

# Singapore Digital Advertising Market Summary, Competitive Analysis and Forecast to 2027

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## Abstracts

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

### SUMMARY

Digital Advertising in Singapore industry profile provides top-line qualitative and quantitative summary information including: market size (value 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 Singaporean digital advertising market had total revenue of \$0.4 billion in 2022, representing a compound annual growth rate (CAGR) of 6.5% between 2017 and 2022.

The mobile segment accounted for market's the largest proportion in 2022, with total revenues of \$0.3 billion, equivalent to 75.6% of the market's overall value.

According to in-house research, in 2022, the number of internet users in Singapore reached 5.2 million as compared to 5.0 million in 2019. Also, the proportion of internet users in the total population across the country reached 94.4% in 2022 as compared to 88.9% in 2019. This has increased the number of online interactions with advertisements, which has converted into revenue for advert publishers.

## SCOPE

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

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

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 Singapore digital advertising market with five year forecasts

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

What are the main segments that make up Singapore'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. Have there been any notable partnership in 2022?
- 7.4. What themes are impacting the market?

## **8 COMPANY PROFILES**

- 8.1. Alphabet Inc
- 8.2. Meta Platforms, 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: Singapore digital advertising market value: \$ million, 2017–22

Table 2: Singapore digital advertising market category segmentation: % share, by value, 2017–2022

Table 3: Singapore digital advertising market category segmentation: \$ million, 2017-2022

Table 4: Singapore digital advertising market geography segmentation: \$ million, 2022

Table 5: Singapore 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: Singapore size of population (million), 2018–22

Table 14: Singapore gdp (constant 2005 prices, \$ billion), 2018–22

Table 15: Singapore gdp (current prices, \$ billion), 2018–22

Table 16: Singapore inflation, 2018–22

Table 17: Singapore consumer price index (absolute), 2018–22

Table 18: Singapore exchange rate, 2018–22

## List Of Figures

### LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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