

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?

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.

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: Germany digital advertising market value: \$ million, 2015-19
- Table 2: Germany digital advertising market category segmentation: \$ million, 2019
- Table 3: Germany digital advertising market geography segmentation: \$ million, 2019
- Table 4: Germany 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: Germany size of population (million), 2015-19
- Table 16: Germany gdp (constant 2005 prices, \$ billion), 2015-19
- Table 17: Germany gdp (current prices, \$ billion), 2015-19
- Table 18: Germany inflation, 2015-19
- Table 19: Germany consumer price index (absolute), 2015-19
- Table 20: Germany exchange rate, 2015-19

List Of Figures

LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

COMPANIES MENTIONED

Alphabet Inc

Facebook Inc.

Amazon.com, Inc.

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