

US Digital Advertising Market (By Format, Devices and Industry): Insights & Forecast with Potential Impact of COVID-19 (2021-2025)

<https://marketpublishers.com/r/U63CA84474C9EN.html>

Date: September 2021

Pages: 109

Price: US\$ 1,250.00 (Single User License)

ID: U63CA84474C9EN

Abstracts

The US digital advertising market inclined to US\$216.89 billion in 2025, growing at a CAGR of 6.90% during the period spanning 2021-2025. The market experienced growth due to the several factors such as extensive adoption of smartphones, increased internet penetration, proliferation of social media, popularity of video streaming platforms and upsurge in ecommerce sales. Artificial intelligence, and increased involvement of big data market are expected to act as a major key trend for the market. However, increased advertising frauds and use of ad blockers are likely to impose certain challenges on the US digital advertising market.

The US digital advertising market by format can be segmented as follows: display, search, lead generation, classifieds and directories, email and mobile messaging. In 2020, the dominant share of the market was held by display, followed by search and rest of the other formats. The US digital advertising market by industry can be segmented into the following divisions: retail, financial services, CPG & consumer products, telecom, computing products & consumer electronics, automotive, healthcare & pharma, entertainment, media, travel and others. In 2020, the highest share of the market was held by retail followed by CPG & consumer products, financial services and rest of the industries.

The US digital advertising market by device can be segmented as follows: mobile, desktop/ laptop and connected TV. The dominant share of the market in 2020 was procured by mobile. This was followed by desktop/ laptop and connected TV.

Scope of the report:

The report provides a comprehensive analysis of the US digital advertising market with potential impact of COVID-19.

The US digital advertising market has been analyzed. Additionally, market by industries, devices and formats have also been analyzed.

The market dynamics such as growth drivers, market trends and challenges are analyzed in-depth.

The competitive landscape of the market, along with the company profiles of leading players (Google LLC, Facebook, Inc., Microsoft, Amazon, Verizon and Hulu) are also presented in detail.

Key Target Audience:

Digital Advertisers

End Users (Businesses/Consumers)

Investment Banks

Government Bodies & Regulating Authorities

Contents

1. MARKET OVERVIEW

- 1.1 Digital Advertising
 - 1.1.1 Digital Advertising - Introduction
- 1.2 Types of Digital Advertising
 - 1.2.1 Mobile Advertising
 - 1.2.2 Display Advertising
 - 1.2.3 Video Advertising
 - 1.2.4 Search Advertising
 - 1.2.5 Native Advertising
 - 1.2.6 Remarketing Advertising
 - 1.2.7 Social Media Advertising
- 1.3 Advantages of Digital Advertising
- 1.4 Disadvantages of Digital Advertising

2. IMPACT OF COVID-19

- 2.1 Impact of COVID-19 on the US Digital Advertising
- 2.2 Impact of COVID-19 on the US Media Advertising Spend
- 2.3 Growth in the US Advertising Mediums
- 2.4 New Business Creations

3. MARKET ANALYSIS

- 3.1 The US Total Media Advertisement Market Forecast by Value
- 3.2 The US Total Media Advertisement Market by Segment
- 3.3 The US Digital Advertisement Market Forecast by Value
- 3.4 The US Digital Advertisement Market by Format
 - 3.4.1 The US Digital Display Advertisement Market Forecast by Value
 - 3.4.2 The US Digital Display Advertisement Market by Sub Format
 - 3.4.3 The US Digital Display Advertisement Sub Format Market Forecast by Value
 - 3.4.4 The US Digital Search Advertisement Forecast Market by Value
 - 3.4.5 The US Digital Lead Generation Advertisement Market Forecast by Value
 - 3.4.6 The US Digital Classifieds & Directories Advertisement Market Forecast by Value
 - 3.4.7 The US Digital Email Advertisement Market Forecast by Value
 - 3.4.8 The US Mobile Messaging Digital Advertisement Market Forecast by Value
- 3.5 The US Digital Advertisement Market by Device

- 3.5.1 The US Digital Advertisement Market Forecast by Device
- 3.6 The US Digital Advertisement Market by Industry
 - 3.6.1 The US Retail Digital Advertisement Market Forecast by Value
 - 3.6.2 The US Financial Services Digital Advertisement Market Forecast by Value
 - 3.6.3 The US CPG & Consumer Products Digital Advertisement Market Forecast by Value
 - 3.6.4 The US Telecom Digital Advertisement Market Forecast by Value
 - 3.6.5 The US Automotive Digital Advertisement Market Forecast by Value
 - 3.6.6 The US Computing Products & Consumer Electronics Digital Advertisement Market Forecast by Value
 - 3.6.7 The US Healthcare & Pharma Digital Advertisement Market Forecast by Value
 - 3.6.8 The US Entertainment Digital Advertisement Market Forecast by Value
 - 3.6.9 The US Travel Digital Advertisement Market Forecast by Value
 - 3.6.10 The US Media Digital Advertisement Market Forecast by Value

4. MARKET DYNAMICS

- 4.1 Growth Drivers
 - 4.1.1 Extensive Adoption of Smartphones
 - 4.1.2 Increasing Internet Penetration
 - 4.1.3 Proliferation of Social Media
 - 4.1.4 Popularization of Pay Per Click (PPC) Model
 - 4.1.5 Rising Popularity of Video Streaming Platforms
 - 4.1.6 Swelling E-commerce Platforms
- 4.2 Key Trends & Developments
 - 4.2.1 Artificial Intelligence
 - 4.2.2 Programmatic Ads
 - 4.2.3 Involvement of Big Data
- 4.3 Challenges
 - 4.3.1 Advertising Frauds
 - 4.3.2 Increasing Use of Ad blockers

