

# Digital Advertising in India

<https://marketpublishers.com/r/D78136157B6EN.html>

Date: April 2020

Pages: 48

Price: US\$ 350.00 (Single User License)

ID: D78136157B6EN

## Abstracts

Digital Advertising in India

### SUMMARY

Digital Advertising in India 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 Indian Digital advertising market had total revenues of \$1,797.0m in 2019, representing a compound annual growth rate (CAGR) of 25.4% between 2015 and 2019.

The Mobile segment was the market's most lucrative in 2019, with total revenues of \$1,691.5m, equivalent to 94.1% of the market's overall value.

With 451 million monthly active internet users by the end of 2019, India is now has the second largest number of internet users in the world, second only to China. Despite its large number of internet users, penetration remains relatively low at around 36% of the population.

## SCOPE

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

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

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 India digital advertising market with five year forecasts

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

What are the main segments that make up India'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. Baidu, 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: India digital advertising market value: \$ million, 2015-19
Table 2: India digital advertising market category segmentation: \$ million, 2019
Table 3: India digital advertising market geography segmentation: \$ million, 2019
Table 4: India 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: Baidu, Inc.: key facts
Table 16: Baidu, Inc.: Annual Financial Ratios
Table 17: Baidu, Inc.: Key Employees
Table 18: India size of population (million), 2015-19
Table 19: India gdp (constant 2005 prices, \$ billion), 2015-19
Table 20: India gdp (current prices, \$ billion), 2015-19
Table 21: India inflation, 2015-19
Table 22: India consumer price index (absolute), 2015-19
Table 23: India exchange rate, 2015-19

## List Of Figures

### LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

### COMPANIES MENTIONED

Alphabet Inc

Facebook Inc.

Amazon.com, Inc.

Baidu, Inc.

## I would like to order

Product name: Digital Advertising in India

Product link: <https://marketpublishers.com/r/D78136157B6EN.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/D78136157B6EN.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