

Programmatic Display Market - Global Outlook and Forecast 2021-2027

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Abstracts

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

Global Programmatic Display Market Revenue, 2016-2021, 2022-2027, (\$ millions)

Global top five companies in 2020 (%)

The global Programmatic Display market was valued at 144220 million in 2020 and is projected to reach US\$ 266170 million by 2027, at a CAGR of 16.6% during the forecast period.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Programmatic Display 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 Programmatic Display Market, By Type, 2016-2021, 2022-2027 (\$ millions)

Global Programmatic Display Market Segment Percentages, By Type, 2020 (%)

Real Time Bidding

Private Marketplace

Automated Guaranteed

China Programmatic Display Market, By Application, 2016-2021, 2022-2027 (\$ millions)

China Programmatic Display Market Segment Percentages, By Application, 2020 (%)

E-commerce Ads

Travel Ads

Game Ads

Others

Global Programmatic Display Market, By Region and Country, 2016-2021, 2022-2027 (\$ Millions)

Global Programmatic Display Market Segment Percentages, By Region and Country, 2020 (%)

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:

Total Programmatic Display Market Competitors Revenues in Global, by Players
2016-2021 (Estimated), (\$ millions)

Total Programmatic Display Market Competitors Revenues Share in Global, by Players
2020 (%)

Further, the report presents profiles of competitors in the market, including the following:

Facebook

Google (DoubleClick)

Alibaba

Adobe Systems Incorporated

Tencent

AppNexus

Amazon

JD.com

Yahoo

Verizon Communications

eBay

Booking

Expedia

MediaMath

Baidu

Rakuten

Rocket Fuel

The Trade Desk

Adroll

Sina

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