

AdTech Market by Offering (Software Tools/Platform (DSPs, SSPs, DMPs, Ad exchange, Ad networks), Services), Marketing Channel (Mobile Apps, Website, Social Media), Advertising type (Programmatic, Search, Display), Vertical and Region – Global Forecast to 2030

<https://marketpublishers.com/r/AF49831778B7EN.html>

Date: November 2023

Pages: 291

Price: US\$ 4,950.00 (Single User License)

ID: AF49831778B7EN

Abstracts

The AdTech market is projected to grow from USD 579.4 billion in 2023 to USD 1,496.2 billion by 2030, at a compound annual growth rate (CAGR) of 14.5% during the forecast period. The market is anticipated to grow due to the proliferation of smartphones for greater mobile optimization and in-app advertising.

By mode of interface, mobile AdTech software to register for the larger market size during forecast period

The solution segment by mode of interface includes desktop Adtech software and mobile Adtech Software. Advertisers focus on creating responsive and engaging mobile ads that seamlessly integrate into apps, mobile websites, and social media platforms. Advancements in mobile AdTech include innovative ad formats, such as interactive and video advertising, and location-based targeting to deliver hyper-localized content. Mobile AdTech solutions are adapting to the evolving digital landscape, embracing technology, and enhancing user engagement while adhering to privacy and compliance regulations.

By advertising media, the digital advertising segment to register fastest-growing CAGR during the forecast period

Digital advertising within the AdTech market has become integral to modern marketing strategies. It involves using digital channels, such as websites, social media, search engines, and mobile apps, to promote products, services, or brands. In digital advertising, AdTech tools and platforms are employed to create, target, deliver, and optimize ad campaigns to reach specific audiences. The widespread adoption of the internet and mobile devices has expanded the digital advertising landscape, providing access to a vast and diverse online audience.

North America to witness the largest market size during the forecast period

North America is experiencing significant technological growth in the AdTech market, driven by various factors shaping the advertising and marketing sector landscape. The ongoing shift from traditional to digital advertising also contributes to market growth, as companies increasingly allocate their budgets to online channels. In the wake of data privacy concerns, both the US and Canada have implemented regulations, such as GDPR and CCPA, influencing the way AdTech companies collect and handle user data, emphasizing the importance of compliance and transparency in the industry

Breakdown of primaries

In-depth interviews were conducted with Chief Executive Officers (CEOs), innovation and technology directors, system integrators, and executives from various key organizations operating in the AdTech market.

By Company: Tier I: 38%, Tier II: 50%, and Tier III: 12%

By Designation: C-Level Executives: 35%, D-Level Executives: 40%, and Managers: 25%

By Region: North America: 40%, Europe: 30%, Asia Pacific: 20%, and Middle East and Africa- 5%, Latin America-5%

The report includes the study of key players offering AdTech solutions. It profiles major vendors in the AdTech market. The major players in the AdTech market include Meta (US), Google (US), Amazon (US), Adobe (US), Yahoo (US), Zeta (US), Microsoft (US), Celtra (US), Basis Technologies (US), Luna (US), NextRoll (US), Quantcast (US), Criteo (France), Affle (India), InMobi (India), Demandbase (US), The Trade Desk (US), Adform (Denmark), Equativ (France), Tremor International (Israel), Innovid (US),

Mediaocean (US), DoubleVerify (US), Magnite (US), Copy.ai (US), Nickelytics (US), C Wire (Switzerland), Cavai (Norway), Titan Digital (US), Glimpse Protocol (UK), StackAdapt (Canada), Cosmose AI (Singapore), Vidsy (UK), and Linkby (Australia).

Research Coverage

The AdTech market research study involved extensive secondary sources, directories, journals, and paid databases. Primary sources were mainly industry experts from the core and related industries, preferred AdTech providers, third-party service providers, consulting service providers, end users, and other commercial enterprises. In-depth interviews were conducted with various primary respondents, including key industry participants and subject matter experts, to obtain and verify critical qualitative and quantitative information, and assess the market's prospects.

Key Benefits of Buying the Report

The report would provide the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall AdTech market and its subsegments. It would help stakeholders understand the competitive landscape and gain more insights better to position their business and plan suitable go-to-market strategies. It also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (Proliferation of smartphones for greater mobile optimization and in-app advertising, increasing demand for data-informed marketing strategies and growing popularity of audio streaming and podcasts for advertising), restraints (Stringent privacy regulations and security concerns and inaccurate data quality and accuracy), opportunities (Enabling AI and ML technologies for hyper-personalized user experience, focus on voice-activated ads and conversational advertising and widespread adoption of AR and VR technologies for more interactive and immersive ad experiences), and challenges (Presence of Ad-Blocking Bypass Solutions and lack of standardized viewability metrics).

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the

AdTech market

Market Development: Comprehensive information about lucrative markets – the report analyses the AdTech market across varied regions

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the AdTech market

Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players like include Meta (US), Google (US), Amazon (US), Adobe (US), Yahoo (US), Zeta (US), among others in the AdTech market strategies. The report also helps stakeholders understand the AdTech market's pulse and provides information on key market drivers, restraints, challenges, and opportunities.

Contents

1 INTRODUCTION

- 1.1 STUDY OBJECTIVES
- 1.2 MARKET DEFINITION
- 1.3 STUDY SCOPE
 - 1.3.1 MARKET SEGMENTATION
 - 1.3.2 INCLUSIONS AND EXCLUSIONS
 - 1.3.3 REGIONS COVERED
- 1.4 YEARS CONSIDERED
- 1.5 CURRENCY CONSIDERED
- 1.6 STAKEHOLDERS

2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA

FIGURE 1 ADTECH MARKET: RESEARCH DESIGN

- 2.1.1 SECONDARY DATA
- 2.1.2 PRIMARY DATA

TABLE 1 PRIMARY INTERVIEWS

- 2.1.2.1 Breakdown of primary interviews
- 2.1.2.2 Key industry insights

2.2 DATA TRIANGULATION

FIGURE 2 DATA TRIANGULATION

2.3 MARKET SIZE ESTIMATION

FIGURE 3 ADTECH MARKET: TOP-DOWN AND BOTTOM-UP APPROACHES

- 2.3.1 TOP-DOWN APPROACH
- 2.3.2 BOTTOM-UP APPROACH

FIGURE 4 ADTECH MARKET SIZE ESTIMATION METHODOLOGY – APPROACH 1, BOTTOM-UP (SUPPLY-SIDE): COLLECTIVE REVENUE FROM ALL SOLUTIONS/SERVICES

FIGURE 5 ADTECH MARKET SIZE ESTIMATION METHODOLOGY – APPROACH 2, BOTTOM-UP (SUPPLY-SIDE): COLLECTIVE REVENUE FROM ALL SOLUTIONS/SERVICES

FIGURE 6 ADTECH MARKET SIZE ESTIMATION METHODOLOGY – APPROACH 3, BOTTOM-UP (SUPPLY-SIDE): COLLECTIVE REVENUE FROM ALL SOLUTIONS/SERVICES

FIGURE 7 ADTECH MARKET SIZE ESTIMATION METHODOLOGY – APPROACH 4,

BOTTOM-UP (DEMAND-SIDE): SHARE OF ADTECH SOLUTIONS AND SERVICES THROUGH OVERALL SPENDING

2.4 MARKET FORECAST

TABLE 2 FACTOR ANALYSIS

2.5 RESEARCH ASSUMPTIONS

2.6 LIMITATIONS AND RISK ASSESSMENT

2.7 RECESSION IMPACT

TABLE 3 RECESSION IMPACT

3 EXECUTIVE SUMMARY

TABLE 4 ADTECH MARKET SIZE AND GROWTH RATE, 2019–2022 (USD BILLION, Y-O-Y %)

TABLE 5 ADTECH MARKET SIZE AND GROWTH RATE, 2023–2030 (USD BILLION, Y-O-Y %)

