

Digital Advertising in Scandinavia

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Abstracts

Digital Advertising in Scandinavia

SUMMARY

Digital Advertising in Scandinavia 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 Scandinavian Digital advertising market had total revenues of \$4,833.0m in 2019, representing a compound annual growth rate (CAGR) of 9.8% between 2015 and 2019.

The Mobile segment was the market's most lucrative in 2019, with total revenues of \$2,846.9m, equivalent to 58.9% of the market's overall value.

A strong correlation between GDP and advertisements is present, with any potential economic downturn causing companies to cut back on marketing spending. Norway, Iceland and Denmark are among the top 10 countries for GDP in the world, while Sweden and Finland rank 12th and 15th. High GDP indicates a strong economy, which will encourage increased advertising spending.

SCOPE

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

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

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 Scandinavia digital advertising market with five year forecasts

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

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COMPANIES MENTIONED

Alphabet Inc

Facebook Inc.

Amazon.com, Inc.

Microsoft Corporation

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