

# Social Media Contextual Advertising Market, Global Outlook and Forecast 2022-2028

<https://marketpublishers.com/r/SA5EEFE4B27DEN.html>

Date: January 2022

Pages: 64

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

ID: SA5EEFE4B27DEN

## Abstracts

Social media contextual advertising is an advertising model where people are targeted based on their browsing behaviour.

This report contains market size and forecasts of Social Media Contextual Advertising in Global, including the following market information:

Global Social Media Contextual Advertising Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Social Media Contextual Advertising 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.

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

The global key manufacturers of Social Media Contextual Advertising include Google, Facebook, LinkedIn, YouTube, Baidu, Twitter, Snapchat, Xing and Microsoft, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Social Media Contextual

Advertising 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 Social Media Contextual Advertising Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Social Media Contextual Advertising Market Segment Percentages, by Type, 2021 (%)

Video Sharing Sites

Reviews

Image Sharing Sites

Chat Applications

Global Social Media Contextual Advertising Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Social Media Contextual Advertising Market Segment Percentages, by Application, 2021 (%)

Government

BFSI

Manufacturing

Telecommunication

Automobiles

Others

Global Social Media Contextual Advertising Market, By Region and Country,  
2017-2022, 2023-2028 (\$ Millions)

Global Social Media Contextual Advertising 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 Social Media Contextual Advertising revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Social Media Contextual Advertising revenues share in global market, 2021 (%)

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

Google

Facebook

LinkedIn

YouTube

Baidu

Twitter

Snapchat

Xing

Microsoft

Amazon

Yahoo

## Contents

### **1 INTRODUCTION TO RESEARCH & ANALYSIS REPORTS**

- 1.1 Social Media Contextual Advertising Market Definition
- 1.2 Market Segments
  - 1.2.1 Market by Type
  - 1.2.2 Market by Application
- 1.3 Global Social Media Contextual Advertising 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 SOCIAL MEDIA CONTEXTUAL ADVERTISING OVERALL MARKET SIZE**

- 2.1 Global Social Media Contextual Advertising Market Size: 2021 VS 2028
- 2.2 Global Social Media Contextual Advertising 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 Social Media Contextual Advertising Players in Global Market
- 3.2 Top Global Social Media Contextual Advertising Companies Ranked by Revenue
- 3.3 Global Social Media Contextual Advertising Revenue by Companies
- 3.4 Top 3 and Top 5 Social Media Contextual Advertising Companies in Global Market, by Revenue in 2021
- 3.5 Global Companies Social Media Contextual Advertising Product Type
- 3.6 Tier 1, Tier 2 and Tier 3 Social Media Contextual Advertising Players in Global Market
  - 3.6.1 List of Global Tier 1 Social Media Contextual Advertising Companies
  - 3.6.2 List of Global Tier 2 and Tier 3 Social Media Contextual Advertising Companies

## **4 MARKET SIGHTS BY PRODUCT**

### **4.1 Overview**

4.1.1 by Type - Global Social Media Contextual Advertising Market Size Markets, 2021 & 2028

