

# Internet advertising Market: Global Market Size, Forecast, Insights, and Competitive Landscape

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## Abstracts

The global internet advertising market is expected to grow at a CAGR of around 16.0% during 2023-2030. This report on global internet advertising market report provides holistic understanding of the market along with market sizing, forecast, drivers, challenges, and competitive landscape. The report presents a clear picture of the global internet advertising market by segmenting the market based on enterprise size, industry vertical, platform type, ad format, pricing model and region. Also, detailed profiles of companies operating in the internet advertising market are provided in this report. We believe that this report will aid the professionals and industry stakeholders in making informed decision.

### Market Drivers

Extensive Adoption of Smartphones

Emergence of High-Speed Internet

Proliferation of Social Media

### Market Challenges

Rise in Adoption of Ad-Blockers to Avoid Online Advertising

### Historical & Forecast Period

Base Year: 2022

Historical Period: 2018-2022

Forecast Period: 2023-2030

Market by Enterprise Size

Large Enterprises

Small & Medium-Sized Enterprises

Market by Industry Vertical

Automotive

Healthcare

Media & Entertainment

BFSI

Education

Retail & Consumer Goods

Transport & Tourism

IT & Telecom

Others

Market by Platform Type

Mobile

Desktop & Laptop

Others

## Market by Ad Format

Search Engine Advertising/Search Engine Marketing

Display Advertising

Mobile Advertising

Social Media Advertising

Video Advertising

Online Classifieds Ads

Others

## Market by Pricing Model

Cost Per Thousand (CPM)/Cost-Per-Mille (CPM)

Performance Based Advertising

Hybrid

Others

## Market by Region

Europe

Germany

United Kingdom

France

Italy

Spain

Russia

Netherlands

Rest of Europe

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Rest of Asia Pacific

Latin America

Mexico

Brazil

Argentina

Rest of Latin America

Middle East & Africa

Saudi Arabia

Turkey

Iran

United Arab Emirates

Rest of Middle East & Africa

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