

Global Digital Advertising Market: Size, Trends & Forecast with Impact Analysis of COVID 19 (2022-2026)

February 2022



Global Digital Advertising Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Market Analysis

Impact of COVID-19

Dynamics

Competitive Landscape

Company Profiling

Global Digital Advertising Market: Coverage

Scope of the Report

Attributes	Details
Title	Global Digital Advertising Market: Size, Trends & Forecast with Impact Analysis of COVID 19 (2022-2026)
Coverage	Global and Regional
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2022-2026
Competition in the Market	Consolidated
Key Players	Amazon com. Inc., Alphabet Inc. (Google), Facebook Inc., and Alibaba Group Holding Ltd.

Global Digital Advertising Market: Coverage

Executive Summary

Advertising is the techniques and practices used to bring products, services, opinions, or causes to public notice to persuade the public to respond in a certain way toward what is advertised. One of the popular type of advertising technique is digital advertising. Digital advertising refers to marketing through online channels, such as websites, streaming content, and more. The digital advertising is advantageous over other types of advertising available as these are more affordable alternative, has huge return on investment, easier to measure its impact on the market, easy to adjust ad contents, provides brand development, and its easy to share in comparison to traditional advertisement.

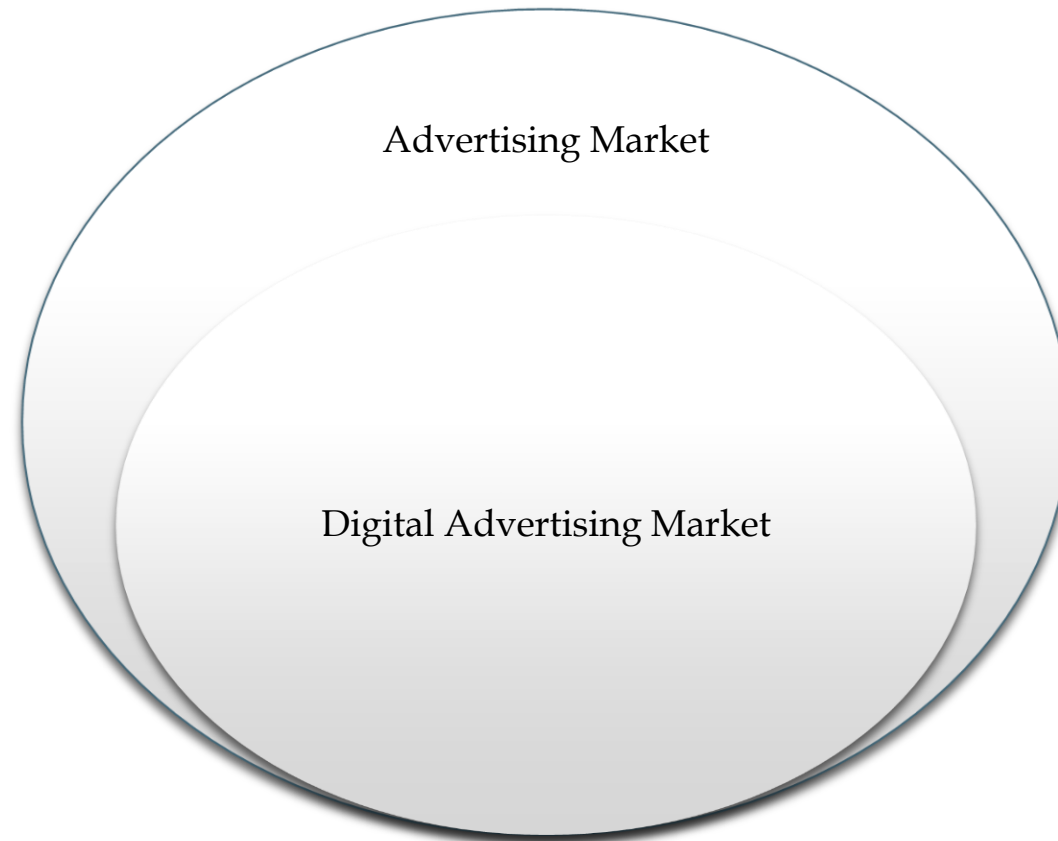
The Digital advertising market can be segmented on the basis of platform (mobile advertising, and desktop advertising), ad format (display advertising, search advertising, and classified advertising) and industrial verticals (automotive, computing products & consumer electronics, CPG, healthcare & pharma, entertainment, media, travel, telecom and others).

