

Digital Advertising Market Summary, Competitive Analysis and Forecast to 2027 (Global Almanac)

<https://marketpublishers.com/r/D86181E927E9EN.html>

Date: June 2023

Pages: 558

Price: US\$ 2,995.00 (Single User License)

ID: D86181E927E9EN

Abstracts

Digital Advertising Market @Summary, Competitive Analysis and Forecast to 2027 (Global Almanac)

SUMMARY

Global Digital Advertising industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-22, and forecast to 2027). 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 2022 annual average exchange rates.

The global digital advertising market had total revenues of \$604.3 billion in 2022, representing a compound annual growth rate (CAGR) of 16.9% between 2017 and 2022.

The mobile segment accounted for the market's largest proportion in 2022, with total revenues of \$426.3 billion, equivalent to 70.5% of the market's overall

value.

The growing number of internet users has propelled investments in digital advertising. According to the latest available data by the World Bank, in 2021, the proportion of internet users in the total population globally reached 63% in 2021 as compared to 54% in 2019.

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 2022?

What will be the size of the global digital advertising market in 2027?

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?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Competitive landscape

2 INTRODUCTION

- 2.1. What is this report about?
- 2.2. Who is the target reader?
- 2.3. How to use this report
- 2.4. Definitions

3 GLOBAL DIGITAL ADVERTISING

- 3.1. Market Overview
- 3.2. Market Data
- 3.3. Market Segmentation
- 3.4. Market outlook
- 3.5. Five forces analysis

4 MACROECONOMIC INDICATORS

- 4.1. Country data

5 DIGITAL ADVERTISING IN ASIA-PACIFIC

- 5.1. Market Overview
- 5.2. Market Data
- 5.3. Market Segmentation
- 5.4. Market outlook
- 5.5. Five forces analysis

6 DIGITAL ADVERTISING IN EUROPE

- 6.1. Market Overview
- 6.2. Market Data
- 6.3. Market Segmentation
- 6.4. Market outlook
- 6.5. Five forces analysis

7 MACROECONOMIC INDICATORS

- 7.1. Country data

8 DIGITAL ADVERTISING IN FRANCE

- 8.1. Market Overview
- 8.2. Market Data
- 8.3. Market Segmentation
- 8.4. Market outlook
- 8.5. Five forces analysis

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 DIGITAL ADVERTISING IN GERMANY

- 10.1. Market Overview
- 10.2. Market Data
- 10.3. Market Segmentation
- 10.4. Market outlook
- 10.5. Five forces analysis

11 MACROECONOMIC INDICATORS

- 11.1. Country data

12 DIGITAL ADVERTISING IN AUSTRALIA

- 12.1. Market Overview
- 12.2. Market Data
- 12.3. Market Segmentation

12.4. Market outlook

12.5. Five forces analysis

13 MACROECONOMIC INDICATORS

13.1. Country data

14 DIGITAL ADVERTISING IN BRAZIL

14.1. Market Overview

14.2. Market Data

14.3. Market Segmentation

14.4. Market outlook

14.5. Five forces analysis

15 MACROECONOMIC INDICATORS

15.1. Country data

16 DIGITAL ADVERTISING IN CANADA

16.1. Market Overview

16.2. Market Data

16.3. Market Segmentation

16.4. Market outlook

16.5. Five forces analysis

17 MACROECONOMIC INDICATORS

17.1. Country data

18 DIGITAL ADVERTISING IN CHINA

18.1. Market Overview

18.2. Market Data

18.3. Market Segmentation

18.4. Market outlook

18.5. Five forces analysis

19 MACROECONOMIC INDICATORS

19.1. Country data

20 DIGITAL ADVERTISING IN INDIA

20.1. Market Overview

20.2. Market Data

20.3. Market Segmentation

20.4. Market outlook

20.5. Five forces analysis

21 MACROECONOMIC INDICATORS

21.1. Country data

22 DIGITAL ADVERTISING IN INDONESIA

22.1. Market Overview

22.2. Market Data

22.3. Market Segmentation

22.4. Market outlook

22.5. Five forces analysis

23 MACROECONOMIC INDICATORS

23.1. Country data

24 DIGITAL ADVERTISING IN ITALY

24.1. Market Overview

24.2. Market Data

24.3. Market Segmentation

24.4. Market outlook

24.5. Five forces analysis

25 MACROECONOMIC INDICATORS

25.1. Country data

26 DIGITAL ADVERTISING IN JAPAN

- 26.1. Market Overview
- 26.2. Market Data
- 26.3. Market Segmentation
- 26.4. Market outlook
- 26.5. Five forces analysis