FIGURE 8 SOLUTIONS SEGMENT TO DOMINATE MARKET IN 2023

FIGURE 9 DSPS SEGMENT TO ACCOUNT FOR LARGEST SHARE IN 2023

FIGURE 10 ON-PREMISES SEGMENT TO DOMINATE MARKET IN 2023

FIGURE 11 DESKTOP SEGMENT TO DOMINATE ADTECH SOLUTIONS MARKET IN 2023

FIGURE 12 PROFESSIONAL SERVICES SEGMENT TO DOMINATE MARKET IN 2023

FIGURE 13 SYSTEM INTEGRATION & IMPLEMENTATION SEGMENT TO LEAD MARKET IN 2023

FIGURE 14 PROGRAMMATIC ADVERTISING SEGMENT TO ACCOUNT FOR LARGEST MARKET IN 2023

FIGURE 15 TELEVISION ADVERTISING SEGMENT TO ACCOUNT FOR LARGEST SHARE IN 2023

FIGURE 16 BFSI SEGMENT TO GROW AT HIGHEST CAGR IN 2023

FIGURE 17 ASIA PACIFIC TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

4 PREMIUM INSIGHTS

4.1 ATTRACTIVE OPPORTUNITIES FOR PLAYERS IN ADTECH MARKET

FIGURE 18 INCREASING DEMAND FOR DATA-INFORMED MARKETING STRATEGIES TO DRIVE MARKET GROWTH

4.2 IMPACT OF RECESSION ON ADTECH MARKET

FIGURE 19 ADTECH MARKET TO WITNESS MINOR DECLINE IN Y-O-Y GROWTH

IN 2023

4.3 ADTECH MARKET: TOP THREE ADVERTISING TYPES

FIGURE 20 NATIVE ADVERTISING SEGMENT TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

4.4 NORTH AMERICA: ADTECH MARKET, BY OFFERING AND KEY VERTICAL

FIGURE 21 SOLUTIONS AND MEDIA & ENTERTAINMENT SEGMENTS TO ACCOUNT FOR SIGNIFICANT SHARE IN 2023

4.5 ADTECH MARKET, BY REGION

FIGURE 22 NORTH AMERICA TO ACCOUNT FOR LARGEST SHARE IN 2023

5 MARKET OVERVIEW AND INDUSTRY TRENDS

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

FIGURE 23 ADTECH MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

5.2.1 DRIVERS

5.2.1.1 Increasing demand for data-informed marketing strategies

5.2.1.2 Growing popularity of audio streaming and podcasts for advertising

5.2.1.3 Proliferation of smartphones for greater mobile optimization and in-app advertising

5.2.2 RESTRAINTS

5.2.2.1 Stringent privacy regulations and security concerns

5.2.2.2 Inaccurate data quality and accuracy

5.2.3 OPPORTUNITIES

5.2.3.1 Rapid adoption of AI and ML technologies for hyper-personalized user experience

5.2.3.2 Focus on voice-activated ads and conversational advertising

5.2.3.3 Widespread adoption of AR and VR technologies for more interactive and immersive ad experiences

5.2.4 CHALLENGES

5.2.4.1 Presence of ad-blocking bypass solutions

5.2.4.2 Lack of standardized viewability metrics

5.3 CASE STUDIES

5.3.1 UNITED TRUCK DRIVING SCHOOL IMPLEMENTED TITAN DIGITAL'S SERVICES TO CONTROL ITS ADVERTISING BUDGET

5.3.2 TITAN DIGITAL'S TEAM DEVELOPED 3-STEP PLAN TO HELP WHS BECOME MORE COMPETITIVE

5.3.3 CANVAS WORLDWIDE IMPLEMENTED INNOVID'S SOLUTIONS TO SAVE

TIME AND REDUCE RISK OF HUMAN ERROR

5.3.4 DRIVES LIFT-IN TUNE-UP WORKED WITH TREMOR VIDEO'S TR.LY CREATIVE STUDIO TO DRIVE MOST INCREMENTAL TUNE-IN AT LOWEST COST PER TUNE-IN

5.3.5 FAN CONTROLLED FOOTBALL PARTNERED WITH EQUATIV TO MANAGE AND INCREASE AD INVENTORY

5.3.6 AMNET FRANCE DEPLOYED EQUATIV'S SOLUTIONS TO DELIVER BEST-PERFORMING VIDEO INVENTORY ACROSS FOUR TARGETED MARKETS

5.3.7 RAZER PARTNERED WITH EQUATIV TO REACH GAMERS WITH EFFECTIVE ADVERTISING

5.3.8 DSP ASSET MANAGERS PARTNERED WITH PURETECH DIGITAL AND INMOBI TO LEVERAGE ITS AWARENESS AMPLIFICATION EFFORTS

5.3.9 SALAM PARTNERED WITH INMOBI TO DEVELOP INNOVATIVE RICH MEDIA CREATIVE WITH FINGERPRINT SENSOR UNLOCK TO COMPLEMENT STANDARD BANNERS

5.3.10 STARBUCKS AND ARLA FOODS USED QUANTCAST'S CTV ADVERTISING PLATFORM TO REACH THEIR CORE AUDIENCE AND OPTIMIZE CAMPAIGNS IN REAL-TIME

5.3.11 SKY AND MEDIACOM PARTNERED WITH QUANTCAST TO ACTIVATE COOKIELESS INVENTORY AND REACH INACCESSIBLE CONSUMERS

5.4 TARIFF AND REGULATORY LANDSCAPE

5.4.1 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

5.4.1.1 North America

TABLE 6 NORTH AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

5.4.1.2 Europe

TABLE 7 EUROPE: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

5.4.1.3 Asia Pacific

TABLE 8 ASIA PACIFIC: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

5.4.1.4 Middle East & Africa

TABLE 9 MIDDLE EAST & AFRICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

5.4.1.5 Latin America

TABLE 10 LATIN AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

5.5 ADTECH MARKET ARCHITECTURE

- FIGURE 24 ADTECH MARKET ARCHITECTURE
- 5.6 ECOSYSTEM ANALYSIS
 - TABLE 11 ROLE OF PLAYERS IN MARKET ECOSYSTEM
 - FIGURE 25 ECOSYSTEM MAP
- 5.7 PATENT ANALYSIS
 - 5.7.1 METHODOLOGY
 - 5.7.2 PATENTS FILED, BY DOCUMENT TYPE
 - TABLE 12 PATENTS FILED, 2013–2023
 - 5.7.3 INNOVATION AND PATENT APPLICATIONS
 - FIGURE 26 NUMBER OF PATENTS GRANTED, 2013–2023
 - 5.7.3.1 Top applicants
 - FIGURE 27 TOP TEN PATENT APPLICANTS, 2013–2023
 - TABLE 13 TOP 20 PATENT OWNERS IN ADTECH MARKET, 2013–2023
 - TABLE 14 LIST OF PATENTS IN ADTECH MARKET, 2023
 - FIGURE 28 REGIONAL ANALYSIS OF PATENTS GRANTED, 2023
- 5.8 SUPPLY CHAIN ANALYSIS
 - FIGURE 29 ADTECH MARKET: SUPPLY CHAIN ANALYSIS
- 5.9 FUTURE DIRECTION OF ADTECH MARKET LANDSCAPE
 - 5.9.1 TECHNOLOGY ROADMAP FOR ADTECH MARKET UNTIL 2030
 - FIGURE 30 TECHNOLOGY ROADMAP FOR ADTECH MARKET UNTIL 2030
 - TABLE 15 SHORT-TERM ROADMAP, 2023–2025
 - TABLE 16 MID-TERM ROADMAP, 2026–2028
 - TABLE 17 LONG-TERM ROADMAP, 2029–2030
- 5.10 PRICING ANALYSIS
 - 5.10.1 AVERAGE SELLING PRICE TRENDS OF KEY PLAYERS, BY OFFERING
 - FIGURE 31 AVERAGE SELLING PRICE TRENDS OF KEY COMPANIES
 - 5.10.2 INDICATIVE PRICING ANALYSIS, BY ADTECH VENDOR
 - TABLE 18 INDICATIVE PRICING ANALYSIS, BY ADTECH VENDORS
- 5.11 BRIEF HISTORY OF ADTECH MARKET
 - FIGURE 32 ADTECH MARKET EVOLUTION
- 5.12 TRENDS/DISRUPTIONS IMPACTING BUYERS/CUSTOMERS
 - FIGURE 33 TRENDS/DISRUPTIONS IMPACTING BUYERS/CUSTOMERS
- 5.13 PORTER'S FIVE FORCES ANALYSIS
 - FIGURE 34 PORTER'S FIVE FORCES ANALYSIS
 - 5.13.1 THREAT OF NEW ENTRANTS
 - 5.13.2 THREAT OF SUBSTITUTES
 - 5.13.3 BARGAINING POWER OF SUPPLIERS
 - 5.13.4 BARGAINING POWER OF BUYERS
 - 5.13.5 INTENSITY OF COMPETITIVE RIVALRY

