

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?

Contents

1 INTRODUCTION

- 1.1. What is this report about?
- 1.2. Who is the target reader?
- 1.3. How to use this report
- 1.4. Definitions

2 NAFTA DIGITAL ADVERTISING

- 2.1. Industry Outlook

3 DIGITAL ADVERTISING IN CANADA

- 3.1. Market Overview
- 3.2. Market Data
- 3.3. Market Segmentation
- 3.4. Market outlook
- 3.5. Five forces analysis

4 MACROECONOMIC INDICATORS

- 4.1. Country data

5 DIGITAL ADVERTISING IN MEXICO

- 5.1. Market Overview
- 5.2. Market Data
- 5.3. Market Segmentation
- 5.4. Market outlook
- 5.5. Five forces analysis

6 MACROECONOMIC INDICATORS

- 6.1. Country data

7 DIGITAL ADVERTISING IN THE UNITED STATES

- 7.1. Market Overview
- 7.2. Market Data
- 7.3. Market Segmentation
- 7.4. Market outlook
- 7.5. Five forces analysis

8 MACROECONOMIC INDICATORS

- 8.1. Country data

9 COMPANY PROFILES

- 9.1. Alphabet Inc
- 9.2. Mercado Latino Inc
- 9.3. Meta Platforms, Inc.
- 9.4. Amazon.com, Inc.
- 9.5. Microsoft Corporation

10 APPENDIX

- 10.1. Methodology
- 10.2. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: NAFTA countries digital advertising industry, revenue (\$m), 2017-26
- Table 2: NAFTA countries digital advertising industry, revenue (\$m), 2017-21
- Table 3: NAFTA countries digital advertising industry forecast, revenue (\$m), 2021-26
- Table 4: Canada digital advertising market value: \$ million, 2017-21
- Table 5: Canada digital advertising market category segmentation: % share, by value, 2017-2021
- Table 6: Canada digital advertising market category segmentation: \$ million, 2017-2021
- Table 7: Canada digital advertising market geography segmentation: \$ million, 2021
- Table 8: Canada digital advertising market value forecast: \$ million, 2021-26
- Table 9: Canada size of population (million), 2017-21
- Table 10: Canada gdp (constant 2005 prices, \$ billion), 2017-21
- Table 11: Canada gdp (current prices, \$ billion), 2017-21
- Table 12: Canada inflation, 2017-21
- Table 13: Canada consumer price index (absolute), 2017-21
- Table 14: Canada exchange rate, 2017-21
- Table 15: Mexico digital advertising market value: \$ million, 2017-21
- Table 16: Mexico digital advertising market category segmentation: % share, by value, 2017-2021
- Table 17: Mexico digital advertising market category segmentation: \$ million, 2017-2021
- Table 18: Mexico digital advertising market geography segmentation: \$ million, 2021
- Table 19: Mexico digital advertising market value forecast: \$ million, 2021-26
- Table 20: Mexico size of population (million), 2017-21
- Table 21: Mexico gdp (constant 2005 prices, \$ billion), 2017-21
- Table 22: Mexico gdp (current prices, \$ billion), 2017-21
- Table 23: Mexico inflation, 2017-21
- Table 24: Mexico consumer price index (absolute), 2017-21
- Table 25: Mexico exchange rate, 2017-21
- Table 26: United States digital advertising market value: \$ billion, 2017-21
- Table 27: United States digital advertising market category segmentation: % share, by value, 2017-2021
- Table 28: United States digital advertising market category segmentation: \$ billion, 2017-2021
- Table 29: United States digital advertising market geography segmentation: \$ billion, 2021
- Table 30: United States digital advertising market value forecast: \$ billion, 2021-26

