

Digital Advertising Top 5 Emerging Markets Industry Guide - Market Summary, Competitive Analysis and Forecast to 2025

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Abstracts

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SUMMARY

The Emerging 5 Digital Advertising industry profile provides top-line qualitative and quantitative summary information including: Market size (value 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the Market.

KEY HIGHLIGHTS

These countries contributed \$45,370.9 million to the global digital advertising industry in 2020, with a compound annual growth rate (CAGR) of 14% between 2007 and 2011. The top 5 emerging countries are expected to reach a value of \$75,060.8 million in 2025, with a CAGR of 10.6% over the 2020-25 period.

Within the digital advertising industry, China is the leading country among the top 5 emerging nations, with market revenues of \$39,013.6 million in 2020. This was followed by India and Mexico with a value of \$2,340.4 and \$1,983.0 million, respectively.

China is expected to lead the digital advertising industry in the top five emerging nations, with a value of \$61,955.0 million in 2025, followed by India and Brazil with expected values of \$6,164.2 and \$3,236.3 million, respectively.

SCOPE

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

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

Leading company profiles reveal details of key digital advertising Market players' emerging five operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the emerging five digital advertising Market with five year forecasts

Compares data from Brazil, China, India, Mexico and South Africa, alongside individual chapters on each country

REASONS TO BUY

What was the size of the emerging five digital advertising Market by value in 2020?

What will be the size of the emerging five digital advertising Market in 2025?

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

How has the Market performed over the last five years?

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

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