

# China Mobile Advertising Industry Market Analysis & Forecast 2018-2023

<https://marketpublishers.com/r/C51F9419343EN.html>

Date: July 2018

Pages: 143

Price: US\$ 3,120.00 (Single User License)

ID: C51F9419343EN

## Abstracts

In the China Mobile Advertising Industry Market Analysis & Forecast 2018-2023, the revenue is valued at USD XX million in 2017 and is expected to reach USD XX million by the end of 2023, growing at a CAGR of XX% between 2018 and 2023. The production is estimated at XX million in 2017 and is forecasted to reach XX million by the end of 2023, growing at a CAGR of XX% between 2018 and 2023.

It covers Regional Segment Analysis, Type, Application, Major Manufactures, Industry Chain Analysis, Competitive Insights and Macroeconomic Analysis.

The Major players reported in the market include:

Google

Millennial Media

Microsoft

Chartboost

Apple

InMobi

MoPub

Euclid Analytics

Flurry

China Mobile Advertising Market: Product Segment Analysis

Display Advertising

In-App Advertising

Others

China Mobile Advertising Market: Application Segment Analysis

Retail  
Automotive  
Others

### **Reasons for Buying this Report**

This report provides pin-point analysis for changing competitive dynamics

It provides a forward looking perspective on different factors driving or restraining market growth

It provides a six-year forecast assessed on the basis of how the market is predicted to grow

It helps in understanding the key product segments and their future

It provides pin point analysis of changing competition dynamics and keeps you ahead of competitors

It helps in making informed business decisions by having complete insights of market and by making in-depth analysis of market segments

## Contents

### China Mobile Advertising Industry Market Analysis & Forecast 2018-2023

#### **CHAPTER 1 MOBILE ADVERTISING MARKET OVERVIEW**

- 1.1 Product Overview and Scope of Mobile Advertising
- 1.2 Mobile Advertising Market Segmentation by Type
  - 1.2.1 China Production Market Share of Mobile Advertising by Display Advertisingn 2017
    - 1.2.1.1 Display Advertising
    - 1.2.1.2 In-App Advertising
    - 1.2.1.3 Others
  - 1.2.2 In-App Advertising
  - 1.2.3 Others
- 1.3 Mobile Advertising Market Segmentation by Application
  - 1.3.1 Mobile Advertising Consumption Market Share by Application in 2017
  - 1.3.2 Retail
  - 1.3.3 Automotive
  - 1.3.4 Others
- 1.4 China Market Size Sales (Value) and Revenue (Volume) of Mobile Advertising (2013-2023)

#### **CHAPTER 2 CHINA ECONOMIC IMPACT ON MOBILE ADVERTISING INDUSTRY**

- 2.1 China Macroeconomic Environment Analysis
  - 2.1.1 China Macroeconomic Analysis
  - 2.1.2 China Macroeconomic Environment Development Trend
- 2.2 Effects to Mobile Advertising Industry

#### **CHAPTER 3 CHINA MOBILE ADVERTISING MARKET COMPETITION BY MANUFACTURERS**

- 3.1 China Mobile Advertising Production and Share by Manufacturers (2016 and 2017)
- 3.2 China Mobile Advertising Revenue and Share by Manufacturers (2016 and 2017)
- 3.3 China Mobile Advertising Average Price by Manufacturers (2016 and 2017)
- 3.4 Manufacturers Mobile Advertising Manufacturing Base Distribution, Production Area and Product Type
- 3.5 Mobile Advertising Market Competitive Situation and Trends
  - 3.5.1 Mobile Advertising Market Concentration Rate
  - 3.5.2 Mobile Advertising Market Share of Top 3 and Top 5 Manufacturers

### 3.5.3 Mergers & Acquisitions, Expansion

## **CHAPTER 4 CHINA MOBILE ADVERTISING CAPACITY, PRODUCTION, REVENUE, CONSUMPTION, EXPORT AND IMPORT (2013-2018)**

- 4.1 China Mobile Advertising Capacity, Production and Growth (2013-2018)
- 4.2 China Mobile Advertising Revenue and Growth (2013-2018)
- 4.3 China Mobile Advertising Production, Consumption, Export and Import (2013-2018)