27 MACROECONOMIC INDICATORS

- 27.1. Country data

28 DIGITAL ADVERTISING IN MEXICO

- 28.1. Market Overview
- 28.2. Market Data
- 28.3. Market Segmentation
- 28.4. Market outlook
- 28.5. Five forces analysis

29 MACROECONOMIC INDICATORS

- 29.1. Country data

30 DIGITAL ADVERTISING IN THE NETHERLANDS

- 30.1. Market Overview
- 30.2. Market Data
- 30.3. Market Segmentation
- 30.4. Market outlook
- 30.5. Five forces analysis

31 MACROECONOMIC INDICATORS

- 31.1. Country data

32 DIGITAL ADVERTISING IN NORTH AMERICA

- 32.1. Market Overview
- 32.2. Market Data
- 32.3. Market Segmentation
- 32.4. Market outlook
- 32.5. Five forces analysis

33 DIGITAL ADVERTISING IN RUSSIA

- 33.1. Market Overview
- 33.2. Market Data
- 33.3. Market Segmentation
- 33.4. Market outlook
- 33.5. Five forces analysis

34 MACROECONOMIC INDICATORS

- 34.1. Country data

35 DIGITAL ADVERTISING IN SCANDINAVIA

- 35.1. Market Overview
- 35.2. Market Data
- 35.3. Market Segmentation
- 35.4. Market outlook
- 35.5. Five forces analysis

36 DIGITAL ADVERTISING IN SINGAPORE

- 36.1. Market Overview
- 36.2. Market Data
- 36.3. Market Segmentation
- 36.4. Market outlook
- 36.5. Five forces analysis

37 MACROECONOMIC INDICATORS

- 37.1. Country data

38 DIGITAL ADVERTISING IN SOUTH AFRICA

- 38.1. Market Overview
- 38.2. Market Data
- 38.3. Market Segmentation
- 38.4. Market outlook
- 38.5. Five forces analysis

39 MACROECONOMIC INDICATORS

- 39.1. Country data

40 DIGITAL ADVERTISING IN SOUTH KOREA

- 40.1. Market Overview
- 40.2. Market Data
- 40.3. Market Segmentation
- 40.4. Market outlook
- 40.5. Five forces analysis

41 MACROECONOMIC INDICATORS

- 41.1. Country data

42 DIGITAL ADVERTISING IN SPAIN

- 42.1. Market Overview
- 42.2. Market Data
- 42.3. Market Segmentation
- 42.4. Market outlook
- 42.5. Five forces analysis

43 MACROECONOMIC INDICATORS

- 43.1. Country data

44 DIGITAL ADVERTISING IN TURKEY

- 44.1. Market Overview
- 44.2. Market Data

- 44.3. Market Segmentation
- 44.4. Market outlook
- 44.5. Five forces analysis

45 MACROECONOMIC INDICATORS

- 45.1. Country data

46 DIGITAL ADVERTISING IN THE UNITED KINGDOM

- 46.1. Market Overview
- 46.2. Market Data
- 46.3. Market Segmentation
- 46.4. Market outlook
- 46.5. Five forces analysis

47 MACROECONOMIC INDICATORS

- 47.1. Country data

48 DIGITAL ADVERTISING IN THE UNITED STATES

- 48.1. Market Overview
- 48.2. Market Data
- 48.3. Market Segmentation
- 48.4. Market outlook
- 48.5. Five forces analysis

49 MACROECONOMIC INDICATORS

- 49.1. Country data

50 COMPANY PROFILES

- 50.1. Microsoft Corporation
- 50.2. Alphabet Inc
- 50.3. Amazon.com, Inc.
- 50.4. Alibaba Group Holding Limited
- 50.5. Meta Platforms, Inc.

- 50.6. Baidu, Inc.
- 50.7. Naver Corp
- 50.8. Beijing ByteDance Technology Co Ltd
- 50.9. Globo Comunicacao e Participacoes S.A.
- 50.10. Tencent Holdings Limited
- 50.11. Flipkart Internet Pvt Ltd
- 50.12. Rakuten Group Inc
- 50.13. Mercado Latino Inc
- 50.14. bol.com bv
- 50.15. Yandex NV
- 50.16. Mail.Ru Group LLC
- 50.17. Kakao Corp

