

# Top 5 Emerging Countries Digital Advertising Market Summary, Competitive Analysis and Forecast to 2027

<https://marketpublishers.com/r/TE529C28DD44EN.html>

Date: June 2023

Pages: 147

Price: US\$ 995.00 (Single User License)

ID: TE529C28DD44EN

## Abstracts

Top 5 Emerging Countries Digital Advertising Market @Summary, Competitive Analysis and Forecast to 2027

### SUMMARY

The Emerging 5 Digital Advertising industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-22, 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

These countries contributed \$105,076.8 million to the global digital advertising industry in 2022, with a compound annual growth rate (CAGR) of 12.3% between 2007 and 2011. The top 5 emerging countries are expected to reach a value of \$126,869.5 million in 2027, with a CAGR of 3.8% over the 2022-27 period.

Within the digital advertising industry, China is the leading country among the top 5 emerging nations, with market revenues of \$91,167.0 million in 2022. This was followed by Brazil and India with a value of \$6,501.1 and \$3,781.3 million, respectively.

China is expected to lead the digital advertising industry in the top five emerging nations, with a value of \$102,013.7 million in 2027, followed by India and Brazil with expected values of \$11,082.1 and \$8,253.8 million, respectively.

## SCOPE

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

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

Leading company profiles reveal details of key digital advertising market players' emerging five operations and financial performance

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

Compares data from Brazil, China, India, Mexico and South Africa, alongside individual chapters on each country

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

What are the main segments that make up the emerging five 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 TOP 5 EMERGING COUNTRIES DIGITAL ADVERTISING**

- 2.1. Industry Outlook

### **3 DIGITAL ADVERTISING IN SOUTH AFRICA**

- 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 BRAZIL**

- 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 CHINA**

- 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 DIGITAL ADVERTISING IN INDIA**

- 9.1. Market Overview
- 9.2. Market Data
- 9.3. Market Segmentation
- 9.4. Market outlook
- 9.5. Five forces analysis

## **10 MACROECONOMIC INDICATORS**

- 10.1. Country data

## **11 DIGITAL ADVERTISING IN MEXICO**

- 11.1. Market Overview
- 11.2. Market Data
- 11.3. Market Segmentation
- 11.4. Market outlook
- 11.5. Five forces analysis

## **12 MACROECONOMIC INDICATORS**

- 12.1. Country data

## **13 COMPANY PROFILES**

- 13.1. Alphabet Inc
- 13.2. Meta Platforms, Inc.
- 13.3. Microsoft Corporation

- 13.4. Globo Comunicacao e Participacoes S.A.
- 13.5. Alibaba Group Holding Limited
- 13.6. Baidu, Inc.
- 13.7. Beijing ByteDance Technology Co Ltd
- 13.8. Tencent Holdings Limited
- 13.9. Flipkart Internet Pvt Ltd
- 13.10. Amazon.com, Inc.
- 13.11. Mercado Latino Inc

## **14 APPENDIX**

- 14.1. Methodology
- 14.2. About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: Top 5 emerging countries digital advertising industry, revenue (\$m), 2018-27

Table 2: Top 5 emerging countries digital advertising industry, revenue (\$m), 2018-22

Table 3: Top 5 emerging countries digital advertising industry forecast, revenue (\$m), 2022-27

Table 4: South Africa digital advertising market value: \$ million, 2017-22

Table 5: South Africa digital advertising market category segmentation: % share, by value, 2017-2022

Table 6: South Africa digital advertising market category segmentation: \$ million, 2017-2022

Table 7: South Africa digital advertising market geography segmentation: \$ million, 2022

Table 8: South Africa digital advertising market value forecast: \$ million, 2022-27

Table 9: South Africa size of population (million), 2018-22

Table 10: South Africa gdp (constant 2005 prices, \$ billion), 2018-22

Table 11: South Africa gdp (current prices, \$ billion), 2018-22

Table 12: South Africa inflation, 2018-22

Table 13: South Africa consumer price index (absolute), 2018-22

Table 14: South Africa exchange rate, 2018-22

Table 15: Brazil digital advertising market value: \$ million, 2017-22

Table 16: Brazil digital advertising market category segmentation: % share, by value, 2017-2022

Table 17: Brazil digital advertising market category segmentation: \$ million, 2017-2022

Table 18: Brazil digital advertising market geography segmentation: \$ million, 2022