## **CHAPTER 5 CHINA MOBILE ADVERTISING PRODUCTION, REVENUE (VALUE), PRICE TREND BY TYPE**

- 5.1 China Mobile Advertising Production and Market Share by Type (2013-2018)
- 5.2 China Mobile Advertising Revenue and Market Share by Type (2013-2018)
- 5.3 China Mobile Advertising Price by Type (2013-2018)
- 5.4 China Mobile Advertising Production Growth by Type (2013-2018)

## **CHAPTER 6 CHINA MOBILE ADVERTISING MARKET ANALYSIS BY APPLICATION**

- 6.1 China Mobile Advertising Consumption and Market Share by Application (2013-2018)
- 6.2 China Mobile Advertising Consumption Growth Rate by Application (2013-2018)
- 6.3 Market Drivers and Opportunities
  - 6.3.1 Potential Applications
  - 6.3.2 Emerging Markets/Countries

## **CHAPTER 7 CHINA MOBILE ADVERTISING MANUFACTURERS ANALYSIS**

- 7.1 Google
  - 7.1.1 Company Basic Information, Manufacturing Base and Competitors
  - 7.1.2 Product Type, Application and Specification
  - 7.1.3 Production, Revenue, Price and Gross Margin (2013-2018)
  - 7.1.4 Business Overview
- 7.2 Millennial Media
  - 7.2.1 Company Basic Information, Manufacturing Base and Competitors
  - 7.2.2 Product Type, Application and Specification
  - 7.2.3 Production, Revenue, Price and Gross Margin (2013-2018)
  - 7.2.4 Business Overview

### 7.3 Microsoft

7.3.1 Company Basic Information, Manufacturing Base and Competitors

7.3.2 Product Type, Application and Specification

7.3.3 Production, Revenue, Price and Gross Margin (2013-2018)

7.3.4 Business Overview

### 7.4 Chartboost

7.4.1 Company Basic Information, Manufacturing Base and Competitors

7.4.2 Product Type, Application and Specification

7.4.3 Production, Revenue, Price and Gross Margin (2013-2018)

7.4.4 Business Overview

### 7.5 Apple

7.5.1 Company Basic Information, Manufacturing Base and Competitors

7.5.2 Product Type, Application and Specification

7.5.3 Production, Revenue, Price and Gross Margin (2013-2018)

7.5.4 Business Overview

### 7.6 InMobi

7.6.1 Company Basic Information, Manufacturing Base and Competitors

7.6.2 Product Type, Application and Specification

7.6.3 Production, Revenue, Price and Gross Margin (2013-2018)

7.6.4 Business Overview

### 7.7 MoPub

7.7.1 Company Basic Information, Manufacturing Base and Competitors

7.7.2 Product Type, Application and Specification

7.7.3 Production, Revenue, Price and Gross Margin (2013-2018)

7.7.4 Business Overview

### 7.8 Euclid Analytics

7.8.1 Company Basic Information, Manufacturing Base and Competitors

7.8.2 Product Type, Application and Specification

7.8.3 Production, Revenue, Price and Gross Margin (2013-2018)

7.8.4 Business Overview

### 7.9 Flurry

7.9.1 Company Basic Information, Manufacturing Base and Competitors

7.9.2 Product Type, Application and Specification

7.9.3 Production, Revenue, Price and Gross Margin (2013-2018)

7.9.4 Business Overview

...

