

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

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

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Report description:

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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

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- 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?

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