

# North America (NAFTA) Digital Advertising Market Summary, Competitive Analysis and Forecast, 2017-2026

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## Abstracts

North America (NAFTA) Digital Advertising Market Summary, Competitive Analysis and Forecast, 2017-2026

### SUMMARY

The NAFTA Digital Advertising industry profile provides top-line qualitative and quantitative summary information including: Market size (value 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 North American Free Trade Agreement (NAFTA) is a trade agreement between the countries in North America: the US, Canada and Mexico. The digital advertising industry within the NAFTA countries had a total market value of \$164,652.3 million in 2021. The Mexico was the fastest growing country, with a CAGR of 19% over the 2017-21 period.

Within the digital advertising industry, the US is the leading country among the NAFTA bloc, with market revenues of \$153,338.1 million in 2021. This was followed by Canada and Mexico, with a value of \$8,800.8 and \$2,513.4 million, respectively.

The US is expected to lead the digital advertising industry in the NAFTA bloc, with a value of \$210,694.0 million in 2026, followed by Canada and Mexico with

expected values of \$13,043.0 and \$4,081.6 million, respectively.

## **SCOPE**

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

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the NAFTA digital advertising Market

Leading company profiles reveal details of key digital advertising Market players' NAFTA operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the NAFTA digital advertising Market with five year forecasts

Compares data from the US, Canada and Mexico, alongside individual chapters on each country

## **REASONS TO BUY**

What was the size of the NAFTA digital advertising Market by value in 2021?

What will be the size of the NAFTA digital advertising Market in 2026?

What factors are affecting the strength of competition in the NAFTA digital advertising Market?

How has the Market performed over the last five years?

What are the main segments that make up the NAFTA digital advertising Market?

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