

# Digital Advertising in India

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## 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?

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### COMPANIES MENTIONED

Alphabet Inc

Facebook Inc.

Amazon.com, Inc.

Baidu, Inc.

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