While most of the industries worldwide suffered a negative impact of COVID-19, the digital advertising Market witnessed a mixed impact on it. Initially, the market witnessed a drop in ad spending by the ad agencies, since most of the businesses shut down worrying about the spread of COVID-19 virus, during the first half of 2020. However, later in the year 2020, the market saw an increase in adaptation of digital form of advertising as many end-user industries adopted digitalization as a consequence of COVID-19. Many top players introduced changes in their operational policies which provided a scope to grow amidst the pandemic.

The Global digital advertising Market has increased during the years 2018-2021 and projections are made that the market would rise in the next four years i.e. 2022-2026. The Global digital advertising market is expected to increase due to the growing penetration of internet, rising popularity of smartphones, increase in social media usage, rising penetration of e-commerce, increased investment in technology and digital platforms, and increasing adoption of real-time bidding (RTB) of online display advertisement slots. Yet, the market faces some challenges such as, government regulations and data privacy issues, skilled workforce shortages, increased use of ad-blockers, etc.

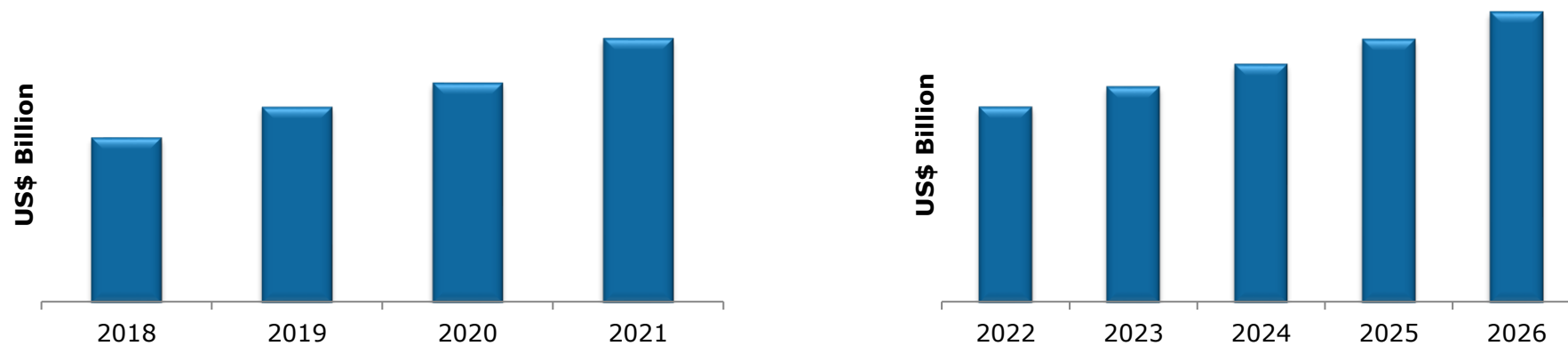
Global Digital Advertising Market: Coverage

Market Overview



Digital Advertising Market: Global Analysis

Global Digital Advertising Market by Value

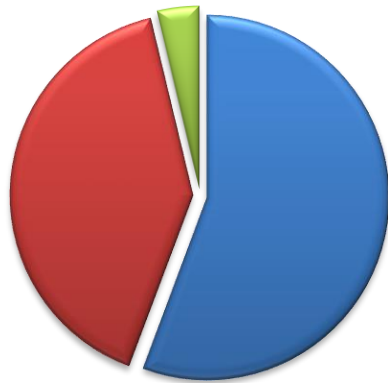


CAGRs	
2018-2021	xx%
2022-2026	xx%

The Global Digital Advertising market valued at US\$... billion in 2021, increased as compared to US\$... billion in 2020. Global Digital Advertising market is anticipated to reach up to US\$... billion by 2026, at a CAGR of%, from US\$... billion in 2022.

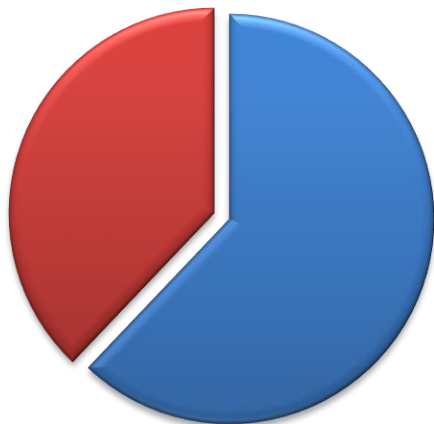
Digital Advertising Market: Global Analysis