5.14 KEY CONFERENCES AND EVENTS

TABLE 19 DETAILED LIST OF KEY CONFERENCES AND EVENTS, 2023–2024

5.15 KEY STAKEHOLDERS AND BUYING CRITERIA

5.15.1 KEY STAKEHOLDERS IN BUYING PROCESS

FIGURE 35 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE VERTICALS

TABLE 20 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE VERTICALS

5.15.2 BUYING CRITERIA

FIGURE 36 KEY BUYING CRITERIA FOR TOP THREE VERTICALS

TABLE 21 KEY BUYING CRITERIA FOR TOP THREE VERTICALS

5.16 TECHNOLOGY ANALYSIS

5.16.1 KEY TECHNOLOGIES

5.16.1.1 Artificial intelligence and machine learning (AI and ML)

5.16.1.2 Big data

5.16.1.3 Augmented reality (AR) and virtual reality (VR)

5.16.1.4 Blockchain

5.16.2 ADJACENT TECHNOLOGIES

5.16.2.1 IoT

5.16.2.2 Ad serving

5.16.2.3 Web analytics

5.16.2.4 Marketing automation

5.17 BUSINESS MODEL ANALYSIS

5.17.1 SUPPLY SIDE

5.17.2 DEMAND SIDE

6 ADTECH MARKET, BY OFFERING

6.1 INTRODUCTION

6.1.1 OFFERINGS: ADTECH MARKET DRIVERS

FIGURE 37 SERVICES SEGMENT TO REGISTER HIGHER CAGR DURING FORECAST PERIOD

TABLE 22 ADTECH MARKET, BY OFFERING, 2019–2022 (USD BILLION)

TABLE 23 ADTECH MARKET, BY OFFERING, 2023–2030 (USD BILLION)

6.2 SOLUTIONS

FIGURE 38 DATA MANAGEMENT PLATFORMS (DMPs) SEGMENT TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

TABLE 24 ADTECH MARKET, BY SOLUTION, 2019–2022 (USD BILLION)

TABLE 25 ADTECH MARKET, BY SOLUTION, 2023–2030 (USD BILLION)

6.2.1 DEMAND-SIDE PLATFORMS (DSPS)

6.2.1.1 Increasing emphasis on data-driven advertising strategies to propel growth

TABLE 26 DSPS: ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 27 DSPS: ADTECH MARKET, BY REGION, 2023–2030 (USD BILLION)

6.2.2 SUPPLY-SIDE PLATFORMS (SSPS)

6.2.2.1 Rising popularity of video advertising to drive demand for SSPs

TABLE 28 SSPS: ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 29 SSPS: ADTECH MARKET, BY REGION, 2023–2030 (USD BILLION)

6.2.3 AD NETWORKS

6.2.3.1 Need to facilitate efficient distribution of advertisements across digital platforms to drive market

TABLE 30 AD NETWORKS: ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 31 AD NETWORKS: ADTECH MARKET, BY REGION, 2023–2030 (USD BILLION)

6.2.4 DATA MANAGEMENT PLATFORMS (DMPS)

6.2.4.1 Focus on developing cross-device targeting capabilities to boost growth

TABLE 32 DMPS: ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 33 DMPS: ADTECH MARKET, BY REGION, 2023–2030 (USD BILLION)

6.2.5 AGENCY TRADING DESKS (ATDS)

6.2.5.1 Emergence of new programmatic advertising for flexible and controlled solutions to drive market

TABLE 34 ATDS: ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 35 ATDS: ADTECH MARKET, BY REGION, 2023–2030 (USD BILLION)

6.2.6 AD EXCHANGE PLATFORMS

6.2.6.1 Rising advancements in multiple ad exchanging platforms to fuel growth

TABLE 36 AD EXCHANGE PLATFORMS: ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 37 AD EXCHANGE PLATFORMS: ADTECH MARKET, BY REGION, 2023–2030 (USD BILLION)

6.2.7 AD CREATIVE AND PRODUCTION TOOLS

6.2.7.1 Focus on creating more effective and engaging ads to boost demand for ad creative and production tools

TABLE 38 AD CREATIVE AND PRODUCTION TOOLS: ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 39 AD CREATIVE AND PRODUCTION TOOLS: ADTECH MARKET, BY REGION, 2023–2030 (USD BILLION)

6.2.8 AD ANALYTICS AND ATTRIBUTION PLATFORMS

6.2.8.1 Demand for leveraging advanced targeting options, such as geofencing and

contextual advertising, to bolster growth

TABLE 40 AD ANALYTICS AND ATTRIBUTION PLATFORMS: ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 41 AD ANALYTICS AND ATTRIBUTION PLATFORMS: ADTECH MARKET, BY REGION, 2023–2030 (USD BILLION)

6.2.9 AD VERIFICATION AND BRAND SAFETY

6.2.9.1 Use of ML and NLP to improve ad targeting within appropriate contexts to encourage market expansion

TABLE 42 AD VERIFICATION AND BRAND SAFETY: ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 43 AD VERIFICATION AND BRAND SAFETY: ADTECH MARKET, BY REGION, 2023–2030 (USD BILLION)

6.2.10 OTHER SOLUTIONS

TABLE 44 OTHER SOLUTIONS: ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 45 OTHER SOLUTIONS: ADTECH MARKET, BY REGION, 2023–2030 (USD BILLION)

6.3 SERVICES

FIGURE 39 MANAGED SERVICES SEGMENT TO GROW AT HIGHER CAGR DURING FORECAST PERIOD

TABLE 46 ADTECH MARKET, BY SERVICE, 2019–2022 (USD BILLION)

TABLE 47 ADTECH MARKET, BY SERVICE, 2023–2030 (USD BILLION)

6.3.1 PROFESSIONAL SERVICES

FIGURE 40 TRAINING & CONSULTING SERVICES TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD

TABLE 48 ADTECH MARKET, BY PROFESSIONAL SERVICE, 2019–2022 (USD BILLION)

TABLE 49 ADTECH MARKET, BY PROFESSIONAL SERVICE, 2023–2030 (USD BILLION)

TABLE 50 PROFESSIONAL SERVICES: ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 51 PROFESSIONAL SERVICES: ADTECH MARKET, BY REGION, 2023–2030 (USD BILLION)

6.3.1.1 Training & consulting

6.3.1.1.1 Strong emphasis on empowering organizations to implement and optimize AdTech solutions to boost growth

TABLE 52 TRAINING & CONSULTING SERVICES: ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 53 TRAINING & CONSULTING SERVICES: ADTECH MARKET, BY REGION,

2023–2030 (USD BILLION)

6.3.1.2 System integration & implementation

6.3.1.2.1 Rising complexity of modern AdTech ecosystem to drive demand for system integration & implementation services

TABLE 54 SYSTEM INTEGRATION & IMPLEMENTATION SERVICES: ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 55 SYSTEM INTEGRATION & IMPLEMENTATION SERVICES: ADTECH MARKET, BY REGION, 2023–2030 (USD BILLION)

6.3.1.3 Support & maintenance

6.3.1.3.1 Need to minimize downtime and technical issues and provide problem resolution to fuel growth

TABLE 56 SUPPORT & MAINTENANCE SERVICES: ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 57 SUPPORT & MAINTENANCE SERVICES: ADTECH MARKET, BY REGION, 2023–2030 (USD BILLION)

6.3.2 MANAGED SERVICES

6.3.2.1 Need for businesses to efficiently navigate complexities of digital advertising to drive popularity of managed services

