 2015-19
- Table 22: France gdp (constant 2005 prices, \$ billion), 2015-19
- Table 23: France gdp (current prices, \$ billion), 2015-19
- Table 24: France inflation, 2015-19
- Table 25: France consumer price index (absolute), 2015-19
- Table 26: France exchange rate, 2015-19

List Of Figures

LIST OF FIGURES

Figure 1: France digital advertising market value: \$ million, 2015-19

Figure 2: France digital advertising market category segmentation: % share, by value, 2019

Figure 3: France digital advertising market geography segmentation: % share, by value, 2019

Figure 4: France digital advertising market value forecast: \$ million, 2019-24

Figure 5: Forces driving competition in the digital advertising market in France, 2019

Figure 6: Drivers of buyer power in the digital advertising market in France, 2019

Figure 7: Drivers of supplier power in the digital advertising market in France, 2019

Figure 8: Factors influencing the likelihood of new entrants in the digital advertising market in France, 2019

Figure 9: Factors influencing the threat of substitutes in the digital advertising market in France, 2019

Figure 10: Drivers of degree of rivalry in the digital advertising market in France, 2019

COMPANIES MENTIONED

Alphabet Inc

Facebook Inc.

Amazon.com, Inc.

Microsoft Corporation

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