

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

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Abstracts

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SUMMARY

Digital Advertising in Germany industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 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 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.

The German digital advertising market had total revenues of \$10.7 billion in 2021, representing a compound annual growth rate (CAGR) of 8.2% between 2016 and 2021.

The mobile segment was the market's most lucrative in 2021, with total revenues of \$8.3 billion, equivalent to 77.9% of the market's overall value.

The digital advertising market achieved moderate growth in 2021, supported by delayed marketing spends, traditional seasonal uplift, the rollout of COVID-19

vaccines and the recovery of the economy.

SCOPE

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

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

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 Germany digital advertising market with five year forecasts by both value and volume

REASONS TO BUY

What was the size of the Germany digital advertising market by value in 2021?

What will be the size of the Germany digital advertising market in 2026?

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

How has the market performed over the last five years?

How large is Germany's digital advertising market in relation to its regional counterparts?

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. How has COVID-19 impacted the competitive landscape?
- 7.5. What themes are impacting the market?

8 COMPANY PROFILES

- 8.1. Alphabet Inc
- 8.2. Meta Platforms, Inc.
- 8.3. Amazon.com, Inc.

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: Germany digital advertising market value: \$ billion, 2017–21

Table 2: Germany digital advertising market category segmentation: % share, by value, 2017–2021

Table 3: Germany digital advertising market category segmentation: \$ billion, 2017-2021

Table 4: Germany digital advertising market geography segmentation: \$ billion, 2021

Table 5: Germany digital advertising market value forecast: \$ billion, 2021–26

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: Germany size of population (million), 2017–21

Table 18: Germany gdp (constant 2005 prices, \$ billion), 2017–21

Table 19: Germany gdp (current prices, \$ billion), 2017–21

Table 20: Germany inflation, 2017–21

Table 21: Germany consumer price index (absolute), 2017–21

Table 22: Germany exchange rate, 2017–21

List Of Figures

LIST OF FIGURES

Figure 1: Germany digital advertising market value: \$ billion, 2017–21

Figure 2: Germany digital advertising market category segmentation: \$ billion, 2017-2021

Figure 3: Germany digital advertising market geography segmentation: % share, by value, 2021

Figure 4: Germany digital advertising market value forecast: \$ billion, 2021–26

Figure 5: Forces driving competition in the digital advertising market in Germany, 2021

Figure 6: Drivers of buyer power in the digital advertising market in Germany, 2021

Figure 7: Drivers of supplier power in the digital advertising market in Germany, 2021

Figure 8: Factors influencing the likelihood of new entrants in the digital advertising market in Germany, 2021

Figure 9: Factors influencing the threat of substitutes in the digital advertising market in Germany, 2021

Figure 10: Drivers of degree of rivalry in the digital advertising market in Germany, 2021

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