TABLE 58 MANAGED SERVICES: ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 59 MANAGED SERVICES: ADTECH MARKET, BY REGION, 2023–2030 (USD BILLION)

6.4 ADTECH SOLUTIONS MARKET, BY DEPLOYMENT MODE

FIGURE 41 ON-PREMISES SEGMENT TO GROW AT HIGHER CAGR DURING FORECAST PERIOD

TABLE 60 ADTECH SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2019–2022 (USD BILLION)

TABLE 61 ADTECH SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2023–2030 (USD BILLION)

6.4.1 CLOUD

6.4.1.1 Strong emphasis on protecting user data and ensuring compliance to bolster growth

TABLE 62 CLOUD: ADTECH SOLUTIONS MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 63 CLOUD: ADTECH SOLUTIONS MARKET, BY REGION, 2023–2030 (USD BILLION)

6.4.2 ON-PREMISES

6.4.2.1 Focus on providing direct control over configurations and data-handling practices to drive growth

TABLE 64 ON-PREMISES: ADTECH SOLUTIONS MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 65 ON-PREMISES: ADTECH SOLUTIONS MARKET, BY REGION, 2023–2030 (USD BILLION)

6.5 ADTECH SOLUTIONS MARKET, BY MODE OF INTERFACE

FIGURE 42 MOBILE SEGMENT TO GROW AT HIGHER CAGR DURING FORECAST PERIOD

TABLE 66 ADTECH SOLUTIONS MARKET, BY MODE OF INTERFACE, 2019–2022 (USD BILLION)

TABLE 67 ADTECH SOLUTIONS MARKET, BY MODE OF INTERFACE, 2023–2030 (USD BILLION)

6.5.1 DESKTOP

6.5.1.1 Precise ad targeting and efficient ad placements to accelerate market

TABLE 68 DESKTOP: ADTECH SOLUTIONS MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 69 DESKTOP: ADTECH SOLUTIONS MARKET, BY REGION, 2023–2030 (USD BILLION)

6.5.2 MOBILE

6.5.2.1 Demand for responsive and engaging mobile ads that seamlessly integrate into apps to boost market

TABLE 70 MOBILE: ADTECH SOLUTIONS MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 71 MOBILE: ADTECH SOLUTIONS MARKET, BY REGION, 2023–2030 (USD BILLION)

7 ADTECH MARKET, BY ADVERTISING TYPE

7.1 INTRODUCTION

7.1.1 ADVERTISING TYPES: ADTECH MARKET DRIVERS

FIGURE 43 NATIVE ADVERTISING SEGMENT TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD

TABLE 72 ADTECH MARKET, BY ADVERTISING TYPE, 2019–2022 (USD BILLION)

TABLE 73 ADTECH MARKET, BY ADVERTISING TYPE, 2023–2030 (USD BILLION)

7.2 PROGRAMMATIC ADVERTISING

7.2.1 EMPHASIS ON AUTOMATING TASKS INVOLVED IN BUYING AND SELLING AD SPACE TO BOLSTER GROWTH

TABLE 74 PROGRAMMATIC ADVERTISING: ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 75 PROGRAMMATIC ADVERTISING: ADTECH MARKET, BY REGION,

2023–2030 (USD BILLION)

7.3 SEARCH ADVERTISING

7.3.1 HIGH TARGETING OF AD USERS' SEARCH FOR SPECIFIC PRODUCTS OR SERVICES TO DRIVE GROWTH

TABLE 76 SEARCH ADVERTISING: ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 77 SEARCH ADVERTISING: ADTECH MARKET, BY REGION, 2023–2030 (USD BILLION)

7.4 DISPLAY ADVERTISING

7.4.1 DEMAND FOR IMMERSIVE AND INTERACTIVE USER EXPERIENCE TO DRIVE DEMAND FOR DISPLAY ADVERTISING

TABLE 78 DISPLAY ADVERTISING: ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 79 DISPLAY ADVERTISING: ADTECH MARKET, BY REGION, 2023–2030 (USD BILLION)

7.5 MOBILE ADVERTISING

7.5.1 INCREASED MOBILE INTERNET USAGE TO DRIVE POPULARITY OF MOBILE ADVERTISING

TABLE 80 MOBILE ADVERTISING: ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 81 MOBILE ADVERTISING: ADTECH MARKET, BY REGION, 2023–2030 (USD BILLION)

7.6 EMAIL ADVERTISING

7.6.1 NEED FOR LEVERAGING DATA ANALYTICS AND AI TO CREATE HIGHLY TAILORED EMAIL CAMPAIGNS TO BOOST GROWTH

TABLE 82 EMAIL ADVERTISING: ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 83 EMAIL ADVERTISING: ADTECH MARKET, BY REGION, 2023–2030 (USD BILLION)

7.7 NATIVE ADVERTISING

7.7.1 FOCUS ON PROVIDING ADVERTISERS WITH BETTER INSIGHTS INTO THEIR CAMPAIGN PERFORMANCE TO PROPEL GROWTH

TABLE 84 NATIVE ADVERTISING: ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 85 NATIVE ADVERTISING: ADTECH MARKET, BY REGION, 2023–2030 (USD BILLION)

7.8 OTHER ADVERTISING TYPES

TABLE 86 OTHER ADVERTISING TYPES: ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 87 OTHER ADVERTISING TYPES: ADTECH MARKET, BY REGION, 2023–2030 (USD BILLION)

8 ADTECH MARKET, BY ADVERTISING MEDIA

8.1 INTRODUCTION

8.1.1 ADVERTISING MEDIA: ADTECH MARKET DRIVERS

FIGURE 44 DIGITAL ADVERTISING SEGMENT TO WITNESS HIGHEST GROWTH RATE DURING FORECAST PERIOD

TABLE 88 ADTECH MARKET, BY ADVERTISING MEDIA, 2019–2022 (USD BILLION)

TABLE 89 ADTECH MARKET, BY ADVERTISING MEDIA, 2023–2030 (USD BILLION)

8.2 TELEVISION ADVERTISING

8.2.1 HIGH VIEWERSHIP OF TV CONTENT, PARTICULARLY IN LIVE EVENTS, SPORTS, AND PREMIUM SHOWS, TO DRIVE MARKET

TABLE 90 TELEVISION ADVERTISING: ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 91 TELEVISION ADVERTISING: ADTECH MARKET, BY REGION, 2023–2030 (USD BILLION)

8.3 RADIO ADVERTISING

8.3.1 RISE OF DIGITAL AUDIO PLATFORMS TO ENCOURAGE MARKET EXPANSION

TABLE 92 RADIO ADVERTISING: ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 93 RADIO ADVERTISING: ADTECH MARKET, BY REGION, 2023–2030 (USD BILLION)

8.4 PRINT ADVERTISING

TABLE 94 PRINT ADVERTISING: ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 95 PRINT ADVERTISING: ADTECH MARKET, BY REGION, 2023–2030 (USD BILLION)

8.4.1 MAGAZINES

8.4.1.1 Demand for tangible and visually engaging medium for advertisers to convey messages to propel growth

8.4.2 NEWSPAPER

8.4.2.1 Adoption of online and digital platforms for advertorials to encourage market expansion

8.5 OUTDOOR ADVERTISING

TABLE 96 OUTDOOR ADVERTISING: ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)

**TABLE 97 OUTDOOR ADVERTISING: ADTECH MARKET, BY REGION, 2023–2030
(USD BILLION)****8.5.1 PUBLIC SIGNS**

8.5.1.1 Public signs help advertisers convey messages to broad audience

8.5.2 BILLBOARDS

8.5.2.1 Need for large, eye-catching displays to create brand visibility and impact to drive growth

8.5.3 POSTERS

8.5.3.1 Growing trend toward using eco-friendly materials and energy-efficient lighting to convey messages to drive demand for posters

8.6 DIGITAL ADVERTISING**TABLE 98 DIGITAL ADVERTISING: ADTECH MARKET, BY REGION, 2019–2022
(USD BILLION)****TABLE 99 DIGITAL ADVERTISING: ADTECH MARKET, BY REGION, 2023–2030
(USD BILLION)****8.6.1 DISPLAY AND MOBILE ADVERTISING**

