

# Digital Advertising in the United States

<https://marketpublishers.com/r/DA54D95287FEN.html>

Date: April 2020

Pages: 50

Price: US\$ 350.00 (Single User License)

ID: DA54D95287FEN

## Abstracts

Digital Advertising in the United States

### SUMMARY

Digital Advertising in the United States 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 US Digital advertising market had total revenues of \$114,990.6m in 2019, representing a compound annual growth rate (CAGR) of 17.9% between 2015 and 2019.

The Mobile segment was the market's most lucrative in 2019, with total revenues of \$76,844.5m, equivalent to 66.8% of the market's overall value.

The US is the largest advertising market worldwide thanks to its highly commercialized culture and prolific ad spending. Digital duopoly Google and Facebook have driven digital advertising growth in the US. Google and Google owned video sharing platform YouTube, received approximately 60% of the US online advertising market in 2019.

## 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 States

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

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 States digital advertising market with five year forecasts

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

What are the main segments that make up the United States'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 States digital advertising market value: \$ million, 2015-19

Table 2: United States digital advertising market category segmentation: \$ million, 2019

Table 3: United States digital advertising market geography segmentation: \$ million, 2019

Table 4: United States 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: Microsoft Corporation: Key Employees Continued

Table 21: United States size of population (million), 2015-19

Table 22: United States gdp (constant 2005 prices, \$ billion), 2015-19

Table 23: United States gdp (current prices, \$ billion), 2015-19

Table 24: United States inflation, 2015-19

Table 25: United States consumer price index (absolute), 2015-19

Table 26: United States exchange rate, 2015-19

## List Of Figures

### LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

### COMPANIES MENTIONED

Alphabet Inc

Facebook Inc.

Amazon.com, Inc.

Microsoft Corporation

## I would like to order

Product name: Digital Advertising in the United States

Product link: <https://marketpublishers.com/r/DA54D95287FEN.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/DA54D95287FEN.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