4.1.2 Video Sharing Sites

4.1.3 Reviews

4.1.4 Image Sharing Sites

4.1.5 Chat Applications

### **4.2 By Type - Global Social Media Contextual Advertising Revenue & Forecasts**

4.2.1 By Type - Global Social Media Contextual Advertising Revenue, 2017-2022

4.2.2 By Type - Global Social Media Contextual Advertising Revenue, 2023-2028

4.2.3 By Type - Global Social Media Contextual Advertising Revenue Market Share, 2017-2028

## **5 SIGHTS BY APPLICATION**

### **5.1 Overview**

5.1.1 By Application - Global Social Media Contextual Advertising Market Size, 2021 & 2028

5.1.2 Government

5.1.3 BFSI

5.1.4 Manufacturing

5.1.5 Telecommunication

5.1.6 Automobiles

5.1.7 Others

### **5.2 By Application - Global Social Media Contextual Advertising Revenue & Forecasts**

5.2.1 By Application - Global Social Media Contextual Advertising Revenue, 2017-2022

5.2.2 By Application - Global Social Media Contextual Advertising Revenue, 2023-2028

5.2.3 By Application - Global Social Media Contextual Advertising Revenue Market Share, 2017-2028

## **6 SIGHTS BY REGION**

6.1 By Region - Global Social Media Contextual Advertising Market Size, 2021 & 2028

6.2 By Region - Global Social Media Contextual Advertising Revenue & Forecasts

6.2.1 By Region - Global Social Media Contextual Advertising Revenue, 2017-2022

6.2.2 By Region - Global Social Media Contextual Advertising Revenue, 2023-2028

6.2.3 By Region - Global Social Media Contextual Advertising Revenue Market Share, 2017-2028

6.3 North America

6.3.1 By Country - North America Social Media Contextual Advertising Revenue, 2017-2028

6.3.2 US Social Media Contextual Advertising Market Size, 2017-2028

6.3.3 Canada Social Media Contextual Advertising Market Size, 2017-2028

6.3.4 Mexico Social Media Contextual Advertising Market Size, 2017-2028

6.4 Europe

6.4.1 By Country - Europe Social Media Contextual Advertising Revenue, 2017-2028

6.4.2 Germany Social Media Contextual Advertising Market Size, 2017-2028

6.4.3 France Social Media Contextual Advertising Market Size, 2017-2028

6.4.4 U.K. Social Media Contextual Advertising Market Size, 2017-2028

6.4.5 Italy Social Media Contextual Advertising Market Size, 2017-2028

6.4.6 Russia Social Media Contextual Advertising Market Size, 2017-2028

6.4.7 Nordic Countries Social Media Contextual Advertising Market Size, 2017-2028

6.4.8 Benelux Social Media Contextual Advertising Market Size, 2017-2028

6.5 Asia

6.5.1 By Region - Asia Social Media Contextual Advertising Revenue, 2017-2028

6.5.2 China Social Media Contextual Advertising Market Size, 2017-2028

6.5.3 Japan Social Media Contextual Advertising Market Size, 2017-2028

6.5.4 South Korea Social Media Contextual Advertising Market Size, 2017-2028

6.5.5 Southeast Asia Social Media Contextual Advertising Market Size, 2017-2028

6.5.6 India Social Media Contextual Advertising Market Size, 2017-2028

6.6 South America

6.6.1 By Country - South America Social Media Contextual Advertising Revenue, 2017-2028

6.6.2 Brazil Social Media Contextual Advertising Market Size, 2017-2028

6.6.3 Argentina Social Media Contextual Advertising Market Size, 2017-2028

6.7 Middle East & Africa

6.7.1 By Country - Middle East & Africa Social Media Contextual Advertising Revenue, 2017-2028

6.7.2 Turkey Social Media Contextual Advertising Market Size, 2017-2028

6.7.3 Israel Social Media Contextual Advertising Market Size, 2017-2028

6.7.4 Saudi Arabia Social Media Contextual Advertising Market Size, 2017-2028

6.7.5 UAE Social Media Contextual Advertising Market Size, 2017-2028