8.6.1.1 Adoption of smartphones and increasing screentime on mobile devices to drive growth

8.6.2 SEARCH ENGINE ADVERTISING

8.6.2.1 Focus on enabling unparalleled reach and precision bidding on specific keywords to fuel growth

8.6.3 SOCIAL MEDIA ADVERTISING

8.6.3.1 Extensive use of digital marketing platforms for interactive and visually engaging content to drive growth

9 ADTECH MARKET, BY VERTICAL**9.1 INTRODUCTION****9.1.1 VERTICALS: ADTECH MARKET DRIVERS****FIGURE 45 BFSI SEGMENT TO WITNESS HIGHEST GROWTH DURING FORECAST PERIOD****TABLE 100 ADTECH MARKET, BY VERTICAL, 2019–2022 (USD BILLION)****TABLE 101 ADTECH MARKET, BY VERTICAL, 2023–2030 (USD BILLION)****9.2 BANKING, FINANCIAL SERVICES, AND INSURANCE**

9.2.1 EMERGENCE OF AI AND ML FOR PREDICTIVE ANALYTICS AND CHATBOT-DRIVEN CUSTOMER INTERACTIONS TO DRIVE DEMAND

TABLE 102 BANKING, FINANCIAL SERVICES, AND INSURANCE: ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)**TABLE 103 BANKING, FINANCIAL SERVICES, AND INSURANCE: ADTECH**

MARKET, BY REGION, 2023–2030 (USD BILLION)

9.3 MEDIA & ENTERTAINMENT

9.3.1 ADOPTION OF OTT PLATFORMS BY CONSUMERS TO FOSTER GROWTH

TABLE 104 MEDIA & ENTERTAINMENT: ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 105 MEDIA & ENTERTAINMENT: ADTECH MARKET, BY REGION, 2023–2030 (USD BILLION)

9.4 RETAIL & ECOMMERCE

9.4.1 SHIFT IN CONSUMER BEHAVIOR TOWARD ONLINE SHOPPING TO DRIVE DEMAND FOR ADTECH SOLUTIONS IN RETAIL & ECOMMERCE INDUSTRY

TABLE 106 RETAIL & ECOMMERCE: ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 107 RETAIL & ECOMMERCE: ADTECH MARKET, BY REGION, 2023–2030 (USD BILLION)

9.5 HEALTHCARE & LIFE SCIENCES

9.5.1 NEED FOR FACILITATING PERSONALIZED HEALTHCARE INFORMATION AND IMPROVING OVERALL PATIENT EXPERIENCE TO PROPEL GROWTH

TABLE 108 HEALTHCARE & LIFE SCIENCES: ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 109 HEALTHCARE & LIFE SCIENCES: ADTECH MARKET, BY REGION, 2023–2030 (USD BILLION)

9.6 TRAVEL & HOSPITALITY

9.6.1 RELIANCE OF TRAVELERS ON SMARTPHONES TO DRIVE ADOPTION OF VIDEO ADVERTISING IN TRAVEL & HOSPITALITY SECTOR

TABLE 110 TRAVEL & HOSPITALITY: ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 111 TRAVEL & HOSPITALITY: ADTECH MARKET, BY REGION, 2023–2030 (USD BILLION)

9.7 MANUFACTURING

9.7.1 STRONG EMPHASIS ON SUSTAINABILITY AND ECO-FRIENDLY ADVERTISING TO DRIVE POPULARITY OF ADTECH SOLUTIONS IN MANUFACTURING SECTOR

TABLE 112 MANUFACTURING: ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 113 MANUFACTURING: ADTECH MARKET, BY REGION, 2023–2030 (USD BILLION)

9.8 TELECOM

9.8.1 FOCUS ON FACILITATING SEAMLESS DELIVERY OF HIGH-QUALITY VIDEO ADS AND AUGMENTED REALITY EXPERIENCES TO FUEL MARKET

TABLE 114 TELECOM: ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 115 TELECOM: ADTECH MARKET, BY REGION, 2023–2030 (USD BILLION)

9.9 TRANSPORTATION & LOGISTICS

9.9.1 ADOPTION OF ADTECH SOLUTIONS IN TRANSPORTATION & LOGISTICS INDUSTRY HELPS ADDRESS SUSTAINABILITY CONCERNS

TABLE 116 TRANSPORTATION & LOGISTICS: ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 117 TRANSPORTATION & LOGISTICS: ADTECH MARKET, BY REGION, 2023–2030 (USD BILLION)

9.10 FOOD & BEVERAGES

9.10.1 RISING POPULARITY OF FOOD DELIVERY APPS TO DRIVE ADOPTION OF ADTECH SOLUTIONS IN FOOD & BEVERAGES SECTOR

TABLE 118 FOOD & BEVERAGES: ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 119 FOOD & BEVERAGES: ADTECH MARKET, BY REGION, 2023–2030 (USD BILLION)

9.11 OTHER VERTICALS

TABLE 120 OTHER VERTICALS: ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 121 OTHER VERTICALS: ADTECH MARKET, BY REGION, 2023–2030 (USD BILLION)

10 ADTECH MARKET, BY REGION

10.1 INTRODUCTION

FIGURE 46 ASIA PACIFIC TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD

FIGURE 47 INDIA TO WITNESS HIGHEST GROWTH DURING FORECAST PERIOD

TABLE 122 ADTECH MARKET, BY REGION, 2019–2022 (USD BILLION)

TABLE 123 ADTECH MARKET, BY REGION, 2023–2030 (USD BILLION)

10.2 NORTH AMERICA

10.2.1 NORTH AMERICA: ADTECH MARKET DRIVERS

10.2.2 NORTH AMERICA: RECESSION IMPACT

FIGURE 48 NORTH AMERICA: MARKET SNAPSHOT

TABLE 124 NORTH AMERICA: ADTECH MARKET, BY OFFERING, 2019–2022 (USD BILLION)

TABLE 125 NORTH AMERICA: ADTECH MARKET, BY OFFERING, 2023–2030 (USD BILLION)

TABLE 126 NORTH AMERICA: ADTECH MARKET, BY SOLUTION, 2019–2022 (USD BILLION)

BILLION)

TABLE 127 NORTH AMERICA: ADTECH MARKET, BY SOLUTION, 2023–2030 (USD BILLION)

TABLE 128 NORTH AMERICA: ADTECH MARKET, BY SERVICE, 2019–2022 (USD BILLION)

TABLE 129 NORTH AMERICA: ADTECH MARKET, BY SERVICE, 2023–2030 (USD BILLION)

TABLE 130 NORTH AMERICA: ADTECH MARKET, BY PROFESSIONAL SERVICE, 2019–2022 (USD BILLION)

TABLE 131 NORTH AMERICA: ADTECH MARKET, BY PROFESSIONAL SERVICE, 2023–2030 (USD BILLION)

TABLE 132 NORTH AMERICA: ADTECH SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2019–2022 (USD BILLION)

TABLE 133 NORTH AMERICA: ADTECH SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2023–2030 (USD BILLION)

TABLE 134 NORTH AMERICA: ADTECH SOLUTIONS MARKET, BY MODE OF INTERFACE, 2019–2022 (USD BILLION)

TABLE 135 NORTH AMERICA: ADTECH SOLUTIONS MARKET, BY MODE OF INTERFACE, 2023–2030 (USD BILLION)

TABLE 136 NORTH AMERICA: ADTECH MARKET, BY ADVERTISING TYPE, 2019–2022 (USD BILLION)

TABLE 137 NORTH AMERICA: ADTECH MARKET, BY ADVERTISING TYPE, 2023–2030 (USD BILLION)

TABLE 138 NORTH AMERICA: ADTECH MARKET, BY ADVERTISING MEDIA, 2019–2022 (USD BILLION)

TABLE 139 NORTH AMERICA: ADTECH MARKET, BY ADVERTISING MEDIA, 2023–2030 (USD BILLION)

TABLE 140 NORTH AMERICA: ADTECH MARKET, BY VERTICAL, 2019–2022 (USD BILLION)

TABLE 141 NORTH AMERICA: ADTECH MARKET, BY VERTICAL, 2023–2030 (USD BILLION)

