

# Digital Advertising in Singapore

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## Abstracts

Digital Advertising in Singapore

### SUMMARY

Digital Advertising in Singapore 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 Singaporean Digital advertising market had total revenues of \$345.3m in 2019, representing a compound annual growth rate (CAGR) of 5.3% between 2015 and 2019.

The Desktop segment was the market's most lucrative in 2019, with total revenues of \$256.0m, equivalent to 74.1% of the market's overall value.

Cautious ad spending has caused growth to slow down in the digital ad market, in 2018 Singapore's advertising market declined by 6.5% followed by a weak 0.1% increase in value during 2019. Although this is caused by led by traditional advertising channels, it also reflects the nations weak economic performance weaker advertising expenditures in general.

## SCOPE

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

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

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 Singapore digital advertising market with five year forecasts

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

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Alphabet Inc

Facebook Inc.

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