## **7 PLAYERS PROFILES**



## 7.1 Google

### 7.1.1 Google Corporate Summary

### 7.1.2 Google Business Overview

### 7.1.3 Google Social Media Contextual Advertising Major Product Offerings

### 7.1.4 Google Social Media Contextual Advertising Revenue in Global Market (2017-2022)

### 7.1.5 Google Key News

## 7.2 Facebook

### 7.2.1 Facebook Corporate Summary

### 7.2.2 Facebook Business Overview

### 7.2.3 Facebook Social Media Contextual Advertising Major Product Offerings

### 7.2.4 Facebook Social Media Contextual Advertising Revenue in Global Market (2017-2022)

### 7.2.5 Facebook Key News

## 7.3 LinkedIn

### 7.3.1 LinkedIn Corporate Summary

### 7.3.2 LinkedIn Business Overview

### 7.3.3 LinkedIn Social Media Contextual Advertising Major Product Offerings

### 7.3.4 LinkedIn Social Media Contextual Advertising Revenue in Global Market (2017-2022)

### 7.3.5 LinkedIn Key News

## 7.4 YouTube

### 7.4.1 YouTube Corporate Summary

### 7.4.2 YouTube Business Overview

### 7.4.3 YouTube Social Media Contextual Advertising Major Product Offerings

### 7.4.4 YouTube Social Media Contextual Advertising Revenue in Global Market (2017-2022)

### 7.4.5 YouTube Key News

## 7.5 Baidu

### 7.5.1 Baidu Corporate Summary

### 7.5.2 Baidu Business Overview

### 7.5.3 Baidu Social Media Contextual Advertising Major Product Offerings

### 7.5.4 Baidu Social Media Contextual Advertising Revenue in Global Market (2017-2022)

### 7.5.5 Baidu Key News

## 7.6 Twitter

### 7.6.1 Twitter Corporate Summary

### 7.6.2 Twitter Business Overview

- 7.6.3 Twitter Social Media Contextual Advertising Major Product Offerings
- 7.6.4 Twitter Social Media Contextual Advertising Revenue in Global Market (2017-2022)
- 7.6.5 Twitter Key News
- 7.7 Snapchat
  - 7.7.1 Snapchat Corporate Summary
  - 7.7.2 Snapchat Business Overview
  - 7.7.3 Snapchat Social Media Contextual Advertising Major Product Offerings
  - 7.7.4 Snapchat Social Media Contextual Advertising Revenue in Global Market (2017-2022)
  - 7.7.5 Snapchat Key News
- 7.8 Xing
  - 7.8.1 Xing Corporate Summary
  - 7.8.2 Xing Business Overview
  - 7.8.3 Xing Social Media Contextual Advertising Major Product Offerings
  - 7.8.4 Xing Social Media Contextual Advertising Revenue in Global Market (2017-2022)
  - 7.8.5 Xing Key News
- 7.9 Microsoft
  - 7.9.1 Microsoft Corporate Summary
  - 7.9.2 Microsoft Business Overview
  - 7.9.3 Microsoft Social Media Contextual Advertising Major Product Offerings
  - 7.9.4 Microsoft Social Media Contextual Advertising Revenue in Global Market (2017-2022)
  - 7.9.5 Microsoft Key News
- 7.10 Amazon
  - 7.10.1 Amazon Corporate Summary
  - 7.10.2 Amazon Business Overview
  - 7.10.3 Amazon Social Media Contextual Advertising Major Product Offerings
  - 7.10.4 Amazon Social Media Contextual Advertising Revenue in Global Market (2017-2022)
  - 7.10.5 Amazon Key News
- 7.11 Yahoo
  - 7.11.1 Yahoo Corporate Summary
  - 7.11.2 Yahoo Business Overview
  - 7.11.3 Yahoo Social Media Contextual Advertising Major Product Offerings
  - 7.11.4 Yahoo Social Media Contextual Advertising Revenue in Global Market (2017-2022)
  - 7.11.5 Yahoo 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. Social Media Contextual Advertising Market Opportunities & Trends in Global Market

Table 2. Social Media Contextual Advertising Market Drivers in Global Market

Table 3. Social Media Contextual Advertising Market Restraints in Global Market

Table 4. Key Players of Social Media Contextual Advertising in Global Market

Table 5. Top Social Media Contextual Advertising Players in Global Market, Ranking by Revenue (2021)

Table 6. Global Social Media Contextual Advertising Revenue by Companies, (US\$, Mn), 2017-2022

Table 7. Global Social Media Contextual Advertising Revenue Share by Companies, 2017-2022

Table 8. Global Companies Social Media Contextual Advertising Product Type

Table 9. List of Global Tier 1 Social Media Contextual Advertising Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 10. List of Global Tier 2 and Tier 3 Social Media Contextual Advertising Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 11. By Type – Global Social Media Contextual Advertising Revenue, (US\$, Mn), 2021 & 2028

Table 12. By Type - Social Media Contextual Advertising Revenue in Global (US\$, Mn), 2017-2022

Table 13. By Type - Social Media Contextual Advertising Revenue in Global (US\$, Mn), 2023-2028

Table 14. By Application – Global Social Media Contextual Advertising Revenue, (US\$, Mn), 2021 & 2028

Table 15. By Application - Social Media Contextual Advertising Revenue in Global (US\$, Mn), 2017-2022

Table 16. By Application - Social Media Contextual Advertising Revenue in Global (US\$, Mn), 2023-2028

Table 17. By Region – Global Social Media Contextual Advertising Revenue, (US\$, Mn), 2021 & 2028

