

North America (NAFTA) Digital Advertising Market Summary, Competitive Analysis and Forecast to 2027

Industry Report | 2023-06-30 | 86 pages | MarketLine

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Report description:

North America (NAFTA) Digital Advertising Market Summary, Competitive Analysis and Forecast to 2027

Summary

The NAFTA 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 North American Free Trade Agreement (NAFTA) is a trade agreement between the countries in North America: the US, Canada and Mexico. The digital advertising industry within the NAFTA countries had a total market value of \$206,494.8 million in 2022. The Mexico was the fastest growing country, with a CAGR of 18.4% over the 2018-22 period.
- Within the digital advertising industry, the US is the leading country among the NAFTA bloc, with market revenues of \$192,700.0 million in 2022. This was followed by Canada and Mexico, with a value of \$10,511.1 and \$3,283.7 million, respectively.
- The US is expected to lead the digital advertising industry in the NAFTA bloc, with a value of \$223,589.4 million in 2027, followed by Canada and Mexico with expected values of \$12,953.5 and \$5,065.9 million, respectively.

Scope

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

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market

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

Reasons to Buy

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

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