

Global Digital Advertising

<https://marketpublishers.com/r/GC365875244EN.html>

Date: April 2020

Pages: 48

Price: US\$ 350.00 (Single User License)

ID: GC365875244EN

Abstracts

Global Digital Advertising

SUMMARY

Global Digital Advertising industry profile provides top%li%line qualitative and quantitative summary information including: market size (value 2015%li%19, and forecast to 2024). 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 (other known as online marketing, Internet advertising or web advertising) consists of revenues gained by any advertising activities performed by the mean of Internet.

The global Digital advertising market had total revenues of \$293,144.7m in 2019, representing a compound annual growth rate (CAGR) of 16.1% between 2015 and 2019.

The Mobile segment was the market's most lucrative in 2019, with total revenues of \$181,618.2m, equivalent to 62% of the market's overall value.

Global digital advertising market growth has been fuelled by the development of internet infrastructure and increased ownership of smartphones, particularly in developing countries. In more developed countries, market growth has been the result of the clear benefits online ads offer in comparison to traditional advertising methods.

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

REASONS TO BUY

What was the size of the Global digital advertising market by value in 2019?

What will be the size of the Global digital advertising market in 2024?

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

How has the market performed over the last five years?

What are the main segments that make up 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?

8 COMPANY PROFILES

8.1. Microsoft Corporation

8.2. Alphabet Inc

8.3. Amazon.com, Inc.

8.4. Baidu, 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: Global digital advertising market value: \$ million, 2015-19
- Table 2: Global digital advertising market category segmentation: \$ million, 2019
- Table 3: Global digital advertising market geography segmentation: \$ million, 2019
- Table 4: Global digital advertising market value forecast: \$ million, 2019-24
- Table 5: Microsoft Corporation: key facts
- Table 6: Microsoft Corporation: Annual Financial Ratios
- Table 7: Microsoft Corporation: Key Employees
- Table 8: Microsoft Corporation: Key Employees Continued
- Table 9: Microsoft Corporation: Key Employees Continued
- 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: Baidu, Inc.: key facts
- Table 17: Baidu, Inc.: Annual Financial Ratios
- Table 18: Baidu, Inc.: Key Employees
- Table 19: Global exchange rate, 2015-19

List Of Figures

LIST OF FIGURES

Figure 1: Global digital advertising market value: \$ million, 2015-19

Figure 2: Global digital advertising market category segmentation: % share, by value, 2019

Figure 3: Global digital advertising market geography segmentation: % share, by value, 2019

Figure 4: Global digital advertising market value forecast: \$ million, 2019-24

Figure 5: Forces driving competition in the global digital advertising market, 2019

Figure 6: Drivers of buyer power in the global digital advertising market, 2019

Figure 7: Drivers of supplier power in the global digital advertising market, 2019

Figure 8: Factors influencing the likelihood of new entrants in the global digital advertising market, 2019

Figure 9: Factors influencing the threat of substitutes in the global digital advertising market, 2019

Figure 10: Drivers of degree of rivalry in the global digital advertising market, 2019

COMPANIES MENTIONED

Microsoft Corporation

Alphabet Inc

Amazon.com, Inc.

Baidu, Inc.

I would like to order

Product name: Global Digital Advertising

Product link: <https://marketpublishers.com/r/GC365875244EN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GC365875244EN.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