51 APPENDIX

- 51.1. Methodology
- 51.2. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Global digital advertising market value: \$ million, 2017-22
- Table 2: Global digital advertising market category segmentation: % share, by value, 2017-2022
- Table 3: Global digital advertising market category segmentation: \$ million, 2017-2022
- Table 4: Global digital advertising market geography segmentation: \$ million, 2022
- Table 5: Global digital advertising market value forecast: \$ million, 2022-27
- Table 6: Global size of population (million), 2018-22
- Table 7: Global gdp (constant 2005 prices, \$ billion), 2018-22
- Table 8: Global gdp (current prices, \$ billion), 2018-22
- Table 9: Global inflation, 2018-22
- Table 10: Global consumer price index (absolute), 2018-22
- Table 11: Global exchange rate, 2018-22
- Table 12: Asia-Pacific digital advertising market value: \$ million, 2017-22
- Table 13: Asia-Pacific digital advertising market category segmentation: % share, by value, 2017-2022
- Table 14: Asia-Pacific digital advertising market category segmentation: \$ million, 2017-2022
- Table 15: Asia-Pacific digital advertising market geography segmentation: \$ million, 2022
- Table 16: Asia-Pacific digital advertising market value forecast: \$ million, 2022-27
- Table 17: Europe digital advertising market value: \$ million, 2017-22
- Table 18: Europe digital advertising market category segmentation: % share, by value, 2017-2022
- Table 19: Europe digital advertising market category segmentation: \$ million, 2017-2022
- Table 20: Europe digital advertising market geography segmentation: \$ million, 2022
- Table 21: Europe digital advertising market value forecast: \$ million, 2022-27
- Table 22: Europe size of population (million), 2018-22
- Table 23: Europe gdp (constant 2005 prices, \$ billion), 2018-22
- Table 24: Europe gdp (current prices, \$ billion), 2018-22
- Table 25: Europe inflation, 2018-22
- Table 26: Europe consumer price index (absolute), 2018-22
- Table 27: Europe exchange rate, 2018-22
- Table 28: France digital advertising market value: \$ million, 2017-22
- Table 29: France digital advertising market category segmentation: % share, by value, 2017-2022

Table 30: France digital advertising market category segmentation: \$ million, 2017-2022

Table 31: France digital advertising market geography segmentation: \$ million, 2022

Table 32: France digital advertising market value forecast: \$ million, 2022-27

Table 33: France size of population (million), 2018-22

Table 34: France gdp (constant 2005 prices, \$ billion), 2018-22

Table 35: France gdp (current prices, \$ billion), 2018-22

Table 36: France inflation, 2018-22

Table 37: France consumer price index (absolute), 2018-22

Table 38: France exchange rate, 2018-22

Table 39: Germany digital advertising market value: \$ million, 2017-22

Table 40: Germany digital advertising market category segmentation: % share, by value, 2017-2022

Table 41: Germany digital advertising market category segmentation: \$ million, 2017-2022

Table 42: Germany digital advertising market geography segmentation: \$ million, 2022

Table 43: Germany digital advertising market value forecast: \$ million, 2022-27

Table 44: Germany size of population (million), 2018-22

Table 45: Germany gdp (constant 2005 prices, \$ billion), 2018-22

Table 46: Germany gdp (current prices, \$ billion), 2018-22

Table 47: Germany inflation, 2018-22

Table 48: Germany consumer price index (absolute), 2018-22

Table 49: Germany exchange rate, 2018-22

Table 50: Australia digital advertising market value: \$ million, 2017-22

Table 51: Australia digital advertising market category segmentation: % share, by value, 2017-2022

Table 52: Australia digital advertising market category segmentation: \$ million, 2017-2022

Table 53: Australia digital advertising market geography segmentation: \$ million, 2022

Table 54: Australia digital advertising market value forecast: \$ million, 2022-27

Table 55: Australia size of population (million), 2018-22

Table 56: Australia gdp (constant 2005 prices, \$ billion), 2018-22

Table 57: Australia gdp (current prices, \$ billion), 2018-22

Table 58: Australia inflation, 2018-22

Table 59: Australia consumer price index (absolute), 2018-22

Table 60: Australia exchange rate, 2018-22

Table 61: Brazil digital advertising market value: \$ million, 2017-22

Table 62: Brazil digital advertising market category segmentation: % share, by value, 2017-2022

Table 63: Brazil digital advertising market category segmentation: \$ million, 2017-2022

Table 64: Brazil digital advertising market geography segmentation: \$ million, 2022

Table 65: Brazil digital advertising market value forecast: \$ million, 2022-27

Table 66: Brazil size of population (million), 2018-22

Table 67: Brazil gdp (constant 2005 prices, \$ billion), 2018-22

Table 68: Brazil gdp (current prices, \$ billion), 2018-22

Table 69: Brazil inflation, 2018-22

Table 70: Brazil consumer price index (absolute), 2018-22

Table 71: Brazil exchange rate, 2018-22

Table 72: Canada digital advertising market value: \$ million, 2017-22

Table 73: Canada digital advertising market category segmentation: % share, by value, 2017-2022

