

# AD Blocking (AD Filtering ) Market, Global Outlook and Forecast 2022-2028

<https://marketpublishers.com/r/AC6E856C157FEN.html>

Date: June 2022

Pages: 61

Price: US\$ 3,250.00 (Single User License)

ID: AC6E856C157FEN

## Abstracts

This report contains market size and forecasts of AD Blocking (AD Filtering ) in Global, including the following market information:

Global AD Blocking (AD Filtering ) Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global AD Blocking (AD Filtering ) market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period 2022-2028.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

iOS Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of AD Blocking (AD Filtering ) include AdGuard, AdBlock, Blokada, Adclear, AdLock and Wipr, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the AD Blocking (AD Filtering ) companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global AD Blocking (AD Filtering ) Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global AD Blocking (AD Filtering ) Market Segment Percentages, by Type, 2021 (%)

iOS

Windows

Android

Global AD Blocking (AD Filtering ) Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global AD Blocking (AD Filtering ) Market Segment Percentages, by Application, 2021 (%)

Web Ad Blocking

Mobile Ad Blocking

Global AD Blocking (AD Filtering ) Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global AD Blocking (AD Filtering ) Market Segment Percentages, By Region and Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

## Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies AD Blocking (AD Filtering ) revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies AD Blocking (AD Filtering ) revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

AdGuard

AdBlock

Blokada

Adclear

AdLock

Wipr

## Contents

### 1 INTRODUCTION TO RESEARCH & ANALYSIS REPORTS

- 1.1 AD Blocking (AD Filtering ) Market Definition
- 1.2 Market Segments
  - 1.2.1 Market by Type
  - 1.2.2 Market by Application
- 1.3 Global AD Blocking (AD Filtering ) Market Overview
- 1.4 Features & Benefits of This Report
- 1.5 Methodology & Sources of Information
  - 1.5.1 Research Methodology
  - 1.5.2 Research Process
  - 1.5.3 Base Year
  - 1.5.4 Report Assumptions & Caveats

### 2 GLOBAL AD BLOCKING (AD FILTERING ) OVERALL MARKET SIZE

- 2.1 Global AD Blocking (AD Filtering ) Market Size: 2021 VS 2028
- 2.2 Global AD Blocking (AD Filtering ) Market Size, Prospects & Forecasts: 2017-2028
- 2.3 Key Market Trends, Opportunity, Drivers and Restraints
  - 2.3.1 Market Opportunities & Trends
  - 2.3.2 Market Drivers
  - 2.3.3 Market Restraints

### 3 COMPANY LANDSCAPE

- 3.1 Top AD Blocking (AD Filtering ) Players in Global Market
- 3.2 Top Global AD Blocking (AD Filtering ) Companies Ranked by Revenue
- 3.3 Global AD Blocking (AD Filtering ) Revenue by Companies
- 3.4 Top 3 and Top 5 AD Blocking (AD Filtering ) Companies in Global Market, by Revenue in 2021
- 3.5 Global Companies AD Blocking (AD Filtering ) Product Type
- 3.6 Tier 1, Tier 2 and Tier 3 AD Blocking (AD Filtering ) Players in Global Market
  - 3.6.1 List of Global Tier 1 AD Blocking (AD Filtering ) Companies
  - 3.6.2 List of Global Tier 2 and Tier 3 AD Blocking (AD Filtering ) Companies

### 4 MARKET SIGHTS BY PRODUCT

#### 4.1 Overview

4.1.1 by Type - Global AD Blocking (AD Filtering ) Market Size Markets, 2021 & 2028

4.1.2 iOS

4.1.3 Windows

4.1.4 Android

#### 4.2 By Type - Global AD Blocking (AD Filtering ) Revenue & Forecasts

4.2.1 By Type - Global AD Blocking (AD Filtering ) Revenue, 2017-2022

4.2.2 By Type - Global AD Blocking (AD Filtering ) Revenue, 2023-2028

4.2.3 By Type - Global AD Blocking (AD Filtering ) Revenue Market Share, 2017-2028

### 5 SIGHTS BY APPLICATION

#### 5.1 Overview

5.1.1 By Application - Global AD Blocking (AD Filtering ) Market Size, 2021 & 2028

5.1.2 Web Ad Blocking

5.1.3 Mobile Ad Blocking

#### 5.2 By Application - Global AD Blocking (AD Filtering ) Revenue & Forecasts

5.2.1 By Application - Global AD Blocking (AD Filtering ) Revenue, 2017-2022

5.2.2 By Application - Global AD Blocking (AD Filtering ) Revenue, 2023-2028

5.2.3 By Application - Global AD Blocking (AD Filtering ) Revenue Market Share, 2017-2028

### 6 SIGHTS BY REGION

6.1 By Region - Global AD Blocking (AD Filtering ) Market Size, 2021 & 2028

#### 6.2 By Region - Global AD Blocking (AD Filtering ) Revenue & Forecasts

6.2.1 By Region - Global AD Blocking (AD Filtering ) Revenue, 2017-2022

6.2.2 By Region - Global AD Blocking (AD Filtering ) Revenue, 2023-2028

6.2.3 By Region - Global AD Blocking (AD Filtering ) Revenue Market Share, 2017-2028

#### 6.3 North America

6.3.1 By Country - North America AD Blocking (AD Filtering ) Revenue, 2017-2028

6.3.2 US AD Blocking (AD Filtering ) Market Size, 2017-2028

6.3.3 Canada AD Blocking (AD Filtering ) Market Size, 2017-2028

6.3.4 Mexico AD Blocking (AD Filtering ) Market Size, 2017-2028

#### 6.4 Europe

6.4.1 By Country - Europe AD Blocking (AD Filtering ) Revenue, 2017-2028

6.4.2 Germany AD Blocking (AD Filtering ) Market Size, 2017-2028

6.4.3 France AD Blocking (AD Filtering ) Market Size, 2017-2028

6.4.4 U.K. AD Blocking (AD Filtering ) Market Size, 2017-2028

6.4.5 Italy AD Blocking (AD Filtering ) Market Size, 2017-2028

6.4.6 Russia AD Blocking (AD Filtering ) Market Size, 2017-2028

6.4.7 Nordic Countries AD Blocking (AD Filtering ) Market Size, 2017-2028

6.4.8 Benelux AD Blocking (AD Filtering ) Market Size, 2017-2028

## 6.5 Asia

6.5.1 By Region - Asia AD Blocking (AD Filtering ) Revenue, 2017-2028

6.5.2 China AD Blocking (AD Filtering ) Market Size, 2017-2028

6.5.3 Japan AD Blocking (AD Filtering ) Market Size, 2017-2028

6.5.4 South Korea AD Blocking (AD Filtering ) Market Size, 2017-2028

6.5.5 Southeast Asia AD Blocking (AD Filtering ) Market Size, 2017-2028

6.5.6 India AD Blocking (AD Filtering ) Market Size, 2017-2028

## 6.6 South America

6.6.1 By Country - South America AD Blocking (AD Filtering ) Revenue, 2017-2028

6.6.2 Brazil AD Blocking (AD Filtering ) Market Size, 2017-2028

6.6.3 Argentina AD Blocking (AD Filtering ) Market Size, 2017-2028

## 6.7 Middle East & Africa

6.7.1 By Country - Middle East & Africa AD Blocking (AD Filtering ) Revenue, 2017-2028

6.7.2 Turkey AD Blocking (AD Filtering ) Market Size, 2017-2028

6.7.3 Israel AD Blocking (AD Filtering ) Market Size, 2017-2028

6.7.4 Saudi Arabia AD Blocking (AD Filtering ) Market Size, 2017-2028

6.7.5 UAE AD Blocking (AD Filtering ) Market Size, 2017-2028

# 7 PLAYERS PROFILES

## 7.1 AdGuard

7.1.1 AdGuard Corporate Summary

7.1.2 AdGuard Business Overview

7.1.3 AdGuard AD Blocking (AD Filtering ) Major Product Offerings

7.1.4 AdGuard AD Blocking (AD Filtering ) Revenue in Global Market (2017-2022)

7.1.5 AdGuard Key News

## 7.2 AdBlock

7.2.1 AdBlock Corporate Summary

7.2.2 AdBlock Business Overview

7.2.3 AdBlock AD Blocking (AD Filtering ) Major Product Offerings

7.2.4 AdBlock AD Blocking (AD Filtering ) Revenue in Global Market (2017-2022)

7.2.5 AdBlock Key News

## 7.3 Blokada

#### 7.3.1 Blokada Corporate Summary

#### 7.3.2 Blokada Business Overview

#### 7.3.3 Blokada AD Blocking (AD Filtering ) Major Product Offerings

#### 7.3.4 Blokada AD Blocking (AD Filtering ) Revenue in Global Market (2017-2022)

#### 7.3.5 Blokada Key News

### 7.4 Adclear

#### 7.4.1 Adclear Corporate Summary

#### 7.4.2 Adclear Business Overview

#### 7.4.3 Adclear AD Blocking (AD Filtering ) Major Product Offerings

#### 7.4.4 Adclear AD Blocking (AD Filtering ) Revenue in Global Market (2017-2022)

#### 7.4.5 Adclear Key News

### 7.5 AdLock

#### 7.5.1 AdLock Corporate Summary

#### 7.5.2 AdLock Business Overview

#### 7.5.3 AdLock AD Blocking (AD Filtering ) Major Product Offerings

#### 7.5.4 AdLock AD Blocking (AD Filtering ) Revenue in Global Market (2017-2022)

#### 7.5.5 AdLock Key News

### 7.6 Wipr

#### 7.6.1 Wipr Corporate Summary

#### 7.6.2 Wipr Business Overview

#### 7.6.3 Wipr AD Blocking (AD Filtering ) Major Product Offerings

#### 7.6.4 Wipr AD Blocking (AD Filtering ) Revenue in Global Market (2017-2022)

#### 7.6.5 Wipr Key News

## 8 CONCLUSION

## 9 APPENDIX

### 9.1 Note

### 9.2 Examples of Clients

### 9.3 Disclaimer



## List Of Tables

### LIST OF TABLES

Table 1. AD Blocking (AD Filtering ) Market Opportunities & Trends in Global Market

Table 2. AD Blocking (AD Filtering ) Market Drivers in Global Market

Table 3. AD Blocking (AD Filtering ) Market Restraints in Global Market

Table 4. Key Players of AD Blocking (AD Filtering ) in Global Market

Table 5. Top AD Blocking (AD Filtering ) Players in Global Market, Ranking by Revenue (2021)

Table 6. Global AD Blocking (AD Filtering ) Revenue by Companies, (US\$, Mn), 2017-2022

Table 7. Global AD Blocking (AD Filtering ) Revenue Share by Companies, 2017-2022

Table 8. Global Companies AD Blocking (AD Filtering ) Product Type

Table 9. List of Global Tier 1 AD Blocking (AD Filtering ) Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 10. List of Global Tier 2 and Tier 3 AD Blocking (AD Filtering ) Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 11. By Type – Global AD Blocking (AD Filtering ) Revenue, (US\$, Mn), 2021 & 2028

Table 12. By Type - AD Blocking (AD Filtering ) Revenue in Global (US\$, Mn), 2017-2022

Table 13. By Type - AD Blocking (AD Filtering ) Revenue in Global (US\$, Mn), 2023-2028

Table 14. By Application – Global AD Blocking (AD Filtering ) Revenue, (US\$, Mn), 2021 & 2028

Table 15. By Application - AD Blocking (AD Filtering ) Revenue in Global (US\$, Mn), 2017-2022

Table 16. By Application - AD Blocking (AD Filtering ) Revenue in Global (US\$, Mn), 2023-2028

Table 17. By Region – Global AD Blocking (AD Filtering ) Revenue, (US\$, Mn), 2021 & 2028

Table 18. By Region - Global AD Blocking (AD Filtering ) Revenue (US\$, Mn), 2017-2022

Table 19. By Region - Global AD Blocking (AD Filtering ) Revenue (US\$, Mn), 2023-2028

Table 20. By Country - North America AD Blocking (AD Filtering ) Revenue, (US\$, Mn), 2017-2022

Table 21. By Country - North America AD Blocking (AD Filtering ) Revenue, (US\$, Mn),

2023-2028

Table 22. By Country - Europe AD Blocking (AD Filtering ) Revenue, (US\$, Mn),  
2017-2022

Table 23. By Country - Europe AD Blocking (AD Filtering ) Revenue, (US\$, Mn),  
2023-2028

Table 24. By Region - Asia AD Blocking (AD Filtering ) Revenue, (US\$, Mn), 2017-2022

Table 25. By Region - Asia AD Blocking (AD Filtering ) Revenue, (US\$, Mn), 2023-2028

Table 26. By Country - South America AD Blocking (AD Filtering ) Revenue, (US\$, Mn),  
2017-2022

Table 27. By Country - South America AD Blocking (AD Filtering ) Revenue, (US\$, Mn),  
2023-2028

Table 28. By Country - Middle East & Africa AD Blocking (AD Filtering ) Revenue, (US\$, Mn), 2017-2022

Table 29. By Country - Middle East & Africa AD Blocking (AD Filtering ) Revenue, (US\$, Mn), 2023-2028

Table 30. AdGuard Corporate Summary

Table 31. AdGuard AD Blocking (AD Filtering ) Product Offerings

Table 32. AdGuard AD Blocking (AD Filtering ) Revenue (US\$, Mn), (2017-2022)

Table 33. AdBlock Corporate Summary

Table 34. AdBlock AD Blocking (AD Filtering ) Product Offerings

Table 35. AdBlock AD Blocking (AD Filtering ) Revenue (US\$, Mn), (2017-2022)

Table 36. Blokada Corporate Summary

Table 37. Blokada AD Blocking (AD Filtering ) Product Offerings

Table 38. Blokada AD Blocking (AD Filtering ) Revenue (US\$, Mn), (2017-2022)

Table 39. Adclear Corporate Summary

Table 40. Adclear AD Blocking (AD Filtering ) Product Offerings

Table 41. Adclear AD Blocking (AD Filtering ) Revenue (US\$, Mn), (2017-2022)

Table 42. AdLock Corporate Summary

Table 43. AdLock AD Blocking (AD Filtering ) Product Offerings

Table 44. AdLock AD Blocking (AD Filtering ) Revenue (US\$, Mn), (2017-2022)

Table 45. Wipr Corporate Summary

Table 46. Wipr AD Blocking (AD Filtering ) Product Offerings

Table 47. Wipr AD Blocking (AD Filtering ) Revenue (US\$, Mn), (2017-2022)

## List Of Figures

### LIST OF FIGURES

Figure 1. AD Blocking (AD Filtering ) Segment by Type in 2021

Figure 2. AD Blocking (AD Filtering ) Segment by Application in 2021

Figure 3. Global AD Blocking (AD Filtering ) Market Overview: 2021

Figure 4. Key Caveats

Figure 5. Global AD Blocking (AD Filtering ) Market Size: 2021 VS 2028 (US\$, Mn)

Figure 6. Global AD Blocking (AD Filtering ) Revenue, 2017-2028 (US\$, Mn)

Figure 7. The Top 3 and 5 Players Market Share by AD Blocking (AD Filtering ) Revenue in 2021

Figure 8. By Type - Global AD Blocking (AD Filtering ) Revenue Market Share, 2017-2028

Figure 9. By Application - Global AD Blocking (AD Filtering ) Revenue Market Share, 2017-2028

Figure 10. By Region - Global AD Blocking (AD Filtering ) Revenue Market Share, 2017-2028

Figure 11. By Country - North America AD Blocking (AD Filtering ) Revenue Market Share, 2017-2028

Figure 12. US AD Blocking (AD Filtering ) Revenue, (US\$, Mn), 2017-2028

Figure 13. Canada AD Blocking (AD Filtering ) Revenue, (US\$, Mn), 2017-2028

Figure 14. Mexico AD Blocking (AD Filtering ) Revenue, (US\$, Mn), 2017-2028

Figure 15. By Country - Europe AD Blocking (AD Filtering ) Revenue Market Share, 2017-2028

Figure 16. Germany AD Blocking (AD Filtering ) Revenue, (US\$, Mn), 2017-2028

Figure 17. France AD Blocking (AD Filtering ) Revenue, (US\$, Mn), 2017-2028

Figure 18. U.K. AD Blocking (AD Filtering ) Revenue, (US\$, Mn), 2017-2028

Figure 19. Italy AD Blocking (AD Filtering ) Revenue, (US\$, Mn), 2017-2028

Figure 20. Russia AD Blocking (AD Filtering ) Revenue, (US\$, Mn), 2017-2028

Figure 21. Nordic Countries AD Blocking (AD Filtering ) Revenue, (US\$, Mn), 2017-2028

Figure 22. Benelux AD Blocking (AD Filtering ) Revenue, (US\$, Mn), 2017-2028

Figure 23. By Region - Asia AD Blocking (AD Filtering ) Revenue Market Share, 2017-2028

Figure 24. China AD Blocking (AD Filtering ) Revenue, (US\$, Mn), 2017-2028

Figure 25. Japan AD Blocking (AD Filtering ) Revenue, (US\$, Mn), 2017-2028

Figure 26. South Korea AD Blocking (AD Filtering ) Revenue, (US\$, Mn), 2017-2028

Figure 27. Southeast Asia AD Blocking (AD Filtering ) Revenue, (US\$, Mn), 2017-2028

Figure 28. India AD Blocking (AD Filtering ) Revenue, (US\$, Mn), 2017-2028

Figure 29. By Country - South America AD Blocking (AD Filtering ) Revenue Market Share, 2017-2028

Figure 30. Brazil AD Blocking (AD Filtering ) Revenue, (US\$, Mn), 2017-2028

Figure 31. Argentina AD Blocking (AD Filtering ) Revenue, (US\$, Mn), 2017-2028

Figure 32. By Country - Middle East & Africa AD Blocking (AD Filtering ) Revenue Market Share, 2017-2028

Figure 33. Turkey AD Blocking (AD Filtering ) Revenue, (US\$, Mn), 2017-2028

Figure 34. Israel AD Blocking (AD Filtering ) Revenue, (US\$, Mn), 2017-2028

Figure 35. Saudi Arabia AD Blocking (AD Filtering ) Revenue, (US\$, Mn), 2017-2028

Figure 36. UAE AD Blocking (AD Filtering ) Revenue, (US\$, Mn), 2017-2028

Figure 37. AdGuard AD Blocking (AD Filtering ) Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 38. AdBlock AD Blocking (AD Filtering ) Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 39. Blokada AD Blocking (AD Filtering ) Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 40. Adclear AD Blocking (AD Filtering ) Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 41. AdLock AD Blocking (AD Filtering ) Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 42. Wipr AD Blocking (AD Filtering ) Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

## I would like to order

Product name: AD Blocking (AD Filtering ) Market, Global Outlook and Forecast 2022-2028

Product link: <https://marketpublishers.com/r/AC6E856C157FEN.html>

Price: US\$ 3,250.00 (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/AC6E856C157FEN.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