Table 19: Brazil digital advertising market value forecast: \$ million, 2022-27

Table 20: Brazil size of population (million), 2018-22

Table 21: Brazil gdp (constant 2005 prices, \$ billion), 2018-22

Table 22: Brazil gdp (current prices, \$ billion), 2018-22

Table 23: Brazil inflation, 2018-22

Table 24: Brazil consumer price index (absolute), 2018-22

Table 25: Brazil exchange rate, 2018-22

Table 26: China digital advertising market value: \$ million, 2017-22

Table 27: China digital advertising market category segmentation: % share, by value, 2017-2022

Table 28: China digital advertising market category segmentation: \$ million, 2017-2022

Table 29: China digital advertising market geography segmentation: \$ million, 2022

Table 30: China digital advertising market value forecast: \$ million, 2022-27

- Table 31: China size of population (million), 2018-22
- Table 32: China gdp (constant 2005 prices, \$ billion), 2018-22
- Table 33: China gdp (current prices, \$ billion), 2018-22
- Table 34: China inflation, 2018-22
- Table 35: China consumer price index (absolute), 2018-22
- Table 36: China exchange rate, 2018-22
- Table 37: India digital advertising market value: \$ million, 2017-22
- Table 38: India digital advertising market category segmentation: % share, by value, 2017-2022
- Table 39: India digital advertising market category segmentation: \$ million, 2017-2022
- Table 40: India digital advertising market geography segmentation: \$ million, 2022
- Table 41: India digital advertising market value forecast: \$ million, 2022-27
- Table 42: India size of population (million), 2018-22
- Table 43: India gdp (constant 2005 prices, \$ billion), 2018-22
- Table 44: India gdp (current prices, \$ billion), 2018-22
- Table 45: India inflation, 2018-22
- Table 46: India consumer price index (absolute), 2018-22
- Table 47: India exchange rate, 2018-22
- Table 48: Mexico digital advertising market value: \$ million, 2017-22
- Table 49: Mexico digital advertising market category segmentation: % share, by value, 2017-2022
- Table 50: Mexico digital advertising market category segmentation: \$ million, 2017-2022
- Table 51: Mexico digital advertising market geography segmentation: \$ million, 2022
- Table 52: Mexico digital advertising market value forecast: \$ million, 2022-27
- Table 53: Mexico size of population (million), 2018-22
- Table 54: Mexico gdp (constant 2005 prices, \$ billion), 2018-22
- Table 55: Mexico gdp (current prices, \$ billion), 2018-22
- Table 56: Mexico inflation, 2018-22
- Table 57: Mexico consumer price index (absolute), 2018-22
- Table 58: Mexico exchange rate, 2018-22
- Table 59: Alphabet Inc: key facts
- Table 60: Alphabet Inc: Annual Financial Ratios
- Table 61: Alphabet Inc: Key Employees
- Table 62: Meta Platforms, Inc.: key facts
- Table 63: Meta Platforms, Inc.: Annual Financial Ratios
- Table 64: Meta Platforms, Inc.: Key Employees
- Table 65: Meta Platforms, Inc.: Key Employees Continued
- Table 66: Microsoft Corporation: key facts
- Table 67: Microsoft Corporation: Annual Financial Ratios

Table 68: Microsoft Corporation: Key Employees  
Table 69: Microsoft Corporation: Key Employees Continued  
Table 70: Globo Comunicacao e Participacoes S.A.: key facts  
Table 71: Globo Comunicacao e Participacoes S.A.: Key Employees  
Table 72: Globo Comunicacao e Participacoes S.A.: Key Employees Continued  
Table 73: Globo Comunicacao e Participacoes S.A.: Key Employees Continued  
Table 74: Alibaba Group Holding Limited: key facts  
Table 75: Alibaba Group Holding Limited: Annual Financial Ratios  
Table 76: Alibaba Group Holding Limited: Key Employees  
Table 77: Alibaba Group Holding Limited: Key Employees Continued  
Table 78: Baidu, Inc.: key facts  
Table 79: Baidu, Inc.: Annual Financial Ratios  
Table 80: Baidu, Inc.: Key Employees  
Table 81: Beijing ByteDance Technology Co Ltd: key facts  
Table 82: Beijing ByteDance Technology Co Ltd: Key Employees  
Table 83: Tencent Holdings Limited: key facts  
Table 84: Tencent Holdings Limited: Annual Financial Ratios  
Table 85: Tencent Holdings Limited: Key Employees  
Table 86: Tencent Holdings Limited: Key Employees Continued  
Table 87: Flipkart Internet Pvt Ltd: key facts  
Table 88: Flipkart Internet Pvt Ltd: Key Employees  
Table 89: Amazon.com, Inc.: key facts  
Table 90: Amazon.com, Inc.: Annual Financial Ratios



## List Of Figures

### LIST OF FIGURES

Figure 1: Top 5 emerging countries digital advertising industry, revenue (\$m), 2018-27