TABLE 142 NORTH AMERICA: ADTECH MARKET, BY COUNTRY, 2019–2022 (USD BILLION)

TABLE 143 NORTH AMERICA: ADTECH MARKET, BY COUNTRY, 2023–2030 (USD BILLION)

10.2.3 US

10.2.3.1 Growing emphasis on data-driven advertising strategies to contribute to market growth

10.2.4 CANADA

10.2.4.1 Strong economic stability and growing digital landscape to encourage market expansion

10.3 EUROPE

10.3.1 EUROPE: ADTECH MARKET DRIVERS

10.3.2 EUROPE: RECESSION IMPACT

TABLE 144 EUROPE: ADTECH MARKET, BY OFFERING, 2019–2022 (USD BILLION)

TABLE 145 EUROPE: ADTECH MARKET, BY OFFERING, 2023–2030 (USD BILLION)

TABLE 146 EUROPE: ADTECH MARKET, BY SOLUTION, 2019–2022 (USD BILLION)

TABLE 147 EUROPE: ADTECH MARKET, BY SOLUTION, 2023–2030 (USD BILLION)

TABLE 148 EUROPE: ADTECH MARKET, BY SERVICE, 2019–2022 (USD BILLION)

TABLE 149 EUROPE: ADTECH MARKET, BY SERVICE, 2023–2030 (USD BILLION)

TABLE 150 EUROPE: ADTECH MARKET, BY PROFESSIONAL SERVICE, 2019–2022 (USD BILLION)

TABLE 151 EUROPE: ADTECH MARKET, BY PROFESSIONAL SERVICE, 2023–2030 (USD BILLION)

TABLE 152 EUROPE: ADTECH SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2019–2022 (USD BILLION)

TABLE 153 EUROPE: ADTECH SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2023–2030 (USD BILLION)

TABLE 154 EUROPE: ADTECH SOLUTIONS MARKET, BY MODE OF INTERFACE, 2019–2022 (USD BILLION)

TABLE 155 EUROPE: ADTECH SOLUTIONS MARKET, BY MODE OF INTERFACE, 2023–2030 (USD BILLION)

TABLE 156 EUROPE: ADTECH MARKET, BY ADVERTISING TYPE, 2019–2022 (USD BILLION)

TABLE 157 EUROPE: ADTECH MARKET, BY ADVERTISING TYPE, 2023–2030 (USD BILLION)

TABLE 158 EUROPE: ADTECH MARKET, BY ADVERTISING MEDIA, 2019–2022 (USD BILLION)

TABLE 159 EUROPE: ADTECH MARKET, BY ADVERTISING MEDIA, 2023–2030 (USD BILLION)

TABLE 160 EUROPE: ADTECH MARKET, BY VERTICAL, 2019–2022 (USD BILLION)

TABLE 161 EUROPE: ADTECH MARKET, BY VERTICAL, 2023–2030 (USD BILLION)

TABLE 162 EUROPE: ADTECH MARKET, BY COUNTRY, 2019–2022 (USD BILLION)

TABLE 163 EUROPE: ADTECH MARKET, BY COUNTRY, 2023–2030 (USD BILLION)

10.3.3 UK

10.3.3.1 Adoption of sustainable and ethical advertising practices to propel growth

10.3.4 GERMANY

10.3.4.1 Robust economy and large population of internet users to spur growth

10.3.5 FRANCE

10.3.5.1 Stringent data privacy regulations such as GDPR to influence market growth

10.3.6 SPAIN

10.3.6.1 Demand for advertising strategies that provide human touch to propel market

10.3.7 ITALY

10.3.7.1 Heavy investments in data analytics and AI to deliver tailored content to contribute to market expansion

10.3.8 REST OF EUROPE

10.4 ASIA PACIFIC

10.4.1 ASIA PACIFIC: ADTECH MARKET DRIVERS

10.4.2 ASIA PACIFIC: RECESSION IMPACT

FIGURE 49 ASIA PACIFIC: MARKET SNAPSHOT

TABLE 164 ASIA PACIFIC: ADTECH MARKET, BY OFFERING, 2019–2022 (USD BILLION)

TABLE 165 ASIA PACIFIC: ADTECH MARKET, BY OFFERING, 2023–2030 (USD BILLION)

TABLE 166 ASIA PACIFIC: ADTECH MARKET, BY SOLUTION, 2019–2022 (USD BILLION)

TABLE 167 ASIA PACIFIC: ADTECH MARKET, BY SOLUTION, 2023–2030 (USD BILLION)

TABLE 168 ASIA PACIFIC: ADTECH MARKET, BY SERVICE, 2019–2022 (USD BILLION)

TABLE 169 ASIA PACIFIC: ADTECH MARKET, BY SERVICE, 2023–2030 (USD BILLION)

TABLE 170 ASIA PACIFIC: ADTECH MARKET, BY PROFESSIONAL SERVICE, 2019–2022 (USD BILLION)

TABLE 171 ASIA PACIFIC: ADTECH MARKET, BY PROFESSIONAL SERVICE, 2023–2030 (USD BILLION)

TABLE 172 ASIA PACIFIC: ADTECH SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2019–2022 (USD BILLION)

TABLE 173 ASIA PACIFIC: ADTECH SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2023–2030 (USD BILLION)

TABLE 174 ASIA PACIFIC: ADTECH SOLUTIONS MARKET, BY MODE OF INTERFACE, 2019–2022 (USD BILLION)

TABLE 175 ASIA PACIFIC: ADTECH SOLUTIONS MARKET, BY MODE OF INTERFACE, 2023–2030 (USD BILLION)

TABLE 176 ASIA PACIFIC: ADTECH MARKET, BY ADVERTISING TYPE, 2019–2022 (USD BILLION)

TABLE 177 ASIA PACIFIC: ADTECH MARKET, BY ADVERTISING TYPE, 2023–2030 (USD BILLION)

TABLE 178 ASIA PACIFIC: ADTECH MARKET, BY ADVERTISING MEDIA, 2019–2022 (USD BILLION)

TABLE 179 ASIA PACIFIC: ADTECH MARKET, BY ADVERTISING MEDIA, 2023–2030 (USD BILLION)

TABLE 180 ASIA PACIFIC: ADTECH MARKET, BY VERTICAL, 2019–2022 (USD BILLION)

TABLE 181 ASIA PACIFIC: ADTECH MARKET, BY VERTICAL, 2023–2030 (USD BILLION)

TABLE 182 ASIA PACIFIC: ADTECH MARKET, BY COUNTRY, 2019–2022 (USD BILLION)

TABLE 183 ASIA PACIFIC: ADTECH MARKET, BY COUNTRY, 2023–2030 (USD BILLION)

TABLE 184 ASIA PACIFIC: ADTECH MARKET, BY ASEAN COUNTRY, 2019–2022 (USD BILLION)

TABLE 185 ASIA PACIFIC: ADTECH MARKET, BY ASEAN COUNTRY, 2023–2030 (USD BILLION)

10.4.3 CHINA

10.4.3.1 Robust government policies for technological innovation to fuel market

10.4.4 JAPAN

10.4.4.1 Emphasis on high-quality content and aesthetics to drive market

10.4.5 INDIA

10.4.5.1 Focus on video advertising and integration of vernacular languages to propel growth

10.4.6 SOUTH KOREA

10.4.6.1 Adoption of AR and VR for immersive advertising experiences to boost growth

10.4.7 AUSTRALIA & NEW ZEALAND

10.4.7.1 Demand for data security and transparency from tech-savvy consumers to fuel growth

10.4.8 ASEAN COUNTRIES

10.4.8.1 Popularity of eCommerce and government's push for digitalization to propel growth

10.4.9 REST OF ASIA PACIFIC

10.5 MIDDLE EAST & AFRICA

10.5.1 MIDDLE EAST & AFRICA: ADTECH MARKET DRIVERS

10.5.2 MIDDLE EAST & AFRICA: RECESSION IMPACT

TABLE 186 MIDDLE EAST & AFRICA: ADTECH MARKET, BY OFFERING, 2019–2022

(USD BILLION)

TABLE 187 MIDDLE EAST & AFRICA: ADTECH MARKET, BY OFFERING, 2023–2030

(USD BILLION)