Table 18. By Region - Global Social Media Contextual Advertising Revenue (US\$, Mn), 2017-2022

Table 19. By Region - Global Social Media Contextual Advertising Revenue (US\$, Mn), 2023-2028

Table 20. By Country - North America Social Media Contextual Advertising Revenue,

(US\$, Mn), 2017-2022

Table 21. By Country - North America Social Media Contextual Advertising Revenue, (US\$, Mn), 2023-2028

Table 22. By Country - Europe Social Media Contextual Advertising Revenue, (US\$, Mn), 2017-2022

Table 23. By Country - Europe Social Media Contextual Advertising Revenue, (US\$, Mn), 2023-2028

Table 24. By Region - Asia Social Media Contextual Advertising Revenue, (US\$, Mn), 2017-2022

Table 25. By Region - Asia Social Media Contextual Advertising Revenue, (US\$, Mn), 2023-2028

Table 26. By Country - South America Social Media Contextual Advertising Revenue, (US\$, Mn), 2017-2022

Table 27. By Country - South America Social Media Contextual Advertising Revenue, (US\$, Mn), 2023-2028

Table 28. By Country - Middle East & Africa Social Media Contextual Advertising Revenue, (US\$, Mn), 2017-2022

Table 29. By Country - Middle East & Africa Social Media Contextual Advertising Revenue, (US\$, Mn), 2023-2028

Table 30. Google Corporate Summary

Table 31. Google Social Media Contextual Advertising Product Offerings

Table 32. Google Social Media Contextual Advertising Revenue (US\$, Mn), (2017-2022)

Table 33. Facebook Corporate Summary

Table 34. Facebook Social Media Contextual Advertising Product Offerings

Table 35. Facebook Social Media Contextual Advertising Revenue (US\$, Mn), (2017-2022)

Table 36. LinkedIn Corporate Summary

Table 37. LinkedIn Social Media Contextual Advertising Product Offerings

Table 38. LinkedIn Social Media Contextual Advertising Revenue (US\$, Mn), (2017-2022)

Table 39. YouTube Corporate Summary

Table 40. YouTube Social Media Contextual Advertising Product Offerings

Table 41. YouTube Social Media Contextual Advertising Revenue (US\$, Mn), (2017-2022)

Table 42. Baidu Corporate Summary

Table 43. Baidu Social Media Contextual Advertising Product Offerings

Table 44. Baidu Social Media Contextual Advertising Revenue (US\$, Mn), (2017-2022)

Table 45. Twitter Corporate Summary

Table 46. Twitter Social Media Contextual Advertising Product Offerings
Table 47. Twitter Social Media Contextual Advertising Revenue (US\$, Mn), (2017-2022)
Table 48. Snapchat Corporate Summary
Table 49. Snapchat Social Media Contextual Advertising Product Offerings
Table 50. Snapchat Social Media Contextual Advertising Revenue (US\$, Mn), (2017-2022)
Table 51. Xing Corporate Summary
Table 52. Xing Social Media Contextual Advertising Product Offerings
Table 53. Xing Social Media Contextual Advertising Revenue (US\$, Mn), (2017-2022)
Table 54. Microsoft Corporate Summary
Table 55. Microsoft Social Media Contextual Advertising Product Offerings
Table 56. Microsoft Social Media Contextual Advertising Revenue (US\$, Mn), (2017-2022)
Table 57. Amazon Corporate Summary
Table 58. Amazon Social Media Contextual Advertising Product Offerings
Table 59. Amazon Social Media Contextual Advertising Revenue (US\$, Mn), (2017-2022)
Table 60. Yahoo Corporate Summary
Table 61. Yahoo Social Media Contextual Advertising Product Offerings
Table 62. Yahoo Social Media Contextual Advertising Revenue (US\$, Mn), (2017-2022)

