

In-App Advertising Market Outlook 2025-2034: Market Share, and Growth Analysis By Type (Banner Ads, Interstitial Ads, Rich Media Ads, Video Ads, Native Ads), By Platform (IOS, Android), By Application

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Abstracts

The In-App Advertising Market is valued at USD 150.3 billion in 2025 and is projected to grow at a CAGR of 17.1% to reach USD 624.2 billion by 2034. The In-App Advertising Market is a rapidly growing sector of the digital advertising industry, which focuses on delivering advertisements within mobile applications. As mobile apps have become an integral part of daily life, in-app advertising has gained significant traction as a way for companies to reach consumers directly on their smartphones and tablets. These ads can take various forms, including banner ads, interstitial ads, native ads, and video ads, among others. The market growth is driven by the increasing time spent by users on mobile devices and the growing shift from traditional media to digital platforms. As the mobile app ecosystem continues to expand, advertisers are increasingly turning to in-app advertising to engage users in a more immersive, targeted manner. The in-app advertising market saw continued expansion due to advancements in programmatic advertising, which allows for more targeted and efficient ad placements within apps. This year saw increased adoption of video and interactive ads, as advertisers sought to enhance user engagement and create a more seamless experience. Moreover, mobile gaming apps became a key driver of in-app advertising revenue, as advertisers focused on capturing the attention of gaming audiences. Integration of artificial intelligence (AI) and machine learning into ad platforms also allowed for more personalized ad experiences, improving ad targeting and ROI for advertisers. However, concerns about data privacy and increased regulation continued to challenge the market, with governments and organizations putting more emphasis on user data protection. The in-app advertising market is expected to continue evolving with the growing use of augmented reality (AR) and virtual reality (VR) in advertising. These technologies will

offer even more immersive experiences for users, allowing advertisers to create highly engaging and interactive ads within apps. Additionally, the integration of AI will continue to refine ad targeting, improving the relevancy and effectiveness of campaigns. The increasing demand for e-commerce through mobile apps will further fuel the growth of in-app advertising as advertisers look to drive conversions through mobile platforms. As mobile app usage continues to increase globally, particularly in emerging markets, the in-app advertising market is expected to become an even more crucial part of advertisers' digital strategies.

Key Insights In-App Advertising Market

Advancements in programmatic advertising technology, enabling more precise and automated ad placements within mobile apps.

Increased use of video and interactive ads to engage users and provide more immersive ad experiences within apps.

Adoption of AI and machine learning to optimize ad targeting and improve campaign performance.

Growth of mobile gaming as a dominant sector for in-app advertising, providing advertisers with vast, engaged audiences.

Integration of AR and VR in advertising to deliver highly engaging, interactive, and innovative ad experiences.

The increasing amount of time users spend on mobile apps is driving the demand for in-app advertising as an effective way to reach consumers.

Advancements in ad technology, such as programmatic buying and AI-powered targeting, are enabling more effective in-app advertising campaigns.

The growth of mobile gaming, which offers a highly engaged audience for advertisers, is fueling in-app advertising revenue.

Greater adoption of mobile e-commerce is pushing advertisers to use in-app advertising to drive conversions and sales on mobile platforms.

Increasing concerns around user data privacy and regulations such as GDPR

are creating challenges in targeting and data collection.

The oversaturation of mobile apps and ads can lead to ad fatigue, decreasing user engagement and ad effectiveness.

In-App Advertising Market Segmentation

By Type

Banner Ads

Interstitial Ads

Rich Media Ads

Video Ads

Native Ads

By Platform

IOS

Android

By Application

Online Shopping

Messaging

Entertainment

Gaming And Ticketing

Key Companies Analysed

Amobee Inc.

Apple Inc.

BYND Inc.

Chartboost

Meta Platforms Inc.

Flurry

Google AdMob

InMobi Pte Ltd.

MoPub Inc.

America Online Inc.

Tapjoy Inc.

Tune Group Sdn Bhd

Glispa GmbH

Microsoft Corporation

Zoomd Technologies Ltd.

AdColony

Amazon.com Inc.

AppLovin

Appodeal

Epom Apps

Fyber

IronSource

Media.net

StartApp

Unity Technologies

Yahoo Advertising

Audience Network

Inneractive

Liftoff

Mintegral .

In-App Advertising Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

In-App Advertising Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

Countries Covered

North America — In-App Advertising market data and outlook to 2034

United States

Canada

Mexico

Europe — In-App Advertising market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — In-App Advertising market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — In-App Advertising market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — In-App Advertising market data and outlook to 2034

Brazil

Argentina

Chile

Peru

** We can include data and analysis of additional countries on demand.*

Research Methodology

This study combines primary inputs from industry experts across the In-App Advertising value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

Key Questions Addressed

What is the current and forecast market size of the In-App Advertising industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

Your Key Takeaways from the In-App Advertising Market Report

Global In-App Advertising market size and growth projections (CAGR),

2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on In-App Advertising trade, costs, and supply chains

In-App Advertising market size, share, and outlook across 5 regions and 27 countries, 2023-2034

In-App Advertising market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term In-App Advertising market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, technological developments, and In-App Advertising supply chain analysis

In-App Advertising trade analysis, In-App Advertising market price analysis, and In-App Advertising supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest In-App Advertising market news and developments

Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

** The updated report will be delivered within 3 working days*

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