

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

<https://marketpublishers.com/r/J0C041BD4504EN.html>

Date: May 2023

Pages: 52

Price: US\$ 350.00 (Single User License)

ID: J0C041BD4504EN

Abstracts

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SUMMARY

Digital Advertising in Japan 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 Japanese digital advertising market had total revenue of \$23.6 billion in 2022, representing a compound annual growth rate (CAGR) of 15.5% between 2017 and 2022.

The desktop segment accounted for market's the largest proportion in 2022, with total revenues of \$12.2 billion, equivalent to 51.7% of the market's overall value.

According to in-house research, in 2022, Japan accounted for a share of 15.6% in the Asia-Pacific digital advertising market, The growth is attributed to changing consumer behavior, increasing consumption of digital content, and technological advancements.

SCOPE

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

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

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

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

Who are the top competitors in Japan's digital advertising market?

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