## List Of Figures

### LIST OF FIGURES

- Figure 1. Social Media Contextual Advertising Segment by Type in 2021
- Figure 2. Social Media Contextual Advertising Segment by Application in 2021
- Figure 3. Global Social Media Contextual Advertising Market Overview: 2021
- Figure 4. Key Caveats
- Figure 5. Global Social Media Contextual Advertising Market Size: 2021 VS 2028 (US\$, Mn)
- Figure 6. Global Social Media Contextual Advertising Revenue, 2017-2028 (US\$, Mn)
- Figure 7. The Top 3 and 5 Players Market Share by Social Media Contextual Advertising Revenue in 2021
- Figure 8. By Type - Global Social Media Contextual Advertising Revenue Market Share, 2017-2028
- Figure 9. By Application - Global Social Media Contextual Advertising Revenue Market Share, 2017-2028
- Figure 10. By Region - Global Social Media Contextual Advertising Revenue Market Share, 2017-2028
- Figure 11. By Country - North America Social Media Contextual Advertising Revenue Market Share, 2017-2028
- Figure 12. US Social Media Contextual Advertising Revenue, (US\$, Mn), 2017-2028
- Figure 13. Canada Social Media Contextual Advertising Revenue, (US\$, Mn), 2017-2028
- Figure 14. Mexico Social Media Contextual Advertising Revenue, (US\$, Mn), 2017-2028
- Figure 15. By Country - Europe Social Media Contextual Advertising Revenue Market Share, 2017-2028
- Figure 16. Germany Social Media Contextual Advertising Revenue, (US\$, Mn), 2017-2028
- Figure 17. France Social Media Contextual Advertising Revenue, (US\$, Mn), 2017-2028
- Figure 18. U.K. Social Media Contextual Advertising Revenue, (US\$, Mn), 2017-2028
- Figure 19. Italy Social Media Contextual Advertising Revenue, (US\$, Mn), 2017-2028
- Figure 20. Russia Social Media Contextual Advertising Revenue, (US\$, Mn), 2017-2028
- Figure 21. Nordic Countries Social Media Contextual Advertising Revenue, (US\$, Mn), 2017-2028
- Figure 22. Benelux Social Media Contextual Advertising Revenue, (US\$, Mn), 2017-2028
- Figure 23. By Region - Asia Social Media Contextual Advertising Revenue Market Share, 2017-2028



Figure 24. China Social Media Contextual Advertising Revenue, (US\$, Mn), 2017-2028

Figure 25. Japan Social Media Contextual Advertising Revenue, (US\$, Mn), 2017-2028

Figure 26. South Korea Social Media Contextual Advertising Revenue, (US\$, Mn), 2017-2028

Figure 27. Southeast Asia Social Media Contextual Advertising Revenue, (US\$, Mn), 2017-2028

Figure 28. India Social Media Contextual Advertising Revenue, (US\$, Mn), 2017-2028

Figure 29. By Country - South America Social Media Contextual Advertising Revenue Market Share, 2017-2028

Figure 30. Brazil Social Media Contextual Advertising Revenue, (US\$, Mn), 2017-2028

Figure 31. Argentina Social Media Contextual Advertising Revenue, (US\$, Mn), 2017-2028

Figure 32. By Country - Middle East & Africa Social Media Contextual Advertising Revenue Market Share, 2017-2028

Figure 33. Turkey Social Media Contextual Advertising Revenue, (US\$, Mn), 2017-2028

Figure 34. Israel Social Media Contextual Advertising Revenue, (US\$, Mn), 2017-2028

Figure 35. Saudi Arabia Social Media Contextual Advertising Revenue, (US\$, Mn), 2017-2028

Figure 36. UAE Social Media Contextual Advertising Revenue, (US\$, Mn), 2017-2028

Figure 37. Google Social Media Contextual Advertising Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 38. Facebook Social Media Contextual Advertising Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 39. LinkedIn Social Media Contextual Advertising Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 40. YouTube Social Media Contextual Advertising Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 41. Baidu Social Media Contextual Advertising Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 42. Twitter Social Media Contextual Advertising Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 43. Snapchat Social Media Contextual Advertising Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 44. Xing Social Media Contextual Advertising Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 45. Microsoft Social Media Contextual Advertising Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 46. Amazon Social Media Contextual Advertising Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)



Figure 47. Yahoo Social Media Contextual Advertising Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

## I would like to order

Product name: Social Media Contextual Advertising Market, Global Outlook and Forecast 2022-2028

Product link: <https://marketpublishers.com/r/SA5EEFE4B27DEN.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/SA5EEFE4B27DEN.html>