Global Digital Advertising Market by Ad Format; 2021



Ad Format	Share
Display Ad	xx%
Search Ad	xx%
Classified Ad	xx%

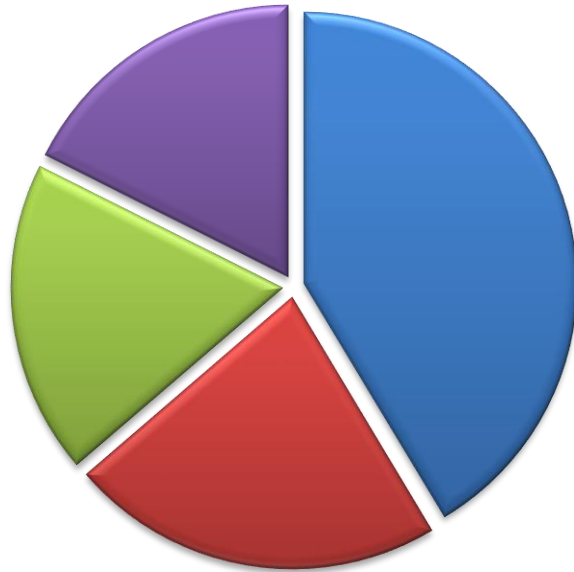
Global Digital Advertising Market by Platform; 2021



Platform	Share
Mobile Ad	xx%
Desktop Ad	xx%

Digital Advertising Market: Regional Analysis

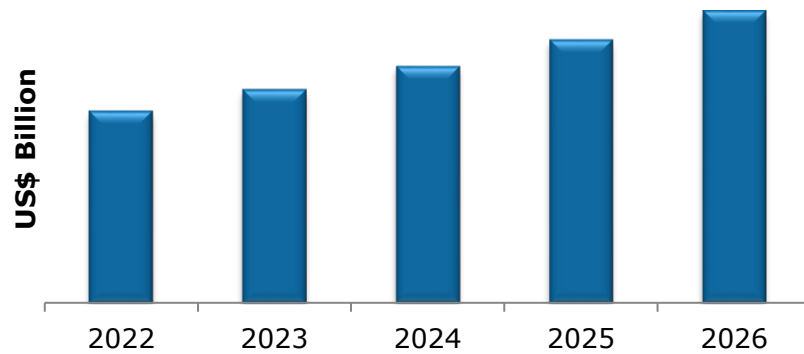
Global Digital Advertising Market by Region; 2021



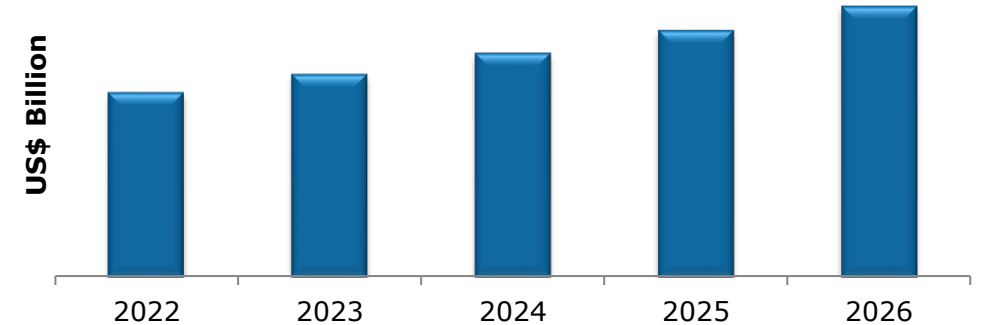
Region	Share
The US	xx%
Asia Pacific	xx%
Europe	xx%
Rest of World	xx%

Global Digital Advertising Market: Ad Format Analysis

Global Digital Display Ad Format Market By Value



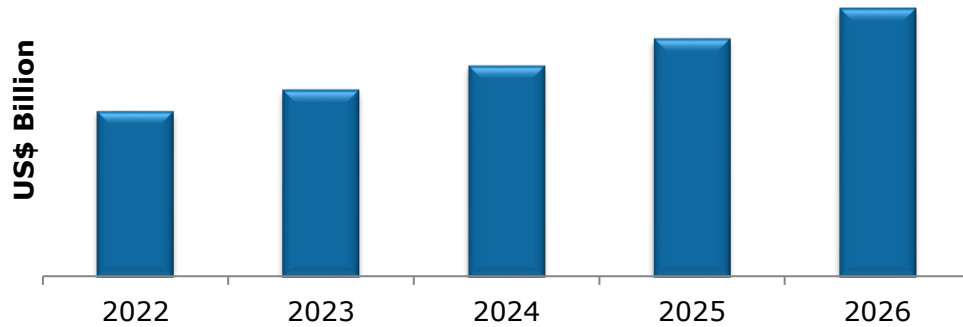
Global Digital Search Ad Format Market By Value