Figure 2: Top 5 emerging countries digital advertising industry, revenue (\$m), 2018-22

Figure 3: Top 5 emerging countries digital advertising industry forecast, revenue (\$m), 2022-27

Figure 4: South Africa digital advertising market value: \$ million, 2017-22

Figure 5: South Africa digital advertising market category segmentation: \$ million, 2017-2022

Figure 6: South Africa digital advertising market geography segmentation: % share, by value, 2022

Figure 7: South Africa digital advertising market value forecast: \$ million, 2022-27

Figure 8: Forces driving competition in the digital advertising market in South Africa, 2022

Figure 9: Drivers of buyer power in the digital advertising market in South Africa, 2022

Figure 10: Drivers of supplier power in the digital advertising market in South Africa, 2022

Figure 11: Factors influencing the likelihood of new entrants in the digital advertising market in South Africa, 2022

Figure 12: Factors influencing the threat of substitutes in the digital advertising market in South Africa, 2022

Figure 13: Drivers of degree of rivalry in the digital advertising market in South Africa, 2022

Figure 14: Brazil digital advertising market value: \$ million, 2017-22

Figure 15: Brazil digital advertising market category segmentation: \$ million, 2017-2022

Figure 16: Brazil digital advertising market geography segmentation: % share, by value, 2022

Figure 17: Brazil digital advertising market value forecast: \$ million, 2022-27

Figure 18: Forces driving competition in the digital advertising market in Brazil, 2022

Figure 19: Drivers of buyer power in the digital advertising market in Brazil, 2022

Figure 20: Drivers of supplier power in the digital advertising market in Brazil, 2022

Figure 21: Factors influencing the likelihood of new entrants in the digital advertising market in Brazil, 2022

Figure 22: Factors influencing the threat of substitutes in the digital advertising market in Brazil, 2022

Figure 23: Drivers of degree of rivalry in the digital advertising market in Brazil, 2022

Figure 24: China digital advertising market value: \$ million, 2017-22

- Figure 25: China digital advertising market category segmentation: \$ million, 2017-2022
- Figure 26: China digital advertising market geography segmentation: % share, by value, 2022
- Figure 27: China digital advertising market value forecast: \$ million, 2022-27
- Figure 28: Forces driving competition in the digital advertising market in China, 2022
- Figure 29: Drivers of buyer power in the digital advertising market in China, 2022
- Figure 30: Drivers of supplier power in the digital advertising market in China, 2022
- Figure 31: Factors influencing the likelihood of new entrants in the digital advertising market in China, 2022
- Figure 32: Factors influencing the threat of substitutes in the digital advertising market in China, 2022
- Figure 33: Drivers of degree of rivalry in the digital advertising market in China, 2022
- Figure 34: India digital advertising market value: \$ million, 2017-22
- Figure 35: India digital advertising market category segmentation: \$ million, 2017-2022
- Figure 36: India digital advertising market geography segmentation: % share, by value, 2022
- Figure 37: India digital advertising market value forecast: \$ million, 2022-27
- Figure 38: Forces driving competition in the digital advertising market in India, 2022
- Figure 39: Drivers of buyer power in the digital advertising market in India, 2022
- Figure 40: Drivers of supplier power in the digital advertising market in India, 2022
- Figure 41: Factors influencing the likelihood of new entrants in the digital advertising market in India, 2022
- Figure 42: Factors influencing the threat of substitutes in the digital advertising market in India, 2022
- Figure 43: Drivers of degree of rivalry in the digital advertising market in India, 2022
- Figure 44: Mexico digital advertising market value: \$ million, 2017-22
- Figure 45: Mexico digital advertising market category segmentation: \$ million, 2017-2022
- Figure 46: Mexico digital advertising market geography segmentation: % share, by value, 2022
- Figure 47: Mexico digital advertising market value forecast: \$ million, 2022-27
- Figure 48: Forces driving competition in the digital advertising market in Mexico, 2022
- Figure 49: Drivers of buyer power in the digital advertising market in Mexico, 2022
- Figure 50: Drivers of supplier power in the digital advertising market in Mexico, 2022
- Figure 51: Factors influencing the likelihood of new entrants in the digital advertising market in Mexico, 2022
- Figure 52: Factors influencing the threat of substitutes in the digital advertising market in Mexico, 2022
- Figure 53: Drivers of degree of rivalry in the digital advertising market in Mexico, 2022

## I would like to order

Product name: Top 5 Emerging Countries Digital Advertising Market Summary, Competitive Analysis and Forecast to 2027

Product link: <https://marketpublishers.com/r/TE529C28DD44EN.html>

Price: US\$ 995.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/TE529C28DD44EN.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

