

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?

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

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- 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

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