

# Digital Advertising in Germany

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## Abstracts

Digital Advertising in Germany

### SUMMARY

Digital Advertising in Germany 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 German Digital advertising market had total revenues of \$8,418.1m in 2019, representing a compound annual growth rate (CAGR) of 6.6% between 2015 and 2019.

The Mobile segment was the market's most lucrative in 2019, with total revenues of \$5,256.3m, equivalent to 62.4% of the market's overall value.

In 2019, 38.5% of German advertising expenditure was spent on digital advertising. The majority of which is acquired by Google and Facebook, the most popular search engine and social media site in Germany.

### SCOPE

*Digital Advertising in Germany*

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

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

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 Germany digital advertising market with five year forecasts

## **REASONS TO BUY**

What was the size of the Germany digital advertising market by value in 2019?

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

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

How has the market performed over the last five years?

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

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### COMPANIES MENTIONED

Alphabet Inc

Facebook Inc.

Amazon.com, Inc.

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