

# Digital Advertising Market Summary, Competitive Analysis and Forecast, 2017-2026 (Global Almanac)

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## Abstracts

Digital Advertising Market Summary, Competitive Analysis and Forecast, 2017-2026 (Global Almanac)

### SUMMARY

Global Digital Advertising industry profile provides top-line qualitative and quantitative summary information including: Market size (value 2017-21, and forecast to 2026). 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 (also known as online marketing, Internet advertising or web advertising) represents expenditures on digital advertising. It consists of revenues gained by any advertising activities performed by the mean of Internet using mobile devices and personal computers.

All market data and forecasts are represented in nominal terms (i.e., without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2021 annual average exchange rates.

The global digital advertising market had total revenues of \$468.0 billion in 2021, representing a compound annual growth rate (CAGR) of 14% between 2016 and 2021.

The mobile segment was the market's most lucrative in 2021, with total revenues of \$331.2 billion, equivalent to 70.8% of the market's overall value.

The digital advertising market achieved very strong growth in 2021, supported by delayed marketing spends, traditional seasonal uplift, the rollout of COVID-19 vaccines and the recovery of the economy.

## **SCOPE**

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

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global digital advertising Market

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 global digital advertising Market with five year forecasts

## **REASONS TO BUY**

What was the size of the global digital advertising Market by value in 2021?

What will be the size of the global digital advertising Market in 2026?

What factors are affecting the strength of competition in the global digital advertising Market?

How has the Market performed over the last five years?

What are the main segments that make up the global digital advertising Market?

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