

# Europe Digital Advertising Market Summary, Competitive Analysis and Forecast to 2027

<https://marketpublishers.com/r/EED8DF6DEC81EN.html>

Date: May 2023

Pages: 52

Price: US\$ 350.00 (Single User License)

ID: EED8DF6DEC81EN

## Abstracts

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### SUMMARY

Digital Advertising in Europe industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, 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 European digital advertising market had total revenues of \$96.8 billion in 2022, representing a compound annual growth rate (CAGR) of 12.5% between 2017 and 2022.

The mobile segment accounted for the market's largest proportion in 2022, with total revenues of \$77.0 billion, equivalent to 79.5% of the market's overall value.

The growing number of internet users has propelled investments in digital advertising. According to Groupe Speciale Mobile Association (GSMA), in 2022, mobile internet penetration for connected users as a percentage of the population in Europe reached 85%.

## **SCOPE**

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

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

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 Europe digital advertising market with five year forecasts

## **REASONS TO BUY**

What was the size of the Europe digital advertising market by value in 2022?

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

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

How has the market performed over the last five years?

What are the main segments that make up Europe'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?
- 7.3. Could Amazon disrupt a Google and Meta duopoly?
- 7.4. What themes are impacting the market?
- 7.5. What are the most recent market developments?

## **8 COMPANY PROFILES**

- 8.1. Alphabet Inc
- 8.2. Meta Platforms, 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: Europe digital advertising market value: \$ million, 2017–22

Table 2: Europe digital advertising market category segmentation: % share, by value, 2017–2022

Table 3: Europe digital advertising market category segmentation: \$ million, 2017-2022

Table 4: Europe digital advertising market geography segmentation: \$ million, 2022

Table 5: Europe digital advertising market value forecast: \$ million, 2022–27

Table 6: Alphabet Inc: key facts

Table 7: Alphabet Inc: Annual Financial Ratios

Table 8: Alphabet Inc: Key Employees

Table 9: Meta Platforms, Inc.: key facts

Table 10: Meta Platforms, Inc.: Annual Financial Ratios

Table 11: Meta Platforms, Inc.: Key Employees

Table 12: Meta Platforms, Inc.: Key Employees Continued

Table 13: Amazon.com, Inc.: key facts

Table 14: Amazon.com, Inc.: Annual Financial Ratios

Table 15: Amazon.com, Inc.: Key Employees

Table 16: Amazon.com, Inc.: Key Employees Continued

Table 17: Microsoft Corporation: key facts

Table 18: Microsoft Corporation: Annual Financial Ratios

Table 19: Microsoft Corporation: Key Employees

Table 20: Microsoft Corporation: Key Employees Continued

Table 21: Europe size of population (million), 2018–22

Table 22: Europe gdp (constant 2005 prices, \$ billion), 2018–22

Table 23: Europe gdp (current prices, \$ billion), 2018–22

Table 24: Europe inflation, 2018–22

Table 25: Europe consumer price index (absolute), 2018–22

Table 26: Europe exchange rate, 2018–22

## List Of Figures

### LIST OF FIGURES

Figure 1: Europe digital advertising market value: \$ million, 2017–22

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

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

Figure 4: Europe digital advertising market value forecast: \$ million, 2022–27

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

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

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

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

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

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

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