

# **COVID-19 Impact on Global Web Marketing Market Size, Status and Forecast 2020-2026**

https://marketpublishers.com/r/CB19D8106FFDEN.html

Date: September 2020

Pages: 95

Price: US\$ 3,900.00 (Single User License)

ID: CB19D8106FFDEN

# **Abstracts**

This report focuses on the global Web Marketing status, future forecast, growth opportunity, key market and key players. The study objectives are to present the Web Marketing development in North America, Europe, China, Japan, Southeast Asia, India and Central & South America.

The key players covered in this study

Facebook
Instagram
Google
LinkedIn
Twitter
Pinterest
Tumblr
Market segment by Type, the product can be split into
Content Marketing
Traditional Advertising



Market segment by Application, split into
BFSI
Manufacturing
Healthcare
IT And ITES
Utilities
Others
Market segment by Regions/Countries, this report covers
North America
Europe
China
Japan
Southeast Asia
India
Central & South America
The study objectives of this report are:
To analyze global Web Marketing status, future forecast, growth opportunity, key

market and key players.



To present the Web Marketing development in North America, Europe, China, Japan, Southeast Asia, India and Central & South America.

To strategically profile the key players and comprehensively analyze their development plan and strategies.

To define, describe and forecast the market by type, market and key regions.

In this study, the years considered to estimate the market size of Web Marketing are as follows:

History Year: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Year 2020 to 2026

For the data information by region, company, type and application, 2019 is considered as the base year. Whenever data information was unavailable for the base year, the prior year has been considered.



# **Contents**

#### **1 REPORT OVERVIEW**

- 1.1 Study Scope
- 1.2 Key Market Segments
- 1.3 Players Covered: Ranking by Web Marketing Revenue
- 1.4 Market Analysis by Type
  - 1.4.1 Global Web Marketing Market Size Growth Rate by Type: 2020 VS 2026
  - 1.4.2 Content Marketing
  - 1.4.3 Traditional Advertising
- 1.5 Market by Application
  - 1.5.1 Global Web Marketing Market Share by Application: 2020 VS 2026
  - 1.5.2 BFSI
  - 1.5.3 Manufacturing
  - 1.5.4 Healthcare
  - 1.5.5 IT And ITES
  - 1.5.6 Utilities
  - 1.5.7 Others
- 1.6 Coronavirus Disease 2019 (Covid-19): Web Marketing Industry Impact
  - 1.6.1 How the Covid-19 is Affecting the Web Marketing Industry
    - 1.6.1.1 Web Marketing Business Impact Assessment Covid-19
    - 1.6.1.2 Supply Chain Challenges
    - 1.6.1.3 COVID-19's Impact On Crude Oil and Refined Products
- 1.6.2 Market Trends and Web Marketing Potential Opportunities in the COVID-19 Landscape
  - 1.6.3 Measures / Proposal against Covid-19
    - 1.6.3.1 Government Measures to Combat Covid-19 Impact
    - 1.6.3.2 Proposal for Web Marketing Players to Combat Covid-19 Impact
- 1.7 Study Objectives
- 1.8 Years Considered

## **2 GLOBAL GROWTH TRENDS BY REGIONS**

- 2.1 Web Marketing Market Perspective (2015-2026)
- 2.2 Web Marketing Growth Trends by Regions
  - 2.2.1 Web Marketing Market Size by Regions: 2015 VS 2020 VS 2026
  - 2.2.2 Web Marketing Historic Market Share by Regions (2015-2020)
  - 2.2.3 Web Marketing Forecasted Market Size by Regions (2021-2026)



- 2.3 Industry Trends and Growth Strategy
  - 2.3.1 Market Top Trends
  - 2.3.2 Market Drivers
  - 2.3.3 Market Challenges
  - 2.3.4 Porter's Five Forces Analysis
  - 2.3.5 Web Marketing Market Growth Strategy
  - 2.3.6 Primary Interviews with Key Web Marketing Players (Opinion Leaders)

#### **3 COMPETITION LANDSCAPE BY KEY PLAYERS**

- 3.1 Global Top Web Marketing Players by Market Size
  - 3.1.1 Global Top Web Marketing Players by Revenue (2015-2020)
  - 3.1.2 Global Web Marketing Revenue Market Share by Players (2015-2020)
- 3.1.3 Global Web Marketing Market Share by Company Type (Tier 1, Tier 2 and Tier 3)
- 3.2 Global Web Marketing Market Concentration Ratio
  - 3.2.1 Global Web Marketing Market Concentration Ratio (CR5 and HHI)
  - 3.2.2 Global Top 10 and Top 5 Companies by Web Marketing Revenue in 2019
- 3.3 Web Marketing Key Players Head office and Area Served
- 3.4 Key Players Web Marketing Product Solution and Service
- 3.5 Date of Enter into Web Marketing Market
- 3.6 Mergers & Acquisitions, Expansion Plans

## 4 BREAKDOWN DATA BY TYPE (2015-2026)

- 4.1 Global Web Marketing Historic Market Size by Type (2015-2020)
- 4.2 Global Web Marketing Forecasted Market Size by Type (2021-2026)

## **5 WEB MARKETING BREAKDOWN DATA BY APPLICATION (2015-2026)**

- 5.1 Global Web Marketing Market Size by Application (2015-2020)
- 5.2 Global Web Marketing Forecasted Market Size by Application (2021-2026)

#### **6 NORTH AMERICA**

- 6.1 North America Web Marketing Market Size (2015-2020)
- 6.2 Web Marketing Key Players in North America (2019-2020)
- 6.3 North America Web Marketing Market Size by Type (2015-2020)
- 6.4 North America Web Marketing Market Size by Application (2015-2020)



#### **7 EUROPE**

- 7.1 Europe Web Marketing Market Size (2015-2020)
- 7.2 Web Marketing Key Players in Europe (2019-2020)
- 7.3 Europe Web Marketing Market Size by Type (2015-2020)
- 7.4 Europe Web Marketing Market Size by Application (2015-2020)

#### 8 CHINA

- 8.1 China Web Marketing Market Size (2015-2020)
- 8.2 Web Marketing Key Players in China (2019-2020)
- 8.3 China Web Marketing Market Size by Type (2015-2020)
- 8.4 China Web Marketing Market Size by Application (2015-2020)

#### 9 JAPAN

- 9.1 Japan Web Marketing Market Size (2015-2020)
- 9.2 Web Marketing Key Players in Japan (2019-2020)
- 9.3 Japan Web Marketing Market Size by Type (2015-2020)
- 9.4 Japan Web Marketing Market Size by Application (2015-2020)

#### **10 SOUTHEAST ASIA**

- 10.1 Southeast Asia Web Marketing Market Size (2015-2020)
- 10.2 Web Marketing Key Players in Southeast Asia (2019-2020)
- 10.3 Southeast Asia Web Marketing Market Size by Type (2015-2020)
- 10.4 Southeast Asia Web Marketing Market Size by Application (2015-2020)

#### 11 INDIA

- 11.1 India Web Marketing Market Size (2015-2020)
- 11.2 Web Marketing Key Players in India (2019-2020)
- 11.3 India Web Marketing Market Size by Type (2015-2020)
- 11.4 India Web Marketing Market Size by Application (2015-2020)

#### 12 CENTRAL & SOUTH AMERICA

12.1 Central & South America Web Marketing Market Size (2015-2020)



- 12.2 Web Marketing Key Players in Central & South America (2019-2020)
- 12.3 Central & South America Web Marketing Market Size by Type (2015-2020)
- 12.4 Central & South America Web Marketing Market Size by Application (2015-2020)

#### 13 KEY PLAYERS PROFILES

- 13.1 Facebook
  - 13.1.1 Facebook Company Details
  - 13.1.2 Facebook Business Overview and Its Total Revenue
  - 13.1.3 Facebook Web Marketing Introduction
  - 13.1.4 Facebook Revenue in Web Marketing Business (2015-2020))
  - 13.1.5 Facebook Recent Development
- 13.2 Instagram
  - 13.2.1 Instagram Company Details
  - 13.2.2 Instagram Business Overview and Its Total Revenue
  - 13.2.3 Instagram Web Marketing Introduction
  - 13.2.4 Instagram Revenue in Web Marketing Business (2015-2020)
  - 13.2.5 Instagram Recent Development
- 13.3 Google
  - 13.3.1 Google Company Details
  - 13.3.2 Google Business Overview and Its Total Revenue
  - 13.3.3 Google Web Marketing Introduction
  - 13.3.4 Google Revenue in Web Marketing Business (2015-2020)
  - 13.3.5 Google Recent Development
- 13.4 LinkedIn
- 13.4.1 LinkedIn Company Details
- 13.4.2 LinkedIn Business Overview and Its Total Revenue
- 13.4.3 LinkedIn Web Marketing Introduction
- 13.4.4 LinkedIn Revenue in Web Marketing Business (2015-2020)
- 13.4.5 LinkedIn Recent Development
- 13.5 Twitter
  - 13.5.1 Twitter Company Details
  - 13.5.2 Twitter Business Overview and Its Total Revenue
  - 13.5.3 Twitter Web Marketing Introduction
  - 13.5.4 Twitter Revenue in Web Marketing Business (2015-2020)
  - 13.5.5 Twitter Recent Development
- 13.6 Pinterest
  - 13.6.1 Pinterest Company Details
  - 13.6.2 Pinterest Business Overview and Its Total Revenue



- 13.6.3 Pinterest Web Marketing Introduction
- 13.6.4 Pinterest Revenue in Web Marketing Business (2015-2020)
- 13.6.5 Pinterest Recent Development
- 13.7 Tumblr
  - 13.7.1 Tumblr Company Details
  - 13.7.2 Tumblr Business Overview and Its Total Revenue
  - 13.7.3 Tumblr Web Marketing Introduction
  - 13.7.4 Tumblr Revenue in Web Marketing Business (2015-2020)
  - 13.7.5 Tumblr Recent Development

#### 14 ANALYST'S VIEWPOINTS/CONCLUSIONS

#### **15 APPENDIX**

- 15.1 Research Methodology
  - 15.1.1 Methodology/Research Approach
  - 15.1.2 Data Source
- 15.2 Disclaimer
- 15.3 Author Details



# **List Of Tables**

#### LIST OF TABLES

- Table 1. Web Marketing Key Market Segments
- Table 2. Key Players Covered: Ranking by Web Marketing Revenue
- Table 3. Ranking of Global Top Web Marketing Manufacturers by Revenue (US\$ Million) in 2019
- Table 4. Global Web Marketing Market Size Growth Rate by Type (US\$ Million): 2020 VS 2026
- Table 5. Key Players of Content Marketing
- Table 6. Key Players of Traditional Advertising
- Table 7. COVID-19 Impact Global Market: (Four Web Marketing Market Size Forecast Scenarios)
- Table 8. Opportunities and Trends for Web Marketing Players in the COVID-19 Landscape
- Table 9. Present Opportunities in China & Elsewhere Due to the Coronavirus Crisis
- Table 10. Key Regions/Countries Measures against Covid-19 Impact
- Table 11. Proposal for Web Marketing Players to Combat Covid-19 Impact
- Table 12. Global Web Marketing Market Size Growth by Application (US\$ Million): 2020 VS 2026
- Table 13. Global Web Marketing Market Size by Regions (US\$ Million): 2020 VS 2026
- Table 14. Global Web Marketing Market Size by Regions (2015-2020) (US\$ Million)
- Table 15. Global Web Marketing Market Share by Regions (2015-2020)
- Table 16. Global Web Marketing Forecasted Market Size by Regions (2021-2026) (US\$ Million)
- Table 17. Global Web Marketing Market Share by Regions (2021-2026)
- Table 18. Market Top Trends
- Table 19. Key Drivers: Impact Analysis
- Table 20. Key Challenges
- Table 21. Web Marketing Market Growth Strategy
- Table 22. Main Points Interviewed from Key Web Marketing Players
- Table 23. Global Web Marketing Revenue by Players (2015-2020) (Million US\$)
- Table 24. Global Web Marketing Market Share by Players (2015-2020)
- Table 25. Global Top Web Marketing Players by Company Type (Tier 1, Tier 2 and Tier
- 3) (based on the Revenue in Web Marketing as of 2019)
- Table 26. Global Web Marketing by Players Market Concentration Ratio (CR5 and HHI)
- Table 27. Key Players Headquarters and Area Served
- Table 28. Key Players Web Marketing Product Solution and Service



- Table 29. Date of Enter into Web Marketing Market
- Table 30. Mergers & Acquisitions, Expansion Plans
- Table 31. Global Web Marketing Market Size by Type (2015-2020) (Million US\$)
- Table 32. Global Web Marketing Market Size Share by Type (2015-2020)
- Table 33. Global Web Marketing Revenue Market Share by Type (2021-2026)
- Table 34. Global Web Marketing Market Size Share by Application (2015-2020)
- Table 35. Global Web Marketing Market Size by Application (2015-2020) (Million US\$)
- Table 36. Global Web Marketing Market Size Share by Application (2021-2026)
- Table 37. North America Key Players Web Marketing Revenue (2019-2020) (Million US\$)
- Table 38. North America Key Players Web Marketing Market Share (2019-2020)
- Table 39. North America Web Marketing Market Size by Type (2015-2020) (Million US\$)
- Table 40. North America Web Marketing Market Share by Type (2015-2020)
- Table 41. North America Web Marketing Market Size by Application (2015-2020) (Million US\$)
- Table 42. North America Web Marketing Market Share by Application (2015-2020)
- Table 43. Europe Key Players Web Marketing Revenue (2019-2020) (Million US\$)
- Table 44. Europe Key Players Web Marketing Market Share (2019-2020)
- Table 45. Europe Web Marketing Market Size by Type (2015-2020) (Million US\$)
- Table 46. Europe Web Marketing Market Share by Type (2015-2020)
- Table 47. Europe Web Marketing Market Size by Application (2015-2020) (Million US\$)
- Table 48. Europe Web Marketing Market Share by Application (2015-2020)
- Table 49. China Key Players Web Marketing Revenue (2019-2020) (Million US\$)
- Table 50. China Key Players Web Marketing Market Share (2019-2020)
- Table 51. China Web Marketing Market Size by Type (2015-2020) (Million US\$)
- Table 52. China Web Marketing Market Share by Type (2015-2020)
- Table 53. China Web Marketing Market Size by Application (2015-2020) (Million US\$)
- Table 54. China Web Marketing Market Share by Application (2015-2020)
- Table 55. Japan Key Players Web Marketing Revenue (2019-2020) (Million US\$)
- Table 56. Japan Key Players Web Marketing Market Share (2019-2020)
- Table 57. Japan Web Marketing Market Size by Type (2015-2020) (Million US\$)
- Table 58. Japan Web Marketing Market Share by Type (2015-2020)
- Table 59. Japan Web Marketing Market Size by Application (2015-2020) (Million US\$)
- Table 60. Japan Web Marketing Market Share by Application (2015-2020)
- Table 61. Southeast Asia Key Players Web Marketing Revenue (2019-2020) (Million US\$)
- Table 62. Southeast Asia Key Players Web Marketing Market Share (2019-2020)
- Table 63. Southeast Asia Web Marketing Market Size by Type (2015-2020) (Million US\$)



- Table 64. Southeast Asia Web Marketing Market Share by Type (2015-2020)
- Table 65. Southeast Asia Web Marketing Market Size by Application (2015-2020) (Million US\$)
- Table 66. Southeast Asia Web Marketing Market Share by Application (2015-2020)
- Table 67. India Key Players Web Marketing Revenue (2019-2020) (Million US\$)
- Table 68. India Key Players Web Marketing Market Share (2019-2020)
- Table 69. India Web Marketing Market Size by Type (2015-2020) (Million US\$)
- Table 70. India Web Marketing Market Share by Type (2015-2020)
- Table 71. India Web Marketing Market Size by Application (2015-2020) (Million US\$)
- Table 72. India Web Marketing Market Share by Application (2015-2020)
- Table 73. Central & South America Key Players Web Marketing Revenue (2019-2020) (Million US\$)
- Table 74. Central & South America Key Players Web Marketing Market Share (2019-2020)
- Table 75. Central & South America Web Marketing Market Size by Type (2015-2020) (Million US\$)
- Table 76. Central & South America Web Marketing Market Share by Type (2015-2020)
- Table 77. Central & South America Web Marketing Market Size by Application (2015-2020) (Million US\$)
- Table 78. Central & South America Web Marketing Market Share by Application (2015-2020)
- Table 79. Facebook Company Details
- Table 80. Facebook Business Overview
- Table 81. Facebook Product
- Table 82. Facebook Revenue in Web Marketing Business (2015-2020) (Million US\$)
- Table 83. Facebook Recent Development
- Table 84. Instagram Company Details
- Table 85. Instagram Business Overview
- Table 86. Instagram Product
- Table 87. Instagram Revenue in Web Marketing Business (2015-2020) (Million US\$)
- Table 88. Instagram Recent Development
- Table 89. Google Company Details
- Table 90. Google Business Overview
- Table 91. Google Product
- Table 92. Google Revenue in Web Marketing Business (2015-2020) (Million US\$)
- Table 93. Google Recent Development
- Table 94. LinkedIn Company Details
- Table 95. LinkedIn Business Overview
- Table 96. LinkedIn Product



- Table 97. LinkedIn Revenue in Web Marketing Business (2015-2020) (Million US\$)
- Table 98. LinkedIn Recent Development
- Table 99. Twitter Company Details
- Table 100. Twitter Business Overview
- Table 101. Twitter Product
- Table 102. Twitter Revenue in Web Marketing Business (2015-2020) (Million US\$)
- Table 103. Twitter Recent Development
- Table 104. Pinterest Company Details
- Table 105. Pinterest Business Overview
- Table 106. Pinterest Product
- Table 107. Pinterest Revenue in Web Marketing Business (2015-2020) (Million US\$)
- Table 108. Pinterest Recent Development
- Table 109. Tumblr Company Details
- Table 110. Tumblr Business Overview
- Table 111. Tumblr Product
- Table 112. Tumblr Revenue in Web Marketing Business (2015-2020) (Million US\$)
- Table 113. Tumblr Recent Development
- Table 114. Research Programs/Design for This Report
- Table 115. Key Data Information from Secondary Sources
- Table 116. Key Data Information from Primary Sources



# **List Of Figures**

#### LIST OF FIGURES

- Figure 1. Global Web Marketing Market Share by Type: 2020 VS 2026
- Figure 2. Content Marketing Features
- Figure 3. Traditional Advertising Features
- Figure 4. Global Web Marketing Market Share by Application: 2020 VS 2026
- Figure 5. BFSI Case Studies
- Figure 6. Manufacturing Case Studies
- Figure 7. Healthcare Case Studies
- Figure 8. IT And ITES Case Studies
- Figure 9. Utilities Case Studies
- Figure 10. Others Case Studies
- Figure 11. Web Marketing Report Years Considered
- Figure 12. Global Web Marketing Market Size YoY Growth 2015-2026 (US\$ Million)
- Figure 13. Global Web Marketing Market Share by Regions: 2020 VS 2026
- Figure 14. Global Web Marketing Market Share by Regions (2021-2026)
- Figure 15. Porter's Five Forces Analysis
- Figure 16. Global Web Marketing Market Share by Players in 2019
- Figure 17. Global Top Web Marketing Players by Company Type (Tier 1, Tier 2 and Tier
- 3) (based on the Revenue in Web Marketing as of 2019
- Figure 18. The Top 10 and 5 Players Market Share by Web Marketing Revenue in 2019
- Figure 19. North America Web Marketing Market Size YoY Growth (2015-2020) (Million US\$)
- Figure 20. Europe Web Marketing Market Size YoY Growth (2015-2020) (Million US\$)
- Figure 21. China Web Marketing Market Size YoY Growth (2015-2020) (Million US\$)
- Figure 22. Japan Web Marketing Market Size YoY Growth (2015-2020) (Million US\$)
- Figure 23. Southeast Asia Web Marketing Market Size YoY Growth (2015-2020) (Million US\$)
- Figure 24. India Web Marketing Market Size YoY Growth (2015-2020) (Million US\$)
- Figure 25. Central & South America Web Marketing Market Size YoY Growth (2015-2020) (Million US\$)
- Figure 26. Facebook Total Revenue (US\$ Million): 2019 Compared with 2018
- Figure 27. Facebook Revenue Growth Rate in Web Marketing Business (2015-2020)
- Figure 28. Instagram Total Revenue (US\$ Million): 2019 Compared with 2018
- Figure 29. Instagram Revenue Growth Rate in Web Marketing Business (2015-2020)
- Figure 30. Google Total Revenue (US\$ Million): 2019 Compared with 2018
- Figure 31. Google Revenue Growth Rate in Web Marketing Business (2015-2020)



- Figure 32. LinkedIn Total Revenue (US\$ Million): 2019 Compared with 2018
- Figure 33. LinkedIn Revenue Growth Rate in Web Marketing Business (2015-2020)
- Figure 34. Twitter Total Revenue (US\$ Million): 2019 Compared with 2018
- Figure 35. Twitter Revenue Growth Rate in Web Marketing Business (2015-2020)
- Figure 36. Pinterest Total Revenue (US\$ Million): 2019 Compared with 2018
- Figure 37. Pinterest Revenue Growth Rate in Web Marketing Business (2015-2020)
- Figure 38. Tumblr Total Revenue (US\$ Million): 2019 Compared with 2018
- Figure 39. Tumblr Revenue Growth Rate in Web Marketing Business (2015-2020)
- Figure 40. Bottom-up and Top-down Approaches for This Report
- Figure 41. Data Triangulation
- Figure 42. Key Executives Interviewed



#### I would like to order

Product name: COVID-19 Impact on Global Web Marketing Market Size, Status and Forecast 2020-2026

Product link: https://marketpublishers.com/r/CB19D8106FFDEN.html

Price: US\$ 3,900.00 (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 <a href="https://marketpublishers.com/r/CB19D8106FFDEN.html">https://marketpublishers.com/r/CB19D8106FFDEN.html</a>

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 <a href="https://marketpublishers.com/docs/terms.html">https://marketpublishers.com/docs/terms.html</a>

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