

Global Online Advertising Market Report and Forecast 2024-2032

Market Report | 2024-06-17 | 176 pages | EMR Inc.

AVAILABLE LICENSES:

- Single User License \$2999.00
- Five User License \$3999.00
- Corporate License \$4999.00

Report description:

Global Online Advertising Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global online advertising market size reached a value of USD 232.70 billion in 2023. Aided by the developing cloud and data centre infrastructure, the market is projected to further grow at a CAGR of 9.5% between 2024 and 2032 to reach a value of USD 538.2 billion by 2032.

Online advertising, encompassing a range of digital formats such as display ads, video ads, social media ads, and search engine marketing, has become a cornerstone of modern marketing strategies. The ability to reach a vast audience with precision targeting, coupled with measurable outcomes, makes online advertising an essential tool for businesses seeking to enhance their market presence and drive sales.

The increasing penetration of internet and mobile devices is driving the online advertising market growth. With more consumers accessing the internet through smartphones and other mobile devices, the potential reach of online advertisements has significantly expanded. This shift in consumer behaviour has prompted businesses to allocate larger portions of their marketing budgets to digital channels, thereby propelling the demand for online advertising solutions.

Moreover, the growing popularity of social media platforms has further augmented the market growth. Platforms such as Facebook, Instagram, Twitter, and LinkedIn have become integral parts of consumers' daily lives, offering businesses unparalleled opportunities to engage with their target audiences. The ability to create interactive and personalized advertisements on social media has made it a preferred channel for marketers aiming to enhance brand awareness and foster customer loyalty.

The expanding applications of online advertising in various industries also play a significant role in propelling the online advertising market expansion. In the retail sector, online advertising is used to drive e-commerce sales, with targeted ads promoting specific products and discounts. The automotive industry leverages digital ads to showcase new models and features, while the travel and tourism sector utilizes online ads to highlight destinations and travel packages. Additionally, the finance and insurance industries employ digital marketing strategies to promote services and products, such as credit cards, loans, and insurance policies.

Further, the growing adoption of video advertising is contributing to the market growth. Video ads, including in-stream ads, out-stream ads, and social video ads, have gained immense popularity due to their engaging format and ability to convey complex

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

messages effectively. The rise of video-sharing platforms like YouTube and the increasing consumption of video content on social media have driven the demand for video advertisements, enabling businesses to capture the attention of their audiences more effectively.

As per the online advertising market analysis, the technological advancements in data analytics and artificial intelligence (AI) are also driving the market. The ability to analyse vast amounts of data and derive actionable insights has enabled businesses to create highly targeted and personalized ad campaigns. AI-powered tools help optimize ad placements, enhance audience segmentation, and improve the overall effectiveness of advertising strategies, thereby boosting the demand for online advertising solutions.

The increasing accessibility of the internet and the widespread use of mobile devices are significant drivers of the online advertising market development. The growing number of internet users provides businesses with a vast audience to target, enhancing the reach and effectiveness of digital advertising campaigns. The widespread use of social media platforms has revolutionized the advertising landscape. Platforms like Facebook, Instagram, Twitter, and LinkedIn offer businesses unparalleled opportunities to engage with their target audiences through interactive and personalized advertisements.

The adoption of online advertising across diverse industries, including retail, automotive, travel and tourism, financial services, and healthcare, is propelling market growth. Digital ads are used to drive sales, promote new products, highlight destinations, and market services, among other applications. The rising popularity of video content has driven the demand for video advertising. Video ads, known for their engaging format, are widely used on platforms like YouTube and social media to capture the attention of audiences and convey messages effectively.

The global online advertising market is poised for significant growth in the coming years, driven by the rising internet and mobile penetration, growing popularity of social media, expanding applications in various industries, and increasing adoption of video advertising. The technological advancements in data analytics and artificial intelligence present growth opportunities for market players. However, the market faces challenges such as the increasing use of ad blockers and privacy concerns. The key market players are focusing on technological innovations and strategic collaborations to enhance their market presence and cater to the growing demand. The Asia Pacific region is expected to dominate the market, followed by North America and Europe.

Market Segmentation

The market can be divided based on type, end use and region.

Market Breakup by Type

- Search Engine Advertising/Search Engine Marketing
- Social Media Advertising
- Video Advertising
- Online Classifieds Ads
- Others

Market Breakup by End Use

- Automotive
- Retail
- Healthcare
- BFSI
- Telecom
- Others

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Competitive Landscape

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global online advertising market. Some of the major players explored in the report by Expert Market Research are as follows:

- Google LLC
- Facebook, Inc.
- Microsoft Corporation
- Amazon.com, Inc
- X Corporation
- Yahoo Inc.
- LinkedIn Corporation
- Verizon Communications Inc.
- Adobe Inc
- HULU, LLC
- Others

About Us

Acquire unparalleled access to critical industry insights with our comprehensive market research reports, meticulously prepared by a team of seasoned experts. These reports are designed to equip decision-makers with an in-depth understanding of prevailing market trends, competitive landscapes, and growth opportunities.