TABLE 188 MIDDLE EAST & AFRICA: ADTECH MARKET, BY SOLUTION, 2019–2022

(USD BILLION)

TABLE 189 MIDDLE EAST & AFRICA: ADTECH MARKET, BY SOLUTION, 2023–2030

(USD BILLION)

TABLE 190 MIDDLE EAST & AFRICA: ADTECH MARKET, BY SERVICE, 2019–2022

(USD BILLION)

TABLE 191 MIDDLE EAST & AFRICA: ADTECH MARKET, BY SERVICE, 2023–2030

(USD BILLION)

TABLE 192 MIDDLE EAST & AFRICA: ADTECH MARKET, BY PROFESSIONAL SERVICE, 2019–2022 (USD BILLION)

TABLE 193 MIDDLE EAST & AFRICA: ADTECH MARKET, BY PROFESSIONAL SERVICE, 2023–2030 (USD BILLION)

TABLE 194 MIDDLE EAST & AFRICA: ADTECH SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2019–2022 (USD BILLION)

TABLE 195 MIDDLE EAST & AFRICA: ADTECH SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2023–2030 (USD BILLION)

TABLE 196 MIDDLE EAST & AFRICA: ADTECH SOLUTIONS MARKET, BY MODE OF INTERFACE, 2019–2022 (USD BILLION)

TABLE 197 MIDDLE EAST & AFRICA: ADTECH SOLUTIONS MARKET, BY MODE OF INTERFACE, 2023–2030 (USD BILLION)

TABLE 198 MIDDLE EAST & AFRICA: ADTECH MARKET, BY ADVERTISING TYPE, 2019–2022 (USD BILLION)

TABLE 199 MIDDLE EAST & AFRICA: ADTECH MARKET, BY ADVERTISING TYPE, 2023–2030 (USD BILLION)

TABLE 200 MIDDLE EAST & AFRICA: ADTECH MARKET, BY ADVERTISING MEDIA, 2019–2022 (USD BILLION)

TABLE 201 MIDDLE EAST & AFRICA: ADTECH MARKET, BY ADVERTISING MEDIA, 2023–2030 (USD BILLION)

TABLE 202 MIDDLE EAST & AFRICA: ADTECH MARKET, BY VERTICAL, 2019–2022 (USD BILLION)

TABLE 203 MIDDLE EAST & AFRICA: ADTECH MARKET, BY VERTICAL, 2023–2030 (USD BILLION)

TABLE 204 MIDDLE EAST & AFRICA: ADTECH MARKET, BY COUNTRY, 2019–2022 (USD BILLION)

TABLE 205 MIDDLE EAST & AFRICA: ADTECH MARKET, BY COUNTRY, 2023–2030 (USD BILLION)

10.5.3 UAE

10.5.3.1 Focus on adopting cutting-edge advertising technologies to drive growth

10.5.4 SAUDI ARABIA

10.5.4.1 Growing emphasis on online sales and customer engagement to boost growth

10.5.5 QATAR

10.5.5.1 Demand for culturally relevant content and eCommerce expansion to drive growth

10.5.6 SOUTH AFRICA

10.5.6.1 Active involvement of institutes and government with advertising technologies to drive growth

10.5.7 REST OF THE MIDDLE EAST & AFRICA

10.6 LATIN AMERICA

10.6.1 LATIN AMERICA: ADTECH MARKET DRIVERS

10.6.2 LATIN AMERICA: RECESSION IMPACT

TABLE 206 LATIN AMERICA: ADTECH MARKET, BY OFFERING, 2019–2022 (USD BILLION)

TABLE 207 LATIN AMERICA: ADTECH MARKET, BY OFFERING, 2023–2030 (USD BILLION)

TABLE 208 LATIN AMERICA: ADTECH MARKET, BY SOLUTION, 2019–2022 (USD BILLION)

TABLE 209 LATIN AMERICA: ADTECH MARKET, BY SOLUTION, 2023–2030 (USD BILLION)

TABLE 210 LATIN AMERICA: ADTECH MARKET, BY SERVICE, 2019–2022 (USD BILLION)

TABLE 211 LATIN AMERICA: ADTECH MARKET, BY SERVICE, 2023–2030 (USD BILLION)

TABLE 212 LATIN AMERICA: ADTECH MARKET, BY PROFESSIONAL SERVICE, 2019–2022 (USD BILLION)

TABLE 213 LATIN AMERICA: ADTECH MARKET, BY PROFESSIONAL SERVICE, 2023–2030 (USD BILLION)

TABLE 214 LATIN AMERICA: ADTECH SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2019–2022 (USD BILLION)

TABLE 215 LATIN AMERICA: ADTECH SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2023–2030 (USD BILLION)

TABLE 216 LATIN AMERICA: ADTECH SOLUTIONS MARKET, BY MODE OF INTERFACE, 2019–2022 (USD BILLION)

TABLE 217 LATIN AMERICA: ADTECH SOLUTIONS MARKET, BY MODE OF INTERFACE, 2023–2030 (USD BILLION)

TABLE 218 LATIN AMERICA: ADTECH MARKET, BY ADVERTISING TYPE, 2019–2022 (USD BILLION)

TABLE 219 LATIN AMERICA: ADTECH MARKET, BY ADVERTISING TYPE, 2023–2030 (USD BILLION)

TABLE 220 LATIN AMERICA: ADTECH MARKET, BY ADVERTISING MEDIA, 2019–2022 (USD BILLION)

TABLE 221 LATIN AMERICA: ADTECH MARKET, BY ADVERTISING MEDIA, 2023–2030 (USD BILLION)

TABLE 222 LATIN AMERICA: ADTECH MARKET, BY VERTICAL, 2019–2022 (USD BILLION)

TABLE 223 LATIN AMERICA: ADTECH MARKET, BY VERTICAL, 2023–2030 (USD BILLION)

TABLE 224 LATIN AMERICA: ADTECH MARKET, BY COUNTRY, 2019–2022 (USD BILLION)

TABLE 225 LATIN AMERICA: ADTECH MARKET, BY COUNTRY, 2023–2030 (USD BILLION)

10.6.3 BRAZIL

10.6.3.1 Government's strategies to prioritize culturally relevant and localized content to foster growth

10.6.4 MEXICO

10.6.4.1 Robust government initiatives for technological developments to encourage market expansion

10.6.5 ARGENTINA

10.6.5.1 Growing digital advertising landscape to fuel market growth

10.6.6 REST OF LATIN AMERICA

11 COMPETITIVE LANDSCAPE

11.1 OVERVIEW

11.2 STRATEGIES ADOPTED BY KEY PLAYERS

TABLE 226 OVERVIEW OF STRATEGIES ADOPTED BY KEY PLAYERS

11.3 REVENUE ANALYSIS

11.3.1 BUSINESS SEGMENT REVENUE ANALYSIS

FIGURE 50 BUSINESS SEGMENT REVENUE ANALYSIS, 2020–2022 (USD BILLION)

