+44 20 8123 2220
info@marketpublishers.com

Online Advertising Market in India (2018-2023) Overview, Share, Scope, Revenue, Trends, Drivers, Challenges, Growth Forecast and Segmentation based on Industry-wise Advertising Spends (E-commerce, FMCG, Automotive, Retail, Media and Entertainment, Telecom, Consumer Durables, BFSI, Others)

https://marketpublishers.com/r/O23824BAC794EN.html
Date: April 2019
Pages: 40
Price: US$ 950.00 (Single User License)
ID: O23824BAC794EN

Abstracts

Market insights:

The online advertising sector in India has been flourishing, lately, owing to the increase in the number of 4G connections and smartphones, time spent on mobile phones, and subsequent spends on digital advertising by companies operating in the automotive, food and beverages, and e-commerce industries. In India, the five types of content used in online advertising are – social media, search, display, video, and classifieds. As of 2017, majority of the online advertising activities were done through social media (~28%). The online advertising market in India is expected to expand at a compound annual growth rate (CAGR) of ~34.43% during the 2018-2023 period, to reach a value of INR 457.34 Bn by 2023. The proliferation of video content, transformation in payment mechanism, and voice-based interactions are expected to help in further growth of this market.

Industry-wise digital advertising segment insights:

Based on the amount spent by different market players operating in various industries in India, it is observed that all major sectors like e-commerce, telecom, consumer durables, media and entertainment, fast moving consumer goods (FMCG), banking, financial services and insurance (BFSI), automotive, and retail have had similar share of

investments on online advertising. This implies that the level of acceptance of the benefits of online advertising has been high across miscellaneous business sectors in India.

Key growth drivers of the market:

Government initiatives like ‘Digital India’, has led to an increase in digital consumption across the country. Through online advertising, the e-players can promote their products on social media, and search engines, thereby converting virtual media into a marketplace.

In India, consumers mostly prefer videos and music in the entertainment category. Consumption of digital video has increased from ~48% in 2016 to ~55% in 2017, which implies a positive impact on spending on video advertisements.

Key deterrents to the growth of the market:

Issues of internet connectivity and low broadband penetration are still prevalent in India, mainly in rural areas. Also, the digital video businesses in India face problems due to the high input costs, thus hampering the growth of online advertising in the country.

In India, digital content is mostly delivered in English, and does not appeal to a considerable section of the society, which seeks vernacular content. This acts as a deterrent to the growth of digital media as an advertising platform in comparison to TV or radio.

Companies covered:

Adglobal360 India Private Limited

DDB Mudra Private Limited

Grey Worldwide (India) Private Limited

Interactive Avenues Marketing Solutions Private Limited

Komli Media India Private Limited

Madison Communications Private limited

McCann Erickson India Private Limited

Ozone Media Solutions Private Limited

Pinstorm Technologies Private Limited

SVG Media Private Limited

Customizations available

With the given market data, we offer customizations according to specific needs.

Contents

5.4. Transition to digital from traditional advertising methods – year-wise (2016, 2017 and 2020e)

CHAPTER 6: KEY GROWTH DRIVERS OF THE MARKET

CHAPTER 7: KEY DETERRENTS TO THE GROWTH OF THE MARKET

CHAPTER 8: COMPETITIVE LANDSCAPE

8.1. Adglobal360 India Private Limited
  Corporate information
  Business description
  Products and services
  Key people
*Note: Similar information areas will be covered for the remaining competitors
8.2. DDB Mudra Private Limited
8.3. Grey Worldwide (India) Private Limited
8.4. Interactive Avenues Marketing Solutions Private Limited
8.5. Komli Media India Private Limited
8.6. Madison Communications Private limited
8.7. McCann Erickson India Private Limited
8.8. Ozone Media Solutions Private Limited
8.9. Pinstorm Technologies Private Limited
8.10. SVG Media Private Limited

CHAPTER 9: RECENT DEVELOPMENTS

Appendix
1. Research methodology
2. About Research On Global Markets

I would like to order

Product name: Online Advertising Market in India (2018-2023) Overview, Share, Scope, Revenue, Trends, Drivers, Challenges, Growth Forecast and Segmentation based on Industry-wise Advertising Spends (E-commerce, FMCG, Automotive, Retail, Media and Entertainment, Telecom, Consumer Durables, BFSI, Others)

Product link: https://marketpublishers.com/r/O23824BAC794EN.html

Price: US$ 950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/O23824BAC794EN.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

Custumer signature ____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

+44 20 8123 2220
info@marketpublishers.com

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