

## **United Kingdom (UK) Digital Advertising Market Summary, Competitive Analysis and Forecast to 2027**

Industry Report | 2023-05-22 | 54 pages | MarketLine

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### **Report description:**

United Kingdom (UK) Digital Advertising Market Summary, Competitive Analysis and Forecast to 2027

#### Summary

Digital Advertising in the United Kingdom industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The digital advertising market (also known as online marketing, Internet advertising or web advertising) represents expenditures on digital advertising. It consists of revenues gained by any advertising activities performed by the mean of Internet using mobile devices and personal computers. All market data and forecasts are represented in nominal terms (i.e., without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2022 annual average exchange rates.
- The UK digital advertising market had total revenues of \$33.2 billion in 2022, representing a compound annual growth rate (CAGR) of 19.1% between 2017 and 2022.
- The mobile segment accounted for market's the largest proportion in 2022, with total revenues of \$18.9 billion, equivalent to 57% of the market's overall value.
- The growing number of internet users has propelled investments in digital advertising. According to in-house research, in 2022, the number of internet users in the UK reached 65.7 million as compared to 61.8 million in 2019.

#### Scope

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- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the digital advertising market in the United Kingdom
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the digital advertising market in the United Kingdom
- Leading company profiles reveal details of key digital advertising market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the United Kingdom digital advertising market with five year forecasts

#### Reasons to Buy

- What was the size of the United Kingdom digital advertising market by value in 2022?
- What will be the size of the United Kingdom digital advertising market in 2027?
- What factors are affecting the strength of competition in the United Kingdom digital advertising market?
- How has the market performed over the last five years?
- What are the main segments that make up the United Kingdom's digital advertising market?

#### **Table of Contents:**

##### Table of Contents

##### 1 Executive Summary

###### 1.1. Market value

###### 1.2. Market value forecast

###### 1.3. Category segmentation

###### 1.4. Geography segmentation

###### 1.5. Market rivalry

###### 1.6. Competitive landscape

##### 2 Market Overview

###### 2.1. Market definition

###### 2.2. Market analysis

##### 3 Market Data

###### 3.1. Market value

##### 4 Market Segmentation

###### 4.1. Category segmentation

###### 4.2. Geography segmentation

##### 5 Market Outlook

###### 5.1. Market value forecast

##### 6 Five Forces Analysis

###### 6.1. Summary

###### 6.2. Buyer power

###### 6.3. Supplier power

###### 6.4. New entrants

###### 6.5. Threat of substitutes

###### 6.6. Degree of rivalry

##### 7 Competitive Landscape

###### 7.1. Who are the leading players?

###### 7.2. What strategies do the leading players follow?

###### 7.3. Could Amazon disrupt a Google and Meta duopoly?

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7.4. What themes are impacting the market?

8 Company Profiles

8.1. Alphabet Inc

8.2. Meta Platforms, Inc.

8.3. Amazon.com, Inc.

8.4. Microsoft Corporation

9 Macroeconomic Indicators

9.1. Country data

10 Appendix

10.1. Methodology

10.2. Industry associations

10.3. Related MarketLine research

10.4. About MarketLine

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