

# Digital Advertising in Mexico

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## Abstracts

Digital Advertising in Mexico

### SUMMARY

Digital Advertising in Mexico 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 Mexican Digital advertising market had total revenues of \$2,019.0m in 2019, representing a compound annual growth rate (CAGR) of 27% between 2015 and 2019.

The Mobile segment was the market's most lucrative in 2019, with total revenues of \$1,546.3m, equivalent to 76.6% of the market's overall value.

Mexico is the largest internet advertising market in Latin America, followed by Brazil. Much of Mexico's growth in the online advertising market has been a result of increased internet accessibility across the country.

### SCOPE

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

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

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 Mexico digital advertising market with five year forecasts

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

What are the main segments that make up Mexico'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. Mercado Latino 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: Mexico digital advertising market value: \$ million, 2015-19
- Table 2: Mexico digital advertising market category segmentation: \$ million, 2019
- Table 3: Mexico digital advertising market geography segmentation: \$ million, 2019
- Table 4: Mexico 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: Mercado Latino Inc: key facts
- Table 13: Mercado Latino Inc: Key Employees
- Table 14: Mexico size of population (million), 2015-19
- Table 15: Mexico gdp (constant 2005 prices, \$ billion), 2015-19
- Table 16: Mexico gdp (current prices, \$ billion), 2015-19
- Table 17: Mexico inflation, 2015-19
- Table 18: Mexico consumer price index (absolute), 2015-19
- Table 19: Mexico exchange rate, 2015-19

## List Of Figures

### LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

### COMPANIES MENTIONED

Alphabet Inc

Facebook Inc.

Mercado Latino Inc

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