Table 74: Canada digital advertising market category segmentation: \$ million, 2017-2022

Table 75: Canada digital advertising market geography segmentation: \$ million, 2022

Table 76: Canada digital advertising market value forecast: \$ million, 2022-27

Table 77: Canada size of population (million), 2018-22

Table 78: Canada gdp (constant 2005 prices, \$ billion), 2018-22

Table 79: Canada gdp (current prices, \$ billion), 2018-22

Table 80: Canada inflation, 2018-22

Table 81: Canada consumer price index (absolute), 2018-22

Table 82: Canada exchange rate, 2018-22

Table 83: China digital advertising market value: \$ million, 2017-22

Table 84: China digital advertising market category segmentation: % share, by value, 2017-2022

Table 85: China digital advertising market category segmentation: \$ million, 2017-2022

Table 86: China digital advertising market geography segmentation: \$ million, 2022

Table 87: China digital advertising market value forecast: \$ million, 2022-27

Table 88: China size of population (million), 2018-22

Table 89: China gdp (constant 2005 prices, \$ billion), 2018-22

Table 90: China gdp (current prices, \$ billion), 2018-22

List Of Figures

LIST OF FIGURES

Figure 1: Global digital advertising market value: \$ million, 2017-22

Figure 2: Global digital advertising market category segmentation: \$ million, 2017-2022

Figure 3: Global digital advertising market geography segmentation: % share, by value, 2022

Figure 4: Global digital advertising market value forecast: \$ million, 2022-27

Figure 5: Forces driving competition in the global digital advertising market, 2022

Figure 6: Drivers of buyer power in the global digital advertising market, 2022

Figure 7: Drivers of supplier power in the global digital advertising market, 2022

Figure 8: Factors influencing the likelihood of new entrants in the global digital advertising market, 2022

Figure 9: Factors influencing the threat of substitutes in the global digital advertising market, 2022

Figure 10: Drivers of degree of rivalry in the global digital advertising market, 2022

Figure 11: Asia-Pacific digital advertising market value: \$ million, 2017-22

Figure 12: Asia-Pacific digital advertising market category segmentation: \$ million, 2017-2022

Figure 13: Asia-Pacific digital advertising market geography segmentation: % share, by value, 2022

Figure 14: Asia-Pacific digital advertising market value forecast: \$ million, 2022-27

Figure 15: Forces driving competition in the digital advertising market in Asia-Pacific, 2022

Figure 16: Drivers of buyer power in the digital advertising market in Asia-Pacific, 2022

Figure 17: Drivers of supplier power in the digital advertising market in Asia-Pacific, 2022

Figure 18: Factors influencing the likelihood of new entrants in the digital advertising market in Asia-Pacific, 2022

Figure 19: Factors influencing the threat of substitutes in the digital advertising market in Asia-Pacific, 2022

Figure 20: Drivers of degree of rivalry in the digital advertising market in Asia-Pacific, 2022

Figure 21: Europe digital advertising market value: \$ million, 2017-22

Figure 22: Europe digital advertising market category segmentation: \$ million, 2017-2022

Figure 23: Europe digital advertising market geography segmentation: % share, by value, 2022

- Figure 24: Europe digital advertising market value forecast: \$ million, 2022-27
- Figure 25: Forces driving competition in the digital advertising market in Europe, 2022
- Figure 26: Drivers of buyer power in the digital advertising market in Europe, 2022
- Figure 27: Drivers of supplier power in the digital advertising market in Europe, 2022
- Figure 28: Factors influencing the likelihood of new entrants in the digital advertising market in Europe, 2022
- Figure 29: Factors influencing the threat of substitutes in the digital advertising market in Europe, 2022
- Figure 30: Drivers of degree of rivalry in the digital advertising market in Europe, 2022
- Figure 31: France digital advertising market value: \$ million, 2017-22
- Figure 32: France digital advertising market category segmentation: \$ million, 2017-2022
- Figure 33: France digital advertising market geography segmentation: % share, by value, 2022
- Figure 34: France digital advertising market value forecast: \$ million, 2022-27
- Figure 35: Forces driving competition in the digital advertising market in France, 2022
- Figure 36: Drivers of buyer power in the digital advertising market in France, 2022
- Figure 37: Drivers of supplier power in the digital advertising market in France, 2022
- Figure 38: Factors influencing the likelihood of new entrants in the digital advertising market in France, 2022
- Figure 39: Factors influencing the threat of substitutes in the digital advertising market in France, 2022
- Figure 40: Drivers of degree of rivalry in the digital advertising market in France, 2022
- Figure 41: Germany digital advertising market value: \$ million, 2017-22
- Figure 42: Germany digital advertising market category segmentation: \$ million, 2017-2022
- Figure 43: Germany digital advertising market geography segmentation: % share, by value, 2022
- Figure 44: Germany digital advertising market value forecast: \$ million, 2022-27
- Figure 45: Forces driving competition in the digital advertising market in Germany, 2022
- Figure 46: Drivers of buyer power in the digital advertising market in Germany, 2022
- Figure 47: Drivers of supplier power in the digital advertising market in Germany, 2022
- Figure 48: Factors influencing the likelihood of new entrants in the digital advertising market in Germany, 2022
- Figure 49: Factors influencing the threat of substitutes in the digital advertising market in Germany, 2022
- Figure 50: Drivers of degree of rivalry in the digital advertising market in Germany, 2022
- Figure 51: Australia digital advertising market value: \$ million, 2017-22
- Figure 52: Australia digital advertising market category segmentation: \$ million,

