

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

<https://marketpublishers.com/r/G3139E27443CEN.html>

Date: May 2023

Pages: 51

Price: US\$ 350.00 (Single User License)

ID: G3139E27443CEN

## Abstracts

Global Digital Advertising Market @Summary, Competitive Analysis and Forecast to 2027

### SUMMARY

Global Digital Advertising industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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 global digital advertising market had total revenues of \$604.3 billion in 2022, representing a compound annual growth rate (CAGR) of 16.9% between 2017 and 2022.

The mobile segment accounted for the market's largest proportion in 2022, with total revenues of \$426.3 billion, equivalent to 70.5% of the market's overall

value.

The growing number of internet users has propelled investments in digital advertising. According to the latest available data by the World Bank, in 2021, the proportion of internet users in the total population globally reached 63% in 2021 as compared to 54% in 2019.

## **SCOPE**

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

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

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

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

Who are the top competitors in the global'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 are the most recent market developments?

## **8 COMPANY PROFILES**

- 8.1. Alphabet Inc
- 8.2. Amazon.com, Inc.
- 8.3. Microsoft Corporation
- 8.4. Alibaba Group Holding Limited

## **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: Global digital advertising market value: \$ million, 2017–22

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

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

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

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

Table 10: Alphabet Inc: key facts

Table 11: Alphabet Inc: Annual Financial Ratios

Table 12: Alphabet Inc: Key Employees

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: Alibaba Group Holding Limited: key facts

Table 22: Alibaba Group Holding Limited: Annual Financial Ratios

Table 23: Alibaba Group Holding Limited: Key Employees

Table 24: Alibaba Group Holding Limited: Key Employees Continued

Table 25: Global exchange rate, 2018–22

## List Of Figures

### LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

## I would like to order

Product name: Global Digital Advertising Market Summary, Competitive Analysis and Forecast to 2027

Product link: <https://marketpublishers.com/r/G3139E27443CEN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G3139E27443CEN.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