

G8 Countries Digital Advertising Market Summary, Competitive Analysis and Forecast, 2017-2026

<https://marketpublishers.com/r/G9F51B89DF42EN.html>

Date: March 2022

Pages: 213

Price: US\$ 1,495.00 (Single User License)

ID: G9F51B89DF42EN

Abstracts

G8 Countries Digital Advertising Market Summary, Competitive Analysis and Forecast, 2017-2026

SUMMARY

The G8 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 G8 countries contributed \$240,548.3 million in 2021 to the global digital advertising industry, with a compound annual growth rate (CAGR) of 13.7% between 2017 and 2021. The G8 countries are expected to reach a value of \$321,027.7 million in 2026, with a CAGR of 5.9% over the 2021-26 period.

Among the G8 nations, the US is the leading country in the digital advertising industry, with market revenues of \$153,338.1 million in 2021. This was followed by the UK and Japan, with a value of \$28,947.6 and \$22,553.6 million, respectively.

The US is expected to lead the digital advertising industry in the G8 nations with a value of \$210,694.0 million in 2026, followed by Japan and the UK with expected values of \$33,443.5 and \$31,512.0 million, respectively.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the G8 digital advertising Market

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the G8 digital advertising Market

Leading company profiles reveal details of key digital advertising Market players' G8 operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the G8 digital advertising Market with five year forecasts

Compares data from the US, Canada, Germany, France, UK, Italy, Russia and Japan, alongside individual chapters on each country

REASONS TO BUY

What was the size of the G8 digital advertising Market by value in 2021?

What will be the size of the G8 digital advertising Market in 2026?

What factors are affecting the strength of competition in the G8 digital advertising Market?

How has the Market performed over the last five years?

What are the main segments that make up the G8 digital advertising Market?

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 GROUP OF EIGHT (G8) 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

4 MACROECONOMIC INDICATORS

- 4.1. Country data

5 DIGITAL ADVERTISING IN FRANCE

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

6 MACROECONOMIC INDICATORS

- 6.1. Country data

7 DIGITAL ADVERTISING IN GERMANY

- 7.1. Market Overview
- 7.2. Market Data
- 7.3. Market Segmentation
- 7.4. Market outlook
- 7.5. Five forces analysis

8 MACROECONOMIC INDICATORS

- 8.1. Country data

9 DIGITAL ADVERTISING IN ITALY

- 9.1. Market Overview
- 9.2. Market Data
- 9.3. Market Segmentation
- 9.4. Market outlook
- 9.5. Five forces analysis

10 MACROECONOMIC INDICATORS

- 10.1. Country data

11 DIGITAL ADVERTISING IN JAPAN

- 11.1. Market Overview
- 11.2. Market Data
- 11.3. Market Segmentation
- 11.4. Market outlook
- 11.5. Five forces analysis

12 MACROECONOMIC INDICATORS

- 12.1. Country data

13 DIGITAL ADVERTISING IN RUSSIA

- 13.1. Market Overview
- 13.2. Market Data
- 13.3. Market Segmentation

13.4. Market outlook

13.5. Five forces analysis

14 MACROECONOMIC INDICATORS

14.1. Country data

15 DIGITAL ADVERTISING IN THE UNITED KINGDOM

15.1. Market Overview

15.2. Market Data

15.3. Market Segmentation

15.4. Market outlook

15.5. Five forces analysis

16 MACROECONOMIC INDICATORS

16.1. Country data

17 DIGITAL ADVERTISING IN THE UNITED STATES

17.1. Market Overview

17.2. Market Data

17.3. Market Segmentation

17.4. Market outlook

17.5. Five forces analysis

18 MACROECONOMIC INDICATORS

18.1. Country data

19 COMPANY PROFILES

19.1. Alphabet Inc

19.2. Amazon.com, Inc.

19.3. Meta Platforms, Inc.

19.4. Rakuten Group Inc

19.5. Yandex NV

19.6. Mail.Ru Group Ltd

19.7. Microsoft Corporation

20 APPENDIX

20.1. Methodology

20.2. About MarketLine

List Of Tables

LIST OF TABLES

Table 1: G8 digital advertising industry, revenue(\$m), 2017-26

Table 2: G8 digital advertising industry, revenue by country (\$m), 2017-21

Table 3: G8 digital advertising industry forecast, revenue by country (\$m), 2021-26

Table 4: Canada digital advertising market value: \$ million, 2017-21

Table 5: Canada digital advertising market category segmentation: % share, by value, 2017-2021

Table 6: Canada digital advertising market category segmentation: \$ million, 2017-2021

Table 7: Canada digital advertising market geography segmentation: \$ million, 2021

Table 8: Canada digital advertising market value forecast: \$ million, 2021-26

Table 9: Canada size of population (million), 2017-21

Table 10: Canada gdp (constant 2005 prices, \$ billion), 2017-21

Table 11: Canada gdp (current prices, \$ billion), 2017-21

Table 12: Canada inflation, 2017-21

Table 13: Canada consumer price index (absolute), 2017-21

Table 14: Canada exchange rate, 2016-20

Table 15: France digital advertising market value: \$ million, 2017-21

Table 16: France digital advertising market category segmentation: % share, by value, 2017-2021