5. COMPETITIVE LANDSCAPE

- 5.1 Global Market
 - 5.1.1 Revenue Comparison- Key Players
 - 5.1.2 Market Capitalization Comparison- Key Players
 - 5.1.3 Research and Development Expenses- Key Players
- 5.2 The US Market

5.2.1 The US digital advertising Market Share – Key Players

6. COMPANY PROFILES

6.1 Alphabet Inc. (Google LLC)

6.1.1 Business Overview

6.1.2 Financial Overview

6.1.3 Business Strategy

6.2 Facebook, Inc.

6.2.1 Business Overview

6.2.2 Financial Overview

6.2.3 Business Strategy

6.3 Amazon

6.3.1 Business Overview

6.3.2 Financial Overview

6.3.3 Business Strategy

6.4 Microsoft

6.4.1 Business Overview

6.4.2 Financial Overview

6.4.3 Business Strategy

6.5 Verizon

6.5.1 Business Overview

6.5.2 Financial Overview

6.5.3 Business Strategy

6.6 Walt Disney Company (Hulu)

6.6.1 Business Overview

6.6.2 Financial Overview

6.6.3 Business Strategy

List Of Figures

LIST OF FIGURES

History of Digital Advertising

Types of Mobile Advertising

Types of Display Advertising

Types of Video Advertising

Advantages of Digital Advertising

Disadvantages of Digital Advertising

The US Total Media Advertising Spend (2018-2020)

Growth in the US Advertising Mediums (2020)

New Business Applications in the US (Q42019-Q42020)

The US Total Media Advertisement Market Forecast by Value (2019-2025)

The US Total Media Advertisement Market by Segment (2020)

The US Digital Advertisement Market Forecast by Value (2019-2025)

The US Digital Advertisement Market by Format (2020)

The US Digital Display Advertisement Market Forecast by Value (2019-2025)

The US Digital Display Advertisement Market by Sub Format (2020)

The US Digital Display Advertisement Sub Format Market Forecast by Value (2019-2025)

The US Digital Search Advertisement Forecast Market by Value (2019-2025)

The US Digital Lead Generation Advertisement Market Forecast by Value (2019-2025)

The US Digital Classifieds & Directories Advertisement Market Forecast by Value (2019-2025)

The US Digital Email Advertisement Market Forecast by Value (2019-2025)

The US Mobile Messaging Digital Advertisement Market Forecast by Value (2019-2025)

The US Digital Advertisement Market by Device (2020)

The US Digital Advertisement Market Forecast by Device (2019-2025)

The US Digital Advertisement Market by Industry (2020)

The US Retail Digital Advertisement Market Forecast by Value (2019-2025)

The US Financial Services Digital Advertisement Market Forecast by Value (2019-2025)

The US CPG & Consumer Products Digital Advertisement Market Forecast by Value (2019-2025)

The US Telecom Digital Advertisement Market Forecast by Value (2019-2025)

The US Automotive Digital Advertisement Market Forecast by Value (2019-2025)

The US Computing Products & Consumer Electronics Digital Advertisement Market Forecast by Value (2019-2025)

The US Healthcare & Pharma Digital Advertisement Market Forecast by Value

(2019-2025)

The US Entertainment Digital Advertisement Market Forecast by Value (2019-2025)

The US Travel Digital Advertisement Market Forecast by Value (2019-2025)

The US Media Digital Advertisement Market Forecast by Value (2019-2025)

The US Smartphone Penetration Rate (2016- 2020)

Internet Penetration in the US by Age (2016-2020)

Daily Active Users (DAU) on Social Media Platforms (2017-2020)

Global Conversion Rate from PPC to Purchase (2015-2019)

OTT (Over the Top) Video Service Users in the US (2016-2019)

Number of Digital Shoppers in the US (2016-2020)

AI Powered Systems in Digital Advertising

The US Programmatic Ad Spending (2018-2020)

Global Big Data Market Size Revenue (2016- 2020)

Fraud Losses in the US (2018- 2020)

Ad Blocking User Penetration Rate in the US (2016- 2020)

Reasons for Usage of Ad blockers in the US (2020)

Key Players – The US Digital Advertising Market Share (2020)

Alphabet Revenue & Net Income (2016-2020)

Alphabet, Inc. Revenue by Region (2020)

Alphabet, Inc. Revenue by Segment (2020)

Facebook Products

Facebook Revenue and Net Income (2016-2020)

Facebook, Inc. Revenue by Region (2020)

Facebook, Inc. Revenue by Source (2020)

Amazon Businesses

Amazon Net Sales and Net Profit (2016-2020)

Amazon Net Sales by Region (2020)

Amazon Net Sales by Products and Services (2020)

Microsoft Revenue and Net Income (2016-2020)

Microsoft Revenue by Region (2020)

Microsoft Revenue by Segment (2020)

Verizon Revenue and Net Income (2016-2020)

Verizon Revenue by Segment (2020)

The Walt Disney Revenue and Net Income (Loss) (2016-2020)

The Walt Disney Revenue by Region (2020)

The Walt Disney Revenue by Segment (2020)

List Of Tables

LIST OF TABLES

Key Players - Revenue Comparison (2020)

Key Players – Market Capitalization Comparison (2020)

Key Players – Research and Development Expenses (2020)

I would like to order

Product name: US Digital Advertising Market (By Format, Devices and Industry): Insights & Forecast with Potential Impact of COVID-19 (2021-2025)

Product link: <https://marketpublishers.com/r/U63CA84474C9EN.html>

Price: US\$ 1,250.00 (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 <https://marketpublishers.com/r/U63CA84474C9EN.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

