

Digital Advertising North America (NAFTA) Industry Guide 2015-2024

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Abstracts

Digital Advertising North America (NAFTA) Industry Guide 2015-2024

SUMMARY

The NAFTA Digital Advertising industry profile provides top-line qualitative and quantitative summary information including: industry size (value and volume 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the industry.

Essential resource for top-line data and analysis covering the NAFTA digital advertising industry. Includes industry size and segmentation data, textual and graphical analysis of industry growth trends and leading companies.

KEY HIGHLIGHTS

The North American Free Trade Agreement (NAFTA) is a trade agreement between the countries in North America: the US, Canada and Mexico. The digital advertising industry within the NAFTA countries had a total market value of \$123,391.2 million in 2019. The Mexico was the fastest growing country, with a CAGR of 27% over the 2015-19 period.

Within the digital advertising industry, the US is the leading country among the NAFTA bloc, with market revenues of \$114,990.6 million in 2019. This was followed by Canada and Mexico, with a value of \$6,381.6 and \$2,019.0 million, respectively.

The US is expected to lead the digital advertising industry in the NAFTA bloc, with a value of \$186,697.4 million in 2024, followed by Canada and Mexico with expected values of \$10,192.3 and \$3,572.0 million, respectively.

SCOPE

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

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the NAFTA digital advertising industry

Leading company profiles reveal details of key digital advertising industry players' NAFTA operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the NAFTA digital advertising industry with five year forecasts by both value and volume

Compares data from the US, Canada and Mexico, alongside individual chapters on each country

REASONS TO BUY

What was the size of the NAFTA digital advertising industry by value in 2019?

What will be the size of the NAFTA digital advertising industry in 2024?

What factors are affecting the strength of competition in the NAFTA digital advertising industry?

How has the industry performed over the last five years?

What are the main segments that make up the NAFTA digital advertising industry?

Contents

1 INTRODUCTION

- 1.1. What is this report about?
- 1.2. Who is the target reader?
- 1.3. How to use this report
- 1.4. Definitions

2 NAFTA DIGITAL ADVERTISING

- 2.1. Industry Outlook

3 DIGITAL ADVERTISING IN CANADA

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

4 DIGITAL ADVERTISING IN MEXICO

- 4.1. Market Overview
- 4.2. Market Data
- 4.3. Market Segmentation
- 4.4. Market outlook
- 4.5. Five forces analysis
- 4.6. Macroeconomic Indicators

5 DIGITAL ADVERTISING IN THE UNITED STATES

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

6 COMPANY PROFILES

- 6.1. Alphabet Inc
- 6.2. Facebook Inc.
- 6.3. Amazon.com, Inc.
- 6.4. Microsoft Corporation
- 6.5. Mercado Latino Inc

7 APPENDIX

- 7.1. Methodology
- 7.2. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: NAFTA countries digital advertising industry, revenue (\$m), 2015-24
- Table 2: NAFTA countries digital advertising industry, revenue (\$m), 2015-19
- Table 3: NAFTA countries digital advertising industry forecast, revenue (\$m), 2019-24
- Table 4: Canada digital advertising market value: \$ million, 2015-19
- Table 5: Canada digital advertising market category segmentation: \$ million, 2019
- Table 6: Canada digital advertising market geography segmentation: \$ million, 2019
- Table 7: Canada digital advertising market value forecast: \$ million, 2019-24
- Table 8: Canada size of population (million), 2015-19
- Table 9: Canada gdp (constant 2005 prices, \$ billion), 2015-19
- Table 10: Canada gdp (current prices, \$ billion), 2015-19
- Table 11: Canada inflation, 2015-19
- Table 12: Canada consumer price index (absolute), 2015-19
- Table 13: Canada exchange rate, 2015-19
- Table 14: Mexico digital advertising market value: \$ million, 2015-19
- Table 15: Mexico digital advertising market category segmentation: \$ million, 2019
- Table 16: Mexico digital advertising market geography segmentation: \$ million, 2019
- Table 17: Mexico digital advertising market value forecast: \$ million, 2019-24
- Table 18: Mexico size of population (million), 2015-19
- Table 19: Mexico gdp (constant 2005 prices, \$ billion), 2015-19
- Table 20: Mexico gdp (current prices, \$ billion), 2015-19
- Table 21: Mexico inflation, 2015-19
- Table 22: Mexico consumer price index (absolute), 2015-19
- Table 23: Mexico exchange rate, 2015-19
- Table 24: United States digital advertising market value: \$ million, 2015-19
- Table 25: United States digital advertising market category segmentation: \$ million, 2019
- Table 26: United States digital advertising market geography segmentation: \$ million, 2019
- Table 27: United States digital advertising market value forecast: \$ million, 2019-24
- Table 28: United States size of population (million), 2015-19
- Table 29: United States gdp (constant 2005 prices, \$ billion), 2015-19
- Table 30: United States gdp (current prices, \$ billion), 2015-19
- Table 31: United States inflation, 2015-19
- Table 32: United States consumer price index (absolute), 2015-19
- Table 33: United States exchange rate, 2015-19