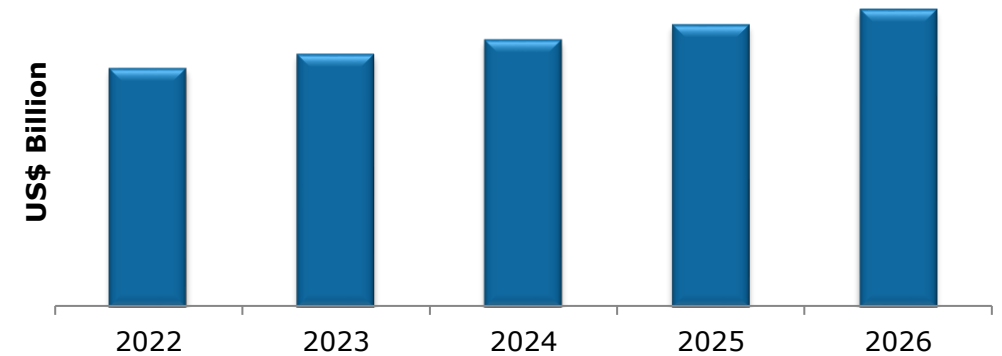
Ad Format	CAGR
	2022-2026
Display Ad	xx%
Search Ad	xx%
Classified Ad	xx%

Global Digital Advertising Market: Platform Analysis

Global Mobile Digital Advertising Market By Value



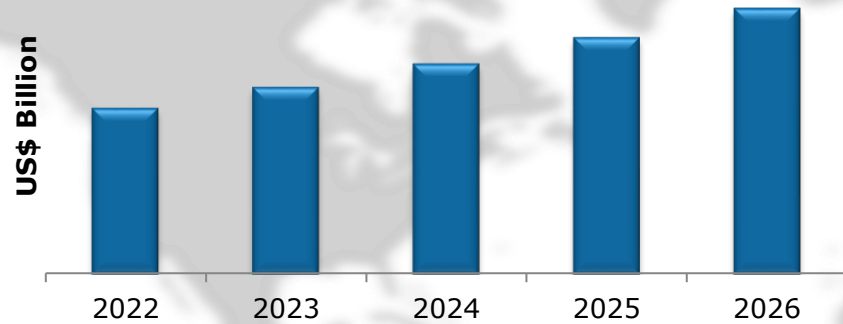
Global Desktop Digital Advertising Market By Value



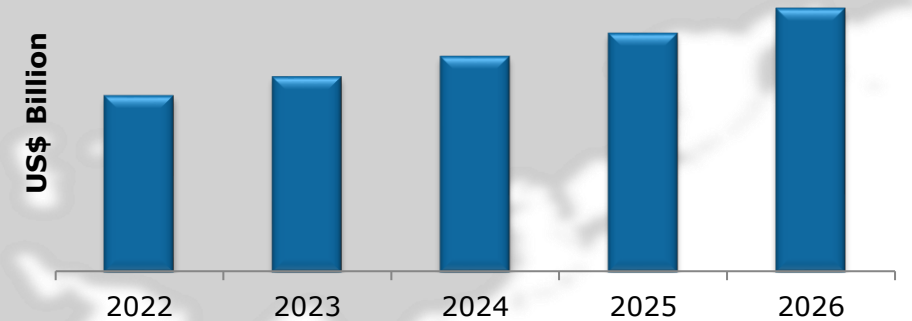
Platform	CAGR
	2022- 2026
Mobile Ad	xx%
Desktop Ad	xx%

Digital Advertising Market: Regional Analysis

The US Digital Advertising Market by Value



Asia Pacific Digital Advertising Market by Value



Region	CAGR
	2022-2026
The US	xx%
Asia Pacific	xx%
Europe	xx%
Rest of World	xx%

Digital Advertising Market: The US Analysis

The US Digital Advertising Market by Industry; 2021



Industry	Share	CAGR (2022-2026)
Automotive	xx%	xx%
Computing Products & Consumer Electronics	xx%	xx%
CPG	xx%	xx%
Entertainment	xx%	xx%
Financial Services	xx%	xx%
Healthcare & Pharma	xx%	xx%
Media	xx%	xx%
Retail	xx%	xx%
Telecom	xx%	xx%
Travel	xx%	xx%
Others	xx%	xx%