2017-2022

Figure 53: Australia digital advertising market geography segmentation: % share, by value, 2022

Figure 54: Australia digital advertising market value forecast: \$ million, 2022-27

Figure 55: Forces driving competition in the digital advertising market in Australia, 2022

Figure 56: Drivers of buyer power in the digital advertising market in Australia, 2022

Figure 57: Drivers of supplier power in the digital advertising market in Australia, 2022

Figure 58: Factors influencing the likelihood of new entrants in the digital advertising market in Australia, 2022

Figure 59: Factors influencing the threat of substitutes in the digital advertising market in Australia, 2022

Figure 60: Drivers of degree of rivalry in the digital advertising market in Australia, 2022

Figure 61: Brazil digital advertising market value: \$ million, 2017-22

Figure 62: Brazil digital advertising market category segmentation: \$ million, 2017-2022

Figure 63: Brazil digital advertising market geography segmentation: % share, by value, 2022

Figure 64: Brazil digital advertising market value forecast: \$ million, 2022-27

Figure 65: Forces driving competition in the digital advertising market in Brazil, 2022

Figure 66: Drivers of buyer power in the digital advertising market in Brazil, 2022

Figure 67: Drivers of supplier power in the digital advertising market in Brazil, 2022

Figure 68: Factors influencing the likelihood of new entrants in the digital advertising market in Brazil, 2022

Figure 69: Factors influencing the threat of substitutes in the digital advertising market in Brazil, 2022

Figure 70: Drivers of degree of rivalry in the digital advertising market in Brazil, 2022

Figure 71: Canada digital advertising market value: \$ million, 2017-22

Figure 72: Canada digital advertising market category segmentation: \$ million, 2017-2022

Figure 73: Canada digital advertising market geography segmentation: % share, by value, 2022

Figure 74: Canada digital advertising market value forecast: \$ million, 2022-27

Figure 75: Forces driving competition in the digital advertising market in Canada, 2022

Figure 76: Drivers of buyer power in the digital advertising market in Canada, 2022

Figure 77: Drivers of supplier power in the digital advertising market in Canada, 2022

Figure 78: Factors influencing the likelihood of new entrants in the digital advertising market in Canada, 2022

Figure 79: Factors influencing the threat of substitutes in the digital advertising market in Canada, 2022

Figure 80: Drivers of degree of rivalry in the digital advertising market in Canada, 2022

Figure 81: China digital advertising market value: \$ million, 2017-22

Figure 82: China digital advertising market category segmentation: \$ million, 2017-2022

Figure 83: China digital advertising market geography segmentation: % share, by value, 2022

Figure 84: China digital advertising market value forecast: \$ million, 2022-27

Figure 85: Forces driving competition in the digital advertising market in China, 2022

Figure 86: Drivers of buyer power in the digital advertising market in China, 2022

Figure 87: Drivers of supplier power in the digital advertising market in China, 2022

Figure 88: Factors influencing the likelihood of new entrants in the digital advertising market in China, 2022

Figure 89: Factors influencing the threat of substitutes in the digital advertising market in China, 2022

Figure 90: Drivers of degree of rivalry in the digital advertising market in China, 2022

I would like to order

Product name: Digital Advertising Market Summary, Competitive Analysis and Forecast to 2027 (Global Almanac)

Product link: <https://marketpublishers.com/r/D86181E927E9EN.html>

Price: US\$ 2,995.00 (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/D86181E927E9EN.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