Table 17: France digital advertising market category segmentation: \$ million, 2017-2021

Table 18: France digital advertising market geography segmentation: \$ million, 2021

Table 19: France digital advertising market value forecast: \$ million, 2021-26

Table 20: France size of population (million), 2017-21

Table 21: France gdp (constant 2005 prices, \$ billion), 2017-21

Table 22: France gdp (current prices, \$ billion), 2017-21

Table 23: France inflation, 2017-21

Table 24: France consumer price index (absolute), 2017-21

Table 25: France exchange rate, 2016-20

Table 26: Germany digital advertising market value: \$ billion, 2017-21

Table 27: Germany digital advertising market category segmentation: % share, by value, 2017-2021

Table 28: Germany digital advertising market category segmentation: \$ billion, 2017-2021

Table 29: Germany digital advertising market geography segmentation: \$ billion, 2021

Table 30: Germany digital advertising market value forecast: \$ billion, 2021-26

Table 31: Germany size of population (million), 2017-21

Table 32: Germany gdp (constant 2005 prices, \$ billion), 2017-21
Table 33: Germany gdp (current prices, \$ billion), 2017-21
Table 34: Germany inflation, 2017-21
Table 35: Germany consumer price index (absolute), 2017-21
Table 36: Germany exchange rate, 2016-20
Table 37: Italy digital advertising market value: \$ million, 2017-21
Table 38: Italy digital advertising market category segmentation: % share, by value, 2017-2021
Table 39: Italy digital advertising market category segmentation: \$ million, 2017-2021
Table 40: Italy digital advertising market geography segmentation: \$ million, 2021
Table 41: Italy digital advertising market value forecast: \$ million, 2021-26
Table 42: Italy size of population (million), 2017-21
Table 43: Italy gdp (constant 2005 prices, \$ billion), 2017-21
Table 44: Italy gdp (current prices, \$ billion), 2017-21
Table 45: Italy inflation, 2017-21
Table 46: Italy consumer price index (absolute), 2017-21
Table 47: Italy exchange rate, 2016-20
Table 48: Japan digital advertising market value: \$ billion, 2017-21
Table 49: Japan digital advertising market category segmentation: % share, by value, 2017-2021
Table 50: Japan digital advertising market category segmentation: \$ billion, 2017-2021
Table 51: Japan digital advertising market geography segmentation: \$ billion, 2021
Table 52: Japan digital advertising market value forecast: \$ billion, 2021-26
Table 53: Japan size of population (million), 2017-21
Table 54: Japan gdp (constant 2005 prices, \$ billion), 2017-21
Table 55: Japan gdp (current prices, \$ billion), 2017-21
Table 56: Japan inflation, 2017-21
Table 57: Japan consumer price index (absolute), 2017-21
Table 58: Japan exchange rate, 2016-20
Table 59: Russia digital advertising market value: \$ million, 2017-21
Table 60: Russia digital advertising market category segmentation: % share, by value, 2017-2021
Table 61: Russia digital advertising market category segmentation: \$ million, 2017-2021
Table 62: Russia digital advertising market geography segmentation: \$ million, 2021
Table 63: Russia digital advertising market value forecast: \$ million, 2021-26
Table 64: Russia size of population (million), 2017-21
Table 65: Russia gdp (constant 2005 prices, \$ billion), 2017-21
Table 66: Russia gdp (current prices, \$ billion), 2017-21
Table 67: Russia inflation, 2017-21

Table 68: Russia consumer price index (absolute), 2017-21

Table 69: Russia exchange rate, 2016-20

Table 70: United Kingdom digital advertising market value: \$ billion, 2017-21

List Of Figures

LIST OF FIGURES

Figure 1: G8 digital advertising industry, revenue(\$m), 2017-26

Figure 2: G8 Digital Advertising industry, revenue by country (%), 2021

Figure 3: G8 digital advertising industry, revenue by country (\$m), 2017-21

Figure 4: G8 digital advertising industry forecast, revenue by country (\$m), 2021-26

Figure 5: Canada digital advertising market value: \$ million, 2017-21

Figure 6: Canada digital advertising market category segmentation: \$ million, 2017-2021

Figure 7: Canada digital advertising market geography segmentation: % share, by value, 2021

Figure 8: Canada digital advertising market value forecast: \$ million, 2021-26

Figure 9: Forces driving competition in the digital advertising market in Canada, 2021

Figure 10: Drivers of buyer power in the digital advertising market in Canada, 2021

Figure 11: Drivers of supplier power in the digital advertising market in Canada, 2021

Figure 12: Factors influencing the likelihood of new entrants in the digital advertising market in Canada, 2021

Figure 13: Factors influencing the threat of substitutes in the digital advertising market in Canada, 2021

