

## **G8 Countries Digital Advertising Market Summary, Competitive Analysis and Forecast to 2027**

Industry Report | 2023-06-30 | 199 pages | MarketLine

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### **Report description:**

G8 Countries Digital Advertising Market Summary, Competitive Analysis and Forecast to 2027

#### Summary

The G8 Digital Advertising industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-22, 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 G8 countries contributed \$293,755.4 million in 2022 to the global digital advertising industry, with a compound annual growth rate (CAGR) of 15.7% between 2018 and 2022. The G8 countries are expected to reach a value of \$357,953.3 million in 2027, with a CAGR of 4% over the 2022-27 period.
- Among the G8 nations, the US is the leading country in the digital advertising industry, with market revenues of \$192,700.0 million in 2022. This was followed by the UK and Japan, with a value of \$33,239.3 and \$23,611.3 million, respectively.
- The US is expected to lead the digital advertising industry in the G8 nations with a value of \$223,589.4 million in 2016, followed by the UK and Japan with expected values of \$43,029.5 and \$35,587.5 million, respectively.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the G8 digital advertising market
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the G8 digital advertising

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market

- Leading company profiles reveal details of key digital advertising market players' G8 operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the G8 digital advertising market with five year forecasts
- Compares data from the US, Canada, Germany, France, UK, Italy, Russia and Japan, alongside individual chapters on each country

#### Reasons to Buy

- What was the size of the G8 digital advertising market by value in 2022?
- What will be the size of the G8 digital advertising market in 2027?
- What factors are affecting the strength of competition in the G8 digital advertising market?
- How has the market performed over the last five years?
- What are the main segments that make up the G8 digital advertising market?

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