

# Digital Advertising in the United Kingdom

<https://marketpublishers.com/r/D64FAD04BFBEN.html>

Date: April 2020

Pages: 51

Price: US\$ 350.00 (Single User License)

ID: D64FAD04BFBEN

## Abstracts

Digital Advertising in the United Kingdom

### SUMMARY

Digital Advertising in the United Kingdom 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 UK Digital advertising market had total revenues of \$16,705.6m in 2019, representing a compound annual growth rate (CAGR) of 10.7% between 2015 and 2019.

The Mobile segment was the market's most lucrative in 2019, with total revenues of \$8,942.7m, equivalent to 53.5% of the market's overall value.

In 2019, 56.4% of advertising expenditure in the UK was on digital advertising. Most market growth has come at the expense of declining print advertising markets as companies transfer to digital marketing strategies. These offer exposure to the mass markets at affordable prices, as well as increased advertising effectiveness due to AI technology targeting consumers who are

more likely to purchase certain products or services

## SCOPE

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

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

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 United Kingdom digital advertising market with five year forecasts

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

What are the main segments that make up the United Kingdom'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. Amazon.com, Inc.

8.4. Microsoft Corporation

## **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: United Kingdom digital advertising market value: \$ million, 2015-19
- Table 2: United Kingdom digital advertising market category segmentation: \$ million, 2019
- Table 3: United Kingdom digital advertising market geography segmentation: \$ million, 2019
- Table 4: United Kingdom 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: Amazon.com, Inc.: key facts
- Table 13: Amazon.com, Inc.: Annual Financial Ratios
- Table 14: Amazon.com, Inc.: Key Employees
- Table 15: Microsoft Corporation: key facts
- Table 16: Microsoft Corporation: Annual Financial Ratios
- Table 17: Microsoft Corporation: Key Employees
- Table 18: Microsoft Corporation: Key Employees Continued
- Table 19: Microsoft Corporation: Key Employees Continued
- Table 20: United Kingdom size of population (million), 2015-19
- Table 21: United Kingdom gdp (constant 2005 prices, \$ billion), 2015-19
- Table 22: United Kingdom gdp (current prices, \$ billion), 2015-19
- Table 23: United Kingdom inflation, 2015-19
- Table 24: United Kingdom consumer price index (absolute), 2015-19
- Table 25: United Kingdom exchange rate, 2015-19

## List Of Figures

### LIST OF FIGURES

- Figure 1: United Kingdom digital advertising market value: \$ million, 2015-19
- Figure 2: United Kingdom digital advertising market category segmentation: % share, by value, 2019
- Figure 3: United Kingdom digital advertising market geography segmentation: % share, by value, 2019
- Figure 4: United Kingdom digital advertising market value forecast: \$ million, 2019-24
- Figure 5: Forces driving competition in the digital advertising market in the United Kingdom, 2019
- Figure 6: Drivers of buyer power in the digital advertising market in the United Kingdom, 2019
- Figure 7: Drivers of supplier power in the digital advertising market in the United Kingdom, 2019
- Figure 8: Factors influencing the likelihood of new entrants in the digital advertising market in the United Kingdom, 2019
- Figure 9: Factors influencing the threat of substitutes in the digital advertising market in the United Kingdom, 2019
- Figure 10: Drivers of degree of rivalry in the digital advertising market in the United Kingdom, 2019

### COMPANIES MENTIONED

Alphabet Inc  
Facebook Inc.  
Amazon.com, Inc.  
Microsoft Corporation

## I would like to order

Product name: Digital Advertising in the United Kingdom

Product link: <https://marketpublishers.com/r/D64FAD04BFBEN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/D64FAD04BFBEN.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