

Digital Advertising in South Korea

<https://marketpublishers.com/r/DC23816C7F0EN.html>

Date: April 2020

Pages: 44

Price: US\$ 350.00 (Single User License)

ID: DC23816C7F0EN

Abstracts

Digital Advertising in South Korea

SUMMARY

Digital Advertising in South Korea 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 South Korean Digital advertising market had total revenues of \$3,927.7m 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 \$2,227.2m, equivalent to 56.7% of the market's overall value.

South Korea has one of the world's greatest internet penetration rates with 95.1% of the country's population able to access the internet. Internet usage is highly prevalent, creating a large online consumer population; as a result, online marketing has become the nation's preferred method for advertisement.

SCOPE

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

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

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 South Korea digital advertising market with five year forecasts

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

What are the main segments that make up South Korea'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. Naver Corp

8.2. Kakao Corp

8.3. Alphabet Inc

8.4. Facebook 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: South Korea digital advertising market value: \$ million, 2015-19

Table 2: South Korea digital advertising market category segmentation: \$ million, 2019

Table 3: South Korea digital advertising market geography segmentation: \$ million, 2019

Table 4: South Korea digital advertising market value forecast: \$ million, 2019-24

Table 5: Naver Corp: key facts

Table 6: Naver Corp: Annual Financial Ratios

Table 7: Naver Corp: Key Employees

Table 8: Kakao Corp: key facts

Table 9: Kakao Corp: Annual Financial Ratios

Table 10: Kakao Corp: Key Employees

Table 11: Alphabet Inc: key facts

Table 12: Alphabet Inc: Annual Financial Ratios

Table 13: Alphabet Inc: Key Employees

Table 14: Facebook Inc.: key facts

Table 15: Facebook Inc.: Annual Financial Ratios

Table 16: Facebook Inc.: Key Employees

Table 17: Facebook Inc.: Key Employees Continued

Table 18: South Korea size of population (million), 2015-19

Table 19: South Korea gdp (constant 2005 prices, \$ billion), 2015-19

Table 20: South Korea gdp (current prices, \$ billion), 2015-19

Table 21: South Korea inflation, 2015-19

Table 22: South Korea consumer price index (absolute), 2015-19

Table 23: South Korea exchange rate, 2015-19

List Of Figures

LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

COMPANIES MENTIONED

Naver Corp

Kakao Corp

Alphabet Inc

Facebook Inc.

I would like to order

Product name: Digital Advertising in South Korea

Product link: <https://marketpublishers.com/r/DC23816C7F0EN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/DC23816C7F0EN.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