

## **BRIC Countries (Brazil, Russia, India, China) Digital Advertising Market Summary, Competitive Analysis and Forecast to 2027**

Industry Report | 2023-06-30 | 125 pages | MarketLine

### **AVAILABLE LICENSES:**

- Single user licence (PDF) \$995.00
- Site License (PDF) \$1990.00
- Enterprisewide license (PDF) \$2985.00

### **Report description:**

BRIC Countries (Brazil, Russia, India, China) Digital Advertising Market Summary, Competitive Analysis and Forecast to 2027

#### Summary

The BRIC 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

- Brazil, Russian Federation, India and China (BRIC) are the emerging and fast growing countries within the digital advertising industry and had a total market value of \$106,002.2 million in 2022. India was the fastest growing country with a CAGR of 28.7% over the 2018-22 period.
- Within the digital advertising industry, China is the leading country among the BRIC nations with market revenues of \$91,167.0 million in 2022. This was followed by Brazil, Russia and India with a value of \$6,501.1, \$4,553.0, and \$3,781.3 million, respectively.
- China is expected to lead the digital advertising industry in the BRIC nations with a value of \$102,013.7 million in 2027, followed by India, Brazil, Russia with expected values of \$11,082.1, \$8,253.8 and \$5,587.1 million, respectively.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the BRIC digital advertising market

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the BRIC digital advertising market
- Leading company profiles reveal details of key digital advertising market players' BRIC operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the BRIC digital advertising market with five year forecasts
- Compares data from Brazil, Russia, India, and China, alongside individual chapters on each country

#### Reasons to Buy

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

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

##### Table of Contents

##### 1 Introduction

1.1. What is this report about?

1.2. Who is the target reader?

1.3. How to use this report

1.4. Definitions

##### 2 BRIC Digital Advertising

2.1. Industry Outlook

##### 3 Digital Advertising in Brazil

3.1. Market Overview

3.2. Market Data

3.3. Market Segmentation

3.4. Market outlook

3.5. Five forces analysis

##### 4 Macroeconomic Indicators

4.1. Country data

##### 5 Digital Advertising in China

5.1. Market Overview

5.2. Market Data

5.3. Market Segmentation

5.4. Market outlook

5.5. Five forces analysis

##### 6 Macroeconomic Indicators

6.1. Country data

##### 7 Digital Advertising in India

7.1. Market Overview

7.2. Market Data

7.3. Market Segmentation

7.4. Market outlook

7.5. Five forces analysis

##### 8 Macroeconomic Indicators

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 8.1. Country data
- 9 Digital Advertising in Russia
  - 9.1. Market Overview
  - 9.2. Market Data
  - 9.3. Market Segmentation
  - 9.4. Market outlook
  - 9.5. Five forces analysis
- 10 Macroeconomic Indicators
  - 10.1. Country data
- 11 Company Profiles
  - 11.1. Alphabet Inc
  - 11.2. Meta Platforms, Inc.
  - 11.3. Globo Comunicacao e Participacoes S.A.
  - 11.4. Alibaba Group Holding Limited
  - 11.5. Baidu, Inc.
  - 11.6. Beijing ByteDance Technology Co Ltd
  - 11.7. Tencent Holdings Limited
  - 11.8. Flipkart Internet Pvt Ltd
  - 11.9. Amazon.com, Inc.
  - 11.10. Yandex NV
  - 11.11. Mail.Ru Group LLC
- 12 Appendix
  - 12.1. Methodology
  - 12.2. About MarketLine

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**BRIC Countries (Brazil, Russia, India, China) Digital Advertising Market Summary,  
Competitive Analysis and Forecast to 2027**

Industry Report | 2023-06-30 | 125 pages | MarketLine

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single user licence (PDF)	\$995.00
	Site License (PDF)	\$1990.00
	Enterprisewide license (PDF)	\$2985.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-22"/>
		Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