- Table 31: United States size of population (million), 2017-21
- Table 32: United States gdp (constant 2005 prices, \$ billion), 2017-21
- Table 33: United States gdp (current prices, \$ billion), 2017-21
- Table 34: United States inflation, 2017-21
- Table 35: United States consumer price index (absolute), 2017-21
- Table 36: United States exchange rate, 2017-21
- Table 37: Alphabet Inc: key facts
- Table 38: Alphabet Inc: Annual Financial Ratios
- Table 39: Alphabet Inc: Key Employees
- Table 40: Mercado Latino Inc: key facts
- Table 41: Mercado Latino Inc: Key Employees
- Table 42: Meta Platforms, Inc.: key facts
- Table 43: Meta Platforms, Inc.: Annual Financial Ratios
- Table 44: Meta Platforms, Inc.: Key Employees
- Table 45: Meta Platforms, Inc.: Key Employees Continued
- Table 46: Amazon.com, Inc.: key facts
- Table 47: Amazon.com, Inc.: Annual Financial Ratios
- Table 48: Amazon.com, Inc.: Key Employees
- Table 49: Amazon.com, Inc.: Key Employees Continued
- Table 50: Microsoft Corporation: key facts
- Table 51: Microsoft Corporation: Annual Financial Ratios
- Table 52: Microsoft Corporation: Key Employees
- Table 53: Microsoft Corporation: Key Employees Continued

List Of Figures

LIST OF FIGURES

Figure 1: NAFTA countries digital advertising industry, revenue (\$m), 2017-26

Figure 2: NAFTA countries digital advertising industry, revenue (\$m), 2017-21

Figure 3: NAFTA countries digital advertising industry forecast, revenue (\$m), 2021-26

Figure 4: Canada digital advertising market value: \$ million, 2017-21

Figure 5: Canada digital advertising market category segmentation: \$ million, 2017-2021

Figure 6: Canada digital advertising market geography segmentation: % share, by value, 2021

Figure 7: Canada digital advertising market value forecast: \$ million, 2021-26

Figure 8: Forces driving competition in the digital advertising market in Canada, 2021

Figure 9: Drivers of buyer power in the digital advertising market in Canada, 2021

Figure 10: Drivers of supplier power in the digital advertising market in Canada, 2021

Figure 11: Factors influencing the likelihood of new entrants in the digital advertising market in Canada, 2021

Figure 12: Factors influencing the threat of substitutes in the digital advertising market in Canada, 2021

Figure 13: Drivers of degree of rivalry in the digital advertising market in Canada, 2021

Figure 14: Mexico digital advertising market value: \$ million, 2017-21

Figure 15: Mexico digital advertising market category segmentation: \$ million, 2017-2021

Figure 16: Mexico digital advertising market geography segmentation: % share, by value, 2021

Figure 17: Mexico digital advertising market value forecast: \$ million, 2021-26

Figure 18: Forces driving competition in the digital advertising market in Mexico, 2021

Figure 19: Drivers of buyer power in the digital advertising market in Mexico, 2021

Figure 20: Drivers of supplier power in the digital advertising market in Mexico, 2021

Figure 21: Factors influencing the likelihood of new entrants in the digital advertising market in Mexico, 2021

Figure 22: Factors influencing the threat of substitutes in the digital advertising market in Mexico, 2021

Figure 23: Drivers of degree of rivalry in the digital advertising market in Mexico, 2021

Figure 24: United States digital advertising market value: \$ billion, 2017-21

Figure 25: United States digital advertising market category segmentation: \$ billion, 2017-2021

Figure 26: United States digital advertising market geography segmentation: % share,

by value, 2021

Figure 27: United States digital advertising market value forecast: \$ billion, 2021-26

Figure 28: Forces driving competition in the digital advertising market in the United States, 2021

Figure 29: Drivers of buyer power in the digital advertising market in the United States, 2021

Figure 30: Drivers of supplier power in the digital advertising market in the United States, 2021

Figure 31: Factors influencing the likelihood of new entrants in the digital advertising market in the United States, 2021

Figure 32: Factors influencing the threat of substitutes in the digital advertising market in the United States, 2021

Figure 33: Drivers of degree of rivalry in the digital advertising market in the United States, 2021

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