Our high-quality, data-driven analysis provides the essential framework for organisations seeking to make informed and strategic decisions in an increasingly complex and rapidly evolving business environment. By investing in our market research reports, you can ensure your organisation remains agile, proactive, and poised for success in today's competitive market.

Don't miss the opportunity to elevate your business intelligence and strengthen your strategic planning. Secure your organisation's future success by acquiring one of our Expert Market Research reports today.

*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

Table of Contents:

- 1 Preface
- 2 Report Coverage - Key Segmentation and Scope
- 3 Report Description
 - 3.1 Market Definition and Outlook
 - 3.2 Properties and Applications
 - 3.3 Market Analysis
 - 3.4 Key Players
- 4 Key Assumptions
- 5 Executive Summary
 - 5.1 Overview
 - 5.2 Key Drivers
 - 5.3 Key Developments
 - 5.4 Competitive Structure
 - 5.5 Key Industrial Trends
- 6 Market Snapshot
 - 6.1 Global
 - 6.2 Regional
- 7 Opportunities and Challenges in the Market
- 8 Global Online Advertising Market Analysis
 - 8.1 Key Industry Highlights

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 8.2 Global Online Advertising Historical Market (2018-2023)
- 8.3 Global Online Advertising Market Forecast (2024-2032)
- 8.4 Global Online Advertising Market by Type
 - 8.4.1 Search Engine Advertising/Search Engine Marketing
 - 8.4.1.1 Historical Trend (2018-2023)
 - 8.4.1.2 Forecast Trend (2024-2032)
 - 8.4.2 Social Media Advertising
 - 8.4.2.1 Historical Trend (2018-2023)
 - 8.4.2.2 Forecast Trend (2024-2032)
 - 8.4.3 Video Advertising
 - 8.4.3.1 Historical Trend (2018-2023)
 - 8.4.3.2 Forecast Trend (2024-2032)
 - 8.4.4 Online Classifieds Ads
 - 8.4.4.1 Historical Trend (2018-2023)
 - 8.4.4.2 Forecast Trend (2024-2032)
 - 8.4.5 Others
- 8.5 Global Online Advertising Market by End Use
 - 8.5.1 Automotive
 - 8.5.1.1 Historical Trend (2018-2023)
 - 8.5.1.2 Forecast Trend (2024-2032)
 - 8.5.2 Retail
 - 8.5.2.1 Historical Trend (2018-2023)
 - 8.5.2.2 Forecast Trend (2024-2032)
 - 8.5.3 Healthcare
 - 8.5.3.1 Historical Trend (2018-2023)
 - 8.5.3.2 Forecast Trend (2024-2032)
 - 8.5.4 BFSI
 - 8.5.4.1 Historical Trend (2018-2023)
 - 8.5.4.2 Forecast Trend (2024-2032)
 - 8.5.5 Telecom
 - 8.5.5.1 Historical Trend (2018-2023)
 - 8.5.5.2 Forecast Trend (2024-2032)
 - 8.5.6 Others
- 8.6 Global Online Advertising Market by Region
 - 8.6.1 North America
 - 8.6.1.1 Historical Trend (2018-2023)
 - 8.6.1.2 Forecast Trend (2024-2032)
 - 8.6.2 Europe
 - 8.6.2.1 Historical Trend (2018-2023)
 - 8.6.2.2 Forecast Trend (2024-2032)
 - 8.6.3 Asia Pacific
 - 8.6.3.1 Historical Trend (2018-2023)
 - 8.6.3.2 Forecast Trend (2024-2032)
 - 8.6.4 Latin America
 - 8.6.4.1 Historical Trend (2018-2023)
 - 8.6.4.2 Forecast Trend (2024-2032)
 - 8.6.5 Middle East and Africa