## **CHAPTER 8 MOBILE ADVERTISING MANUFACTURING COST ANALYSIS**

- 8.1 Mobile Advertising Key Raw Materials Analysis
  - 8.1.1 Key Raw Materials
  - 8.1.2 Price Trend of Key Raw Materials
  - 8.1.3 Key Suppliers of Raw Materials
  - 8.1.4 Market Concentration Rate of Raw Materials
- 8.2 Proportion of Manufacturing Cost Structure
  - 8.2.1 Raw Materials
  - 8.2.2 Labor Cost
  - 8.2.3 Manufacturing Expenses
- 8.3 Manufacturing Process Analysis of Mobile Advertising

## **CHAPTER 9 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS**

- 9.1 Mobile Advertising Industrial Chain Analysis
- 9.2 Upstream Raw Materials Sourcing
- 9.3 Raw Materials Sources of Mobile Advertising Major Manufacturers in 2016
- 9.4 Downstream Buyers

## **CHAPTER 10 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS**

- 10.1 Marketing Channel
  - 10.1.1 Direct Marketing
  - 10.1.2 Indirect Marketing
  - 10.1.3 Marketing Channel Development Trend
- 10.2 Market Positioning
  - 10.2.1 Pricing Strategy
  - 10.2.2 Brand Strategy
  - 10.2.3 Target Client
- 10.3 Distributors/Traders List

## **CHAPTER 11 MARKET EFFECT FACTORS ANALYSIS**

- 11.1 Technology Progress/Risk
  - 11.1.1 Substitutes Threat
  - 11.1.2 Technology Progress in Related Industry
- 11.2 Consumer Needs/Customer Preference Change
- 11.3 Economic/Political Environmental Change

## **CHAPTER 12 CHINA MOBILE ADVERTISING MARKET FORECAST (2018-2023)**

12.1 China Mobile Advertising Production, Revenue Forecast (2018-2023)

12.2 China Mobile Advertising Production, Consumption Forecast by Regions (2018-2023)

12.3 China Mobile Advertising Production Forecast by Type (2018-2023)

12.4 China Mobile Advertising Consumption Forecast by Application (2018-2023)

12.5 Mobile Advertising Price Forecast (2018-2023)

## **CHAPTER 13 APPENDIX**

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Picture of Mobile Advertising

Figure China Production Market Share of Mobile Advertising by Display Advertisingn 2017

Table Mobile Advertising Consumption Market Share by Application in 2017

Figure China Mobile Advertising Revenue (Million USD) and Growth Rate (2013-2023)

Table China Mobile Advertising Capacity of Key Manufacturers (2016 and 2017)

Table China Mobile Advertising Capacity Market Share of Key Manufacturers (2016 and 2017)

Figure China Mobile Advertising Capacity of Key Manufacturers in 2016

Figure China Mobile Advertising Capacity of Key Manufacturers in 2017

Table China Mobile Advertising Production of Key Manufacturers (2016 and 2017)

Table China Mobile Advertising Production Share by Manufacturers (2016 and 2017)

Figure 2015 Mobile Advertising Production Share by Manufacturers

Figure 2016 Mobile Advertising Production Share by Manufacturers

Table China Mobile Advertising Revenue (Million USD) by Manufacturers (2016 and 2017)

Table China Mobile Advertising Revenue Share by Manufacturers (2016 and 2017)

Table 2015 China Mobile Advertising Revenue Share by Manufacturers

Table 2016 China Mobile Advertising Revenue Share by Manufacturers

Table China Market Mobile Advertising Average Price of Key Manufacturers (2016 and 2017)

Figure China Market Mobile Advertising Average Price of Key Manufacturers in 2016

Table Manufacturers Mobile Advertising Manufacturing Base Distribution and Sales Area

Table Manufacturers Mobile Advertising Product Type

Figure Mobile Advertising Market Share of Top 3 Manufacturers

Figure Mobile Advertising Market Share of Top 5 Manufacturers

Table Church & Dwight Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Church & Dwight Mobile Advertising Capacity, Production, Revenue, Price and Gross Margin (2013-2018)

Figure Church & Dwight Mobile Advertising Market Share (2013-2018)

Table Google Basic Information, Manufacturing Base, Production Area and Its Competitors

Table Google Mobile Advertising Production, Revenue, Price and Gross Margin



(2013-2018)

Table Google Mobile Advertising Market Share (2013-2018)