- Table 34: Alphabet Inc: key facts
- Table 35: Alphabet Inc: Annual Financial Ratios
- Table 36: Alphabet Inc: Key Employees
- Table 37: Facebook Inc.: key facts
- Table 38: Facebook Inc.: Annual Financial Ratios
- Table 39: Facebook Inc.: Key Employees
- Table 40: Facebook Inc.: Key Employees Continued
- Table 41: Amazon.com, Inc.: key facts
- Table 42: Amazon.com, Inc.: Annual Financial Ratios
- Table 43: Amazon.com, Inc.: Key Employees
- Table 44: Microsoft Corporation: key facts
- Table 45: Microsoft Corporation: Annual Financial Ratios
- Table 46: Microsoft Corporation: Key Employees
- Table 47: Microsoft Corporation: Key Employees Continued
- Table 48: Microsoft Corporation: Key Employees Continued
- Table 49: Mercado Latino Inc: key facts
- Table 50: Mercado Latino Inc: Key Employees

List Of Figures

LIST OF FIGURES

Figure 1: NAFTA countries digital advertising industry, revenue (\$m), 2015-24

Figure 2: NAFTA countries digital advertising industry, revenue (\$m), 2015-19

Figure 3: NAFTA countries digital advertising industry forecast, revenue (\$m), 2019-24

Figure 4: Canada digital advertising market value: \$ million, 2015-19

Figure 5: Canada digital advertising market category segmentation: % share, by value, 2019

Figure 6: Canada digital advertising market geography segmentation: % share, by value, 2019

Figure 7: Canada digital advertising market value forecast: \$ million, 2019-24

Figure 8: Forces driving competition in the digital advertising market in Canada, 2019

Figure 9: Drivers of buyer power in the digital advertising market in Canada, 2019

Figure 10: Drivers of supplier power in the digital advertising market in Canada, 2019

Figure 11: Factors influencing the likelihood of new entrants in the digital advertising market in Canada, 2019

Figure 12: Factors influencing the threat of substitutes in the digital advertising market in Canada, 2019

Figure 13: Drivers of degree of rivalry in the digital advertising market in Canada, 2019

Figure 14: Mexico digital advertising market value: \$ million, 2015-19

Figure 15: Mexico digital advertising market category segmentation: % share, by value, 2019

Figure 16: Mexico digital advertising market geography segmentation: % share, by value, 2019

Figure 17: Mexico digital advertising market value forecast: \$ million, 2019-24

Figure 18: Forces driving competition in the digital advertising market in Mexico, 2019

Figure 19: Drivers of buyer power in the digital advertising market in Mexico, 2019

Figure 20: Drivers of supplier power in the digital advertising market in Mexico, 2019

Figure 21: Factors influencing the likelihood of new entrants in the digital advertising market in Mexico, 2019

Figure 22: Factors influencing the threat of substitutes in the digital advertising market in Mexico, 2019

Figure 23: Drivers of degree of rivalry in the digital advertising market in Mexico, 2019

Figure 24: United States digital advertising market value: \$ million, 2015-19

Figure 25: United States digital advertising market category segmentation: % share, by value, 2019

Figure 26: United States digital advertising market geography segmentation: % share,

by value, 2019

Figure 27: United States digital advertising market value forecast: \$ million, 2019-24

Figure 28: Forces driving competition in the digital advertising market in the United States, 2019

Figure 29: Drivers of buyer power in the digital advertising market in the United States, 2019

Figure 30: Drivers of supplier power in the digital advertising market in the United States, 2019

Figure 31: Factors influencing the likelihood of new entrants in the digital advertising market in the United States, 2019

Figure 32: Factors influencing the threat of substitutes in the digital advertising market in the United States, 2019

Figure 33: 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

Mercado Latino Inc

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