11.4 MARKET SHARE ANALYSIS

FIGURE 51 MARKET SHARE ANALYSIS FOR KEY PLAYERS, 2022

TABLE 227 ADTECH MARKET: INTENSITY OF COMPETITIVE RIVALRY

11.5 BRAND/PRODUCT COMPARATIVE ANALYSIS IN ADTECH MARKET

11.5.1 COMPARATIVE ANALYSIS OF TRENDING ADTECH PRODUCTS

TABLE 228 COMPARATIVE ANALYSIS OF TRENDING ADTECH PRODUCTS

TABLE 229 COMPARATIVE ANALYSIS OF OTHER ADTECH PRODUCTS

11.6 COMPANY EVALUATION MATRIX FOR KEY PLAYERS, 2022

11.6.1 STARS

11.6.2 EMERGING LEADERS

11.6.3 PERVASIVE PLAYERS

11.6.4 PARTICIPANTS

FIGURE 52 COMPANY EVALUATION MATRIX FOR KEY PLAYERS, 2022

11.6.5 COMPANY FOOTPRINT

TABLE 230 OVERALL PRODUCT FOOTPRINT FOR KEY PLAYERS, 2022

TABLE 231 OVERALL PRODUCT FOOTPRINT FOR OTHER KEY PLAYERS, 2022

11.7 START-UP/SME EVALUATION MATRIX

11.7.1 PROGRESSIVE COMPANIES

11.7.2 RESPONSIVE COMPANIES

11.7.3 DYNAMIC COMPANIES

11.7.4 STARTING BLOCKS

FIGURE 53 START-UP/SME EVALUATION MATRIX, 2022

11.7.5 COMPETITIVE BENCHMARKING

TABLE 232 DETAILED LIST OF KEY START-UPS/SMES

TABLE 233 OVERALL PRODUCT FOOTPRINT FOR START-UPS/SMES, 2022

11.8 VALUATION AND FINANCIAL METRICS OF KEY ADTECH VENDORS

FIGURE 54 FINANCIAL METRICS OF KEY ADTECH VENDORS

FIGURE 55 YTD PRICE TOTAL RETURN AND STOCK BETA OF KEY ADTECH VENDORS

11.9 COMPETITIVE SCENARIO AND TRENDS

11.9.1 PRODUCT LAUNCHES/ENHANCEMENTS

TABLE 234 PRODUCT LAUNCHES/ENHANCEMENTS, 2022–2023

11.9.2 DEALS

TABLE 235 DEALS, 2021–2023

12 COMPANY PROFILES

(Business Overview, Products Offered, Recent Developments, MnM View Right to win, Strategic choices made, Weaknesses and competitive threats) *

12.1 INTRODUCTION

12.2 KEY PLAYERS

12.2.1 META

TABLE 236 META: BUSINESS OVERVIEW

FIGURE 56 META: COMPANY SNAPSHOT

TABLE 237 META: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 238 META: PRODUCT LAUNCHES/ENHANCEMENTS

TABLE 239 META: DEALS

12.2.2 GOOGLE

TABLE 240 GOOGLE: BUSINESS OVERVIEW

FIGURE 57 GOOGLE: COMPANY SNAPSHOT

TABLE 241 GOOGLE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 242 GOOGLE: PRODUCT LAUNCHES/ENHANCEMENTS

12.2.3 AMAZON

TABLE 243 AMAZON: BUSINESS OVERVIEW

FIGURE 58 AMAZON: COMPANY SNAPSHOT

TABLE 244 AMAZON: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 245 AMAZON: PRODUCT LAUNCHES/ENHANCEMENTS

TABLE 246 AMAZON: DEALS

12.2.4 ADOBE

TABLE 247 ADOBE: BUSINESS OVERVIEW

FIGURE 59 ADOBE: COMPANY SNAPSHOT

TABLE 248 ADOBE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 249 ADOBE: PRODUCT LAUNCHES/ENHANCEMENTS

TABLE 250 ADOBE: DEALS

12.2.5 YAHOO

TABLE 251 YAHOO: BUSINESS OVERVIEW

TABLE 252 YAHOO: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 253 YAHOO: PRODUCT LAUNCHES/ENHANCEMENTS

TABLE 254 YAHOO: DEALS

12.2.6 ZETA

TABLE 255 ZETA: BUSINESS OVERVIEW

FIGURE 60 ZETA: COMPANY SNAPSHOT

TABLE 256 ZETA: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 257 ZETA: PRODUCT LAUNCHES/ENHANCEMENTS

TABLE 258 ZETA: DEALS

12.3 OTHER KEY PLAYERS

12.3.1 MICROSOFT

12.3.2 CELTRA

12.3.3 BASIS TECHNOLOGIES

12.3.4 LUNA

12.3.5 NEXTROLL

12.3.6 QUANTCAST

12.3.7 CRITEO

- 12.3.8 AFFLE
- 12.3.9 INMOBI
- 12.3.10 DEMANDBASE
- 12.3.11 THE TRADE DESK
- 12.3.12 ADFORM
- 12.3.13 EQUATIV
- 12.3.14 ILLUMIN
- 12.3.15 TREMOR INTERNATIONAL
- 12.3.16 INNOVID
- 12.3.17 MEDIAOCEAN
- 12.3.18 DOUBLEVERIFY
- 12.3.19 MAGNITE
- 12.4 START-UPS/SMES
 - 12.4.1 COPY.AI
 - 12.4.2 NICKELYTICS
 - 12.4.3 C WIRE
 - 12.4.4 CAVAI
 - 12.4.5 TITAN DIGITAL
 - 12.4.6 GLIMPSE PROTOCOL
 - 12.4.7 STACKADAPT
 - 12.4.8 COSMOSE AI
 - 12.4.9 VIDSY
 - 12.4.10 LINKBY

*Details on Business Overview, Products Offered, Recent Developments, MnM View, Right to win, Strategic choices made, Weaknesses and competitive threats might not be captured in case of unlisted companies.

13 ADJACENT AND RELATED MARKETS

- 13.1 INTRODUCTION
- 13.2 APP ANALYTICS MARKET
 - 13.2.1 MARKET DEFINITION
 - 13.2.2 MARKET OVERVIEW

13.2.2.1 App analytics market, by offering

TABLE 259 APP ANALYTICS MARKET, BY OFFERING, 2017–2022 (USD MILLION)

TABLE 260 APP ANALYTICS MARKET, BY OFFERING, 2023–2028 (USD MILLION)

13.2.2.2 App analytics market, by type

TABLE 261 APP ANALYTICS MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 262 APP ANALYTICS MARKET, BY TYPE, 2023–2028 (USD MILLION)

13.2.2.3 App analytics market, by vertical

TABLE 263 APP ANALYTICS MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 264 APP ANALYTICS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

13.2.2.4 App analytics market, by region

TABLE 265 APP ANALYTICS MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 266 APP ANALYTICS MARKET, BY REGION, 2023–2028 (USD MILLION)

13.3 MOBILE APPS AND WEB ANALYTICS MARKET

13.3.1 MARKET DEFINITION

13.3.2 MARKET OVERVIEW

13.3.2.1 Mobile apps and web analytics market, by component

TABLE 267 MOBILE APPS AND WEB ANALYTICS MARKET, BY COMPONENT, 2016–2021 (USD MILLION)

TABLE 268 MOBILE APPS AND WEB ANALYTICS MARKET, BY COMPONENT, 2022–2027 (USD MILLION)

13.3.2.2 Mobile apps and web analytics market, by organization size

TABLE 269 MOBILE APPS AND WEB ANALYTICS MARKET, BY ORGANIZATION SIZE, 2016–2021 (USD MILLION)

TABLE 270 MOBILE APPS AND WEB ANALYTICS MARKET, BY ORGANIZATION SIZE, 2022–2027 (USD MILLION)

13.3.2.3 Mobile apps and web analytics market, by deployment mode

TABLE 271 MOBILE APPS AND WEB ANALYTICS MARKET, BY DEPLOYMENT MODE, 2016–2021 (USD MILLION)

TABLE 272 MOBILE APPS AND WEB ANALYTICS MARKET, BY DEPLOYMENT MODE, 2022–2027 (USD MILLION)

13.3.2.4 Mobile apps and web analytics market, by application

TABLE 273 MOBILE APPS AND WEB ANALYTICS MARKET, BY APPLICATION, 2016–2021 (USD MILLION)

TABLE 274 MOBILE APPS AND WEB ANALYTICS MARKET, BY APPLICATION, 2022–2027 (USD MILLION)

13.3.2.5 Mobile apps and web analytics market, by region

TABLE 275 MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2016–2021 (USD MILLION)

TABLE 276 MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2022–2027 (USD MILLION)

14 APPENDIX

14.1 DISCUSSION GUIDE

14.2 KNOWLEDGESTORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL

14.3 CUSTOMIZATION OPTIONS

14.4 RELATED REPORTS

14.5 AUTHOR DETAILS

I would like to order

Product name: AdTech Market by Offering (Software Tools/Platform (DSPs, SSPs, DMPs, Ad exchange, Ad networks), Services), Marketing Channel (Mobile Apps, Website, Social Media), Advertising type (Programmatic, Search, Display), Vertical and Region – Global Forecast to 2030

Product link: <https://marketpublishers.com/r/AF49831778B7EN.html>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AF49831778B7EN.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