

Global Internet Advertising Market Size, Status and Forecast 2025

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Abstracts

This report studies the global Internet Advertising market size, industry status and forecast, competition landscape and growth opportunity. This research report categorizes the global Internet Advertising market by companies, region, type and end-use industry.

Online advertising, also called online or Internet advertising or web advertising, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers.

Online advertising is a marketing strategy that involves the use of the Internet as a medium to obtain website traffic and target and deliver marketing messages to the right customers. Online advertising is geared toward defining markets through unique and useful applications.

Currently, there are many vendors in the world Internet Advertising industry, especially in North America, Europe and Asia regions.

The main market players are Alphabet, Facebook, Baidu, Yahoo! Inc, Microsoft and so on.

North America region is the largest market of Internet Advertising, with a revenue market share nearly 39.18% in 2015.

In 2017, the global Internet Advertising market size was 195300 million US\$ and it is expected to reach 424200 million US\$ by the end of 2025, with a CAGR of 10.2% during 2018-2025.

This report focuses on the global top players, covered

Alphabet

Facebook

Baidu

Yahoo! Inc

Microsoft

Alibaba

Tencent

Twitter

Aol(Verizon Communications)

eBay

Linkedin

Amazon

IAC

Soho

Pandora

Market segment by Regions/Countries, this report covers

United States

Europe

China

Japan

Southeast Asia

India

Market segment by Type, the product can be split into

Search Ads

Mobile Ads

Banner Ads

Classified Ads

Digital Video Ads

Others

Market segment by Application, split into

Retail

Automotive

Entertainment

Financial Services

Telecom

Consumer Goods

Others

The study objectives of this report are:

To study and forecast the market size of Internet Advertising in global market.

To analyze the global key players, SWOT analysis, value and global market share for top players.

To define, describe and forecast the market by type, end use and region.

To analyze and compare the market status and forecast between China and major regions, namely, United States, Europe, China, Japan, Southeast Asia, India and Rest of World.

To analyze the global key regions market potential and advantage, opportunity and challenge, restraints and risks.

To identify significant trends and factors driving or inhibiting the market growth.

To analyze the opportunities in the market for stakeholders by identifying the high growth segments.

To strategically analyze each submarket with respect to individual growth trend and their contribution to the market

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market

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

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

History Year: 2013-2017

Base Year: 2017

Estimated Year: 2018

Forecast Year 2018 to 2025

For the data information by region, company, type and application, 2017 is considered as the base year. Whenever data information was unavailable for the base year, the prior year has been considered.

Key Stakeholders

Internet Advertising Manufacturers

Internet Advertising Distributors/Traders/Wholesalers

Internet Advertising Subcomponent Manufacturers

Industry Association

Downstream Vendors

Available Customizations

With the given market data, QYResearch offers customizations according to the company's specific needs. The following customization options are available for the report:

Regional and country-level analysis of the Internet Advertising market, by end-use.

Detailed analysis and profiles of additional market players.

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