Table Millennial Media Basic Information, Manufacturing Base, Production Area and Its Competitors

Table Millennial Media Mobile Advertising Production, Revenue, Price and Gross Margin (2013-2018)

Table Millennial Media Mobile Advertising Market Share (2013-2018)

Table Microsoft Basic Information, Manufacturing Base, Production Area and Its Competitors

Table Microsoft Mobile Advertising Production, Revenue, Price and Gross Margin (2013-2018)

Table Microsoft Mobile Advertising Market Share (2013-2018)

Table Chartboost Basic Information, Manufacturing Base, Production Area and Its Competitors

Table Chartboost Mobile Advertising Production, Revenue, Price and Gross Margin (2013-2018)

Table Chartboost Mobile Advertising Market Share (2013-2018)

Table Apple Basic Information, Manufacturing Base, Production Area and Its Competitors

Table Apple Mobile Advertising Production, Revenue, Price and Gross Margin (2013-2018)

Table Apple Mobile Advertising Market Share (2013-2018)

Table InMobi Basic Information, Manufacturing Base, Production Area and Its Competitors

Table InMobi Mobile Advertising Production, Revenue, Price and Gross Margin (2013-2018)

Table InMobi Mobile Advertising Market Share (2013-2018)

Table MoPub Basic Information, Manufacturing Base, Production Area and Its Competitors

Table MoPub Mobile Advertising Production, Revenue, Price and Gross Margin (2013-2018)

Table MoPub Mobile Advertising Market Share (2013-2018)

Table Euclid Analytics Basic Information, Manufacturing Base, Production Area and Its Competitors

Table Euclid Analytics Mobile Advertising Production, Revenue, Price and Gross Margin (2013-2018)

Table Euclid Analytics Mobile Advertising Market Share (2013-2018)

Table Flurry Basic Information, Manufacturing Base, Production Area and Its Competitors

Table Flurry Mobile Advertising Production, Revenue, Price and Gross Margin (2013-2018)

Table Flurry Mobile Advertising Market Share (2013-2018)

Figure Production Revenue Share of Mobile Advertising by Type (2013-2018)

Figure 2015 Revenue Market Share of Mobile Advertising by Type

Table China Mobile Advertising Price by Type (2013-2018)

Figure China Mobile Advertising Production Growth by Type (2013-2018)

Table China Mobile Advertising Consumption by Application (2013-2018)

Table China Mobile Advertising Consumption Market Share by Application (2013-2018)

Figure China Mobile Advertising Consumption Market Share by Application in 2016

Table China Mobile Advertising Consumption Growth Rate by Application (2013-2018)

Figure China Mobile Advertising Consumption Growth Rate by Application (2013-2018)

Table Production Base and Market Concentration Rate of Raw Material

Figure Price Trend of Key Raw Materials

Table Key Suppliers of Raw Materials

Figure Manufacturing Cost Structure of Mobile Advertising

Figure Manufacturing Process Analysis of Mobile Advertising

Figure Mobile Advertising Industrial Chain Analysis

Table Raw Materials Sources of Mobile Advertising Major Manufacturers in 2016

Table Major Buyers of Mobile Advertising

Table Distributors/Traders List

Figure China Mobile Advertising Capacity, Production and Growth Rate Forecast (2018-2023)

Figure China Mobile Advertising Revenue and Growth Rate Forecast (2018-2023)

Table China Mobile Advertising Production, Import, Export and Consumption Forecast (2018-2023)

Table China Mobile Advertising Production Forecast by Type (2018-2023)

Table China Mobile Advertising Consumption Forecast by Application (2018-2023)

## **COMPANIES MENTIONED**

Google Millenial Media Microsoft Chartboost Apple InMobi MoPub Euclid Analytics  
Flurry

## I would like to order

Product name: China Mobile Advertising Industry Market Analysis & Forecast 2018-2023

Product link: <https://marketpublishers.com/r/C51F9419343EN.html>

Price: US\$ 3,120.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C51F9419343EN.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**

Customer signature \_\_\_\_\_

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

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