

G8 Countries Digital Advertising Market Summary, Competitive Analysis and Forecast to 2027

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Abstracts

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SUMMARY

The G8 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 G8 countries contributed \$293,755.4 million in 2022 to the global digital advertising industry, with a compound annual growth rate (CAGR) of 15.7% between 2018 and 2022. The G8 countries are expected to reach a value of \$357,953.3 million in 2027, with a CAGR of 4% over the 2022-27 period.

Among the G8 nations, the US is the leading country in the digital advertising industry, with market revenues of \$192,700.0 million in 2022. This was followed by the UK and Japan, with a value of \$33,239.3 and \$23,611.3 million, respectively.

The US is expected to lead the digital advertising industry in the G8 nations with a value of \$223,589.4 million in 2016, followed by the UK and Japan with expected values of \$43,029.5 and \$35,587.5 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 2022?

What will be the size of the G8 digital advertising market in 2027?

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?

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