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 8.6.5.1 Historical Trend (2018-2023)
 - 8.6.5.2 Forecast Trend (2024-2032)
- 9 North America Online Advertising Market Analysis
 - 9.1 United States of America
 - 9.1.1 Historical Trend (2018-2023)
 - 9.1.2 Forecast Trend (2024-2032)
 - 9.2 Canada
 - 9.2.1 Historical Trend (2018-2023)
 - 9.2.2 Forecast Trend (2024-2032)
- 10 Europe Online Advertising Market Analysis
 - 10.1 United Kingdom
 - 10.1.1 Historical Trend (2018-2023)
 - 10.1.2 Forecast Trend (2024-2032)
 - 10.2 Germany
 - 10.2.1 Historical Trend (2018-2023)
 - 10.2.2 Forecast Trend (2024-2032)
 - 10.3 France
 - 10.3.1 Historical Trend (2018-2023)
 - 10.3.2 Forecast Trend (2024-2032)
 - 10.4 Italy
 - 10.4.1 Historical Trend (2018-2023)
 - 10.4.2 Forecast Trend (2024-2032)
 - 10.5 Others
- 11 Asia Pacific Online Advertising Market Analysis
 - 11.1 China
 - 11.1.1 Historical Trend (2018-2023)
 - 11.1.2 Forecast Trend (2024-2032)
 - 11.2 Japan
 - 11.2.1 Historical Trend (2018-2023)
 - 11.2.2 Forecast Trend (2024-2032)
 - 11.3 India
 - 11.3.1 Historical Trend (2018-2023)
 - 11.3.2 Forecast Trend (2024-2032)
 - 11.4 ASEAN
 - 11.4.1 Historical Trend (2018-2023)
 - 11.4.2 Forecast Trend (2024-2032)
 - 11.5 Australia
 - 11.5.1 Historical Trend (2018-2023)
 - 11.5.2 Forecast Trend (2024-2032)
 - 11.6 Others
- 12 Latin America Online Advertising Market Analysis
 - 12.1 Brazil
 - 12.1.1 Historical Trend (2018-2023)
 - 12.1.2 Forecast Trend (2024-2032)
 - 12.2 Argentina
 - 12.2.1 Historical Trend (2018-2023)
 - 12.2.2 Forecast Trend (2024-2032)

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 12.3 Mexico
 - 12.3.1 Historical Trend (2018-2023)
 - 12.3.2 Forecast Trend (2024-2032)
- 12.4 Others
- 13 Middle East and Africa Online Advertising Market Analysis
 - 13.1 Saudi Arabia
 - 13.1.1 Historical Trend (2018-2023)
 - 13.1.2 Forecast Trend (2024-2032)
 - 13.2 United Arab Emirates
 - 13.2.1 Historical Trend (2018-2023)
 - 13.2.2 Forecast Trend (2024-2032)
 - 13.3 Nigeria
 - 13.3.1 Historical Trend (2018-2023)
 - 13.3.2 Forecast Trend (2024-2032)
 - 13.4 South Africa
 - 13.4.1 Historical Trend (2018-2023)
 - 13.4.2 Forecast Trend (2024-2032)
 - 13.5 Others
- 14 Market Dynamics
 - 14.1 SWOT Analysis
 - 14.1.1 Strengths
 - 14.1.2 Weaknesses
 - 14.1.3 Opportunities
 - 14.1.4 Threats
 - 14.2 Porter's Five Forces Analysis
 - 14.2.1 Supplier's Power
 - 14.2.2 Buyer's Power
 - 14.2.3 Threat of New Entrants
 - 14.2.4 Degree of Rivalry
 - 14.2.5 Threat of Substitutes
 - 14.3 Key Indicators for Demand
 - 14.4 Key Indicators for Price
- 15 Competitive Landscape
 - 15.1 Market Structure
 - 15.2 Company Profiles
 - 15.2.1 Google LLC
 - 15.2.1.1 Company Overview
 - 15.2.1.2 Product Portfolio
 - 15.2.1.3 Demographic Reach and Achievements
 - 15.2.1.4 Certifications
 - 15.2.2 Facebook, Inc.
 - 15.2.2.1 Company Overview
 - 15.2.2.2 Product Portfolio
 - 15.2.2.3 Demographic Reach and Achievements
 - 15.2.2.4 Certifications
 - 15.2.3 Microsoft Corporation
 - 15.2.3.1 Company Overview

- 15.2.3.2 Product Portfolio
- 15.2.3.3 Demographic Reach and Achievements
- 15.2.3.4 Certifications
- 15.2.4 Amazon.com, Inc
 - 15.2.4.1 Company Overview
 - 15.2.4.2 Product Portfolio
 - 15.2.4.3 Demographic Reach and Achievements
 - 15.2.4.4 Certifications
- 15.2.5 X Corporation
 - 15.2.5.1 Company Overview
 - 15.2.5.2 Product Portfolio
 - 15.2.5.3 Demographic Reach and Achievements
 - 15.2.5.4 Certifications
- 15.2.6 Yahoo Inc.
 - 15.2.6.1 Company Overