

Digital Marketing Spending Market, Global Outlook and Forecast 2022-2028

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Abstracts

Digital marketing is the most active and the fastest growing marketing technique. The growth can be attributed to global digitalization trend. Every minute, an estimated 650,000 search queries are raised on Google, more than 700 videos are hosted on YouTube, over 700,000 status updates and 500,000 comments are posted on Facebook, over 65,000 tweets are made worldwide, and approximately 180 million e-mails are sent. These figures emphasize the significance of digital media as a marketing tool.

This report contains market size and forecasts of Digital Marketing Spending in Global, including the following market information:

Global Digital Marketing Spending Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Digital Marketing Spending market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period.

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

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

The global key manufacturers of Digital Marketing Spending include Alphabet, AT&T, Twitter, Verizon, Facebook, Microsoft, Alibaba, Amazon and Baidu, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Digital Marketing Spending 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 Digital Marketing Spending Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Digital Marketing Spending Market Segment Percentages, by Type, 2021 (%)

Search Ads

Display Ads

Social Media

Email Marketing

Others

Global Digital Marketing Spending Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Digital Marketing Spending Market Segment Percentages, by Application, 2021 (%)

Desktop

Mobile

Global Digital Marketing Spending Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Digital Marketing Spending 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 Digital Marketing Spending revenues in global market, 2017-2022
(estimated), (\$ millions)

Key companies Digital Marketing Spending revenues share in global market, 2021 (%)

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

Alphabet

AT&T

Twitter

Verizon

Facebook

Microsoft

Alibaba

Amazon

Baidu

Apple

Applovin Corporation

Tencent

Sina

IBM

Oracle

InMobi

AdColony

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