

Online Advertisement Market - Global Outlook and Forecast 2022-2028

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Abstracts

Online advertising, also called online marketing or Internet advertising or web advertising, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. Consumers view online advertising as an unwanted distraction with few benefits and have increasingly turned to ad blocking for a variety of reasons.

This report contains market size and forecasts of Online Advertisement in Global, including the following market information:

Global Online Advertisement Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Online Advertisement market was valued at 136560 million in 2021 and is projected to reach US\$ 273500 million by 2028, at a CAGR of 10.4% during the forecast period.

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

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

The global key manufacturers of Online Advertisement include Amazon.Com, Inc., Aol, Inc., Baidu, Facebook, Google, IAC, Linkedin, Microsoft and Twitter and etc. In 2021, the global top five players have a share approximately % in terms of revenue.

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

Global Online Advertisement Market Segment Percentages, by Type, 2021 (%)

Search Engine Marketing

Display Advertising

Classified

Mobile

Digital Video

Lead Generation

Rich Media

Others

Global Online Advertisement Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Online Advertisement Market Segment Percentages, by Application, 2021 (%)

Automotive

BFSI

CPG

Healthcare

Industrial

Media and Entertainment

Retail

Telecommunication and Information Technology-Enabled Services (ITES)

Transport and Tourism

Global Online Advertisement Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Online Advertisement 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 Online Advertisement revenues in global market, 2017-2022
(estimated), (\$ millions)

Key companies Online Advertisement revenues share in global market, 2021 (%)

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

Amazon.Com, Inc.

Aol, Inc.

Baidu

Facebook

Google

IAC

Linkedin

Microsoft

Twitter

Yahoo

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