Figure 14: Drivers of degree of rivalry in the digital advertising market in Canada, 2021

Figure 15: France digital advertising market value: \$ million, 2017-21

Figure 16: France digital advertising market category segmentation: \$ million, 2017-2021

Figure 17: France digital advertising market geography segmentation: % share, by value, 2021

Figure 18: France digital advertising market value forecast: \$ million, 2021-26

Figure 19: Forces driving competition in the digital advertising market in France, 2021

Figure 20: Drivers of buyer power in the digital advertising market in France, 2021

Figure 21: Drivers of supplier power in the digital advertising market in France, 2021

Figure 22: Factors influencing the likelihood of new entrants in the digital advertising market in France, 2021

Figure 23: Factors influencing the threat of substitutes in the digital advertising market in France, 2021

Figure 24: Drivers of degree of rivalry in the digital advertising market in France, 2021

Figure 25: Germany digital advertising market value: \$ billion, 2017-21

Figure 26: Germany digital advertising market category segmentation: \$ billion, 2017-2021

Figure 27: Germany digital advertising market geography segmentation: % share, by value, 2021

Figure 28: Germany digital advertising market value forecast: \$ billion, 2021-26

Figure 29: Forces driving competition in the digital advertising market in Germany, 2021

Figure 30: Drivers of buyer power in the digital advertising market in Germany, 2021

Figure 31: Drivers of supplier power in the digital advertising market in Germany, 2021

Figure 32: Factors influencing the likelihood of new entrants in the digital advertising market in Germany, 2021

Figure 33: Factors influencing the threat of substitutes in the digital advertising market in Germany, 2021

Figure 34: Drivers of degree of rivalry in the digital advertising market in Germany, 2021

Figure 35: Italy digital advertising market value: \$ million, 2017-21

Figure 36: Italy digital advertising market category segmentation: \$ million, 2017-2021

Figure 37: Italy digital advertising market geography segmentation: % share, by value, 2021

Figure 38: Italy digital advertising market value forecast: \$ million, 2021-26

Figure 39: Forces driving competition in the digital advertising market in Italy, 2021

Figure 40: Drivers of buyer power in the digital advertising market in Italy, 2021

Figure 41: Drivers of supplier power in the digital advertising market in Italy, 2021

Figure 42: Factors influencing the likelihood of new entrants in the digital advertising market in Italy, 2021

Figure 43: Factors influencing the threat of substitutes in the digital advertising market in Italy, 2021

Figure 44: Drivers of degree of rivalry in the digital advertising market in Italy, 2021

Figure 45: Japan digital advertising market value: \$ billion, 2017-21

Figure 46: Japan digital advertising market category segmentation: \$ billion, 2017-2021

Figure 47: Japan digital advertising market geography segmentation: % share, by value, 2021

Figure 48: Japan digital advertising market value forecast: \$ billion, 2021-26

Figure 49: Forces driving competition in the digital advertising market in Japan, 2021

Figure 50: Drivers of buyer power in the digital advertising market in Japan, 2021

Figure 51: Drivers of supplier power in the digital advertising market in Japan, 2021

Figure 52: Factors influencing the likelihood of new entrants in the digital advertising market in Japan, 2021

Figure 53: Factors influencing the threat of substitutes in the digital advertising market in Japan, 2021

Figure 54: Drivers of degree of rivalry in the digital advertising market in Japan, 2021

Figure 55: Russia digital advertising market value: \$ million, 2017-21

Figure 56: Russia digital advertising market category segmentation: \$ million,

2017-2021

Figure 57: Russia digital advertising market geography segmentation: % share, by value, 2021

Figure 58: Russia digital advertising market value forecast: \$ million, 2021-26

Figure 59: Forces driving competition in the digital advertising market in Russia, 2021

Figure 60: Drivers of buyer power in the digital advertising market in Russia, 2021

Figure 61: Drivers of supplier power in the digital advertising market in Russia, 2021

Figure 62: Factors influencing the likelihood of new entrants in the digital advertising market in Russia, 2021

Figure 63: Factors influencing the threat of substitutes in the digital advertising market in Russia, 2021

Figure 64: Drivers of degree of rivalry in the digital advertising market in Russia, 2021

Figure 65: United Kingdom digital advertising market value: \$ billion, 2017-21

Figure 66: United Kingdom digital advertising market category segmentation: \$ billion, 2017-2021

Figure 67: United Kingdom digital advertising market geography segmentation: % share, by value, 2021

Figure 68: United Kingdom digital advertising market value forecast: \$ billion, 2021-26

Figure 69: Forces driving competition in the digital advertising market in the United Kingdom, 2021

Figure 70: Drivers of buyer power in the digital advertising market in the United Kingdom, 2021

I would like to order

Product name: G8 Countries Digital Advertising Market Summary, Competitive Analysis and Forecast, 2017-2026

Product link: <https://marketpublishers.com/r/G9F51B89DF42EN.html>

Price: US\$ 1,495.00 (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/G9F51B89DF42EN.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