Digital Advertising Market: The US Analysis

The US Digital Advertising Market by Platform; 2021



Platform	Share	CAGR (2022-2026)
Mobile Ad	xx%	xx%
Desktop Ad	xx%	xx%

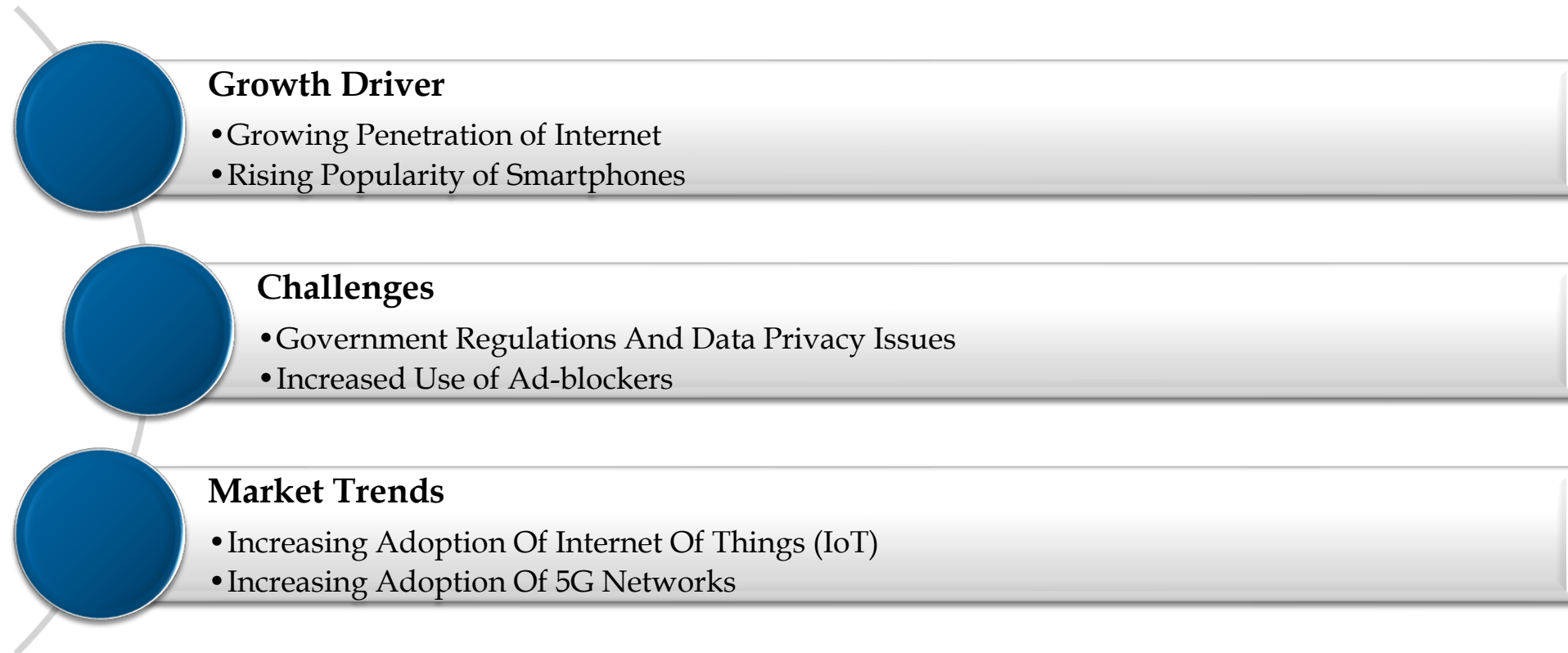
Digital Advertising Market: Europe Analysis

Europe Digital Advertising Market by Platform; 2021



Platform	Share	CAGR (2022-2026)
Mobile Ad	xx%	xx%
Desktop Ad	xx%	xx%

Global Digital Advertising Market: Dynamics



Global Digital Advertising Market: Competitive Landscape

Players Profiled

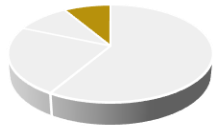
- Amazon com. Inc.



- Alphabet Inc. (Google)



- Facebook Inc.



- Alibaba Group Holding Ltd.



Note: The graphs on this slide are only for sample representation.