

Italy Digital Advertising Market Summary, Competitive Analysis and Forecast to 2027

<https://marketpublishers.com/r/I2A8A6608AB4EN.html>

Date: May 2023

Pages: 54

Price: US\$ 350.00 (Single User License)

ID: I2A8A6608AB4EN

Abstracts

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

SUMMARY

Digital Advertising in Italy 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 Italian digital advertising market had total revenues of \$4.8 billion in 2022, representing a compound annual growth rate (CAGR) of 8.5% between 2017 and 2022.

The mobile segment accounted for market's the largest proportion in 2022, with total revenues of \$2.9 billion, equivalent to 59.9% of the market's overall value.

The growing number of internet users has propelled investments in digital advertising. According to in-house research, in 2022, the of internet users in Italy reached 46.8 million.

SCOPE

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

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

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

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

Who are the top competitors in Italy'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 leading players follow?
- 7.3. Could Amazon disrupt a Google and Meta duopoly?
- 7.4. What themes are impacting the market?

8 COMPANY PROFILES

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

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: Italy digital advertising market value: \$ million, 2017–22
- Table 2: Italy digital advertising market category segmentation: % share, by value, 2017–2022
- Table 3: Italy digital advertising market category segmentation: \$ million, 2017-2022
- Table 4: Italy digital advertising market geography segmentation: \$ million, 2022
- Table 5: Italy digital advertising market value forecast: \$ million, 2022–27
- 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: 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: Italy size of population (million), 2018–22
- Table 22: Italy gdp (constant 2005 prices, \$ billion), 2018–22
- Table 23: Italy gdp (current prices, \$ billion), 2018–22
- Table 24: Italy inflation, 2018–22
- Table 25: Italy consumer price index (absolute), 2018–22
- Table 26: Italy exchange rate, 2018–22

List Of Figures

LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

I would like to order

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

Product link: <https://marketpublishers.com/r/l2A8A6608AB4EN.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/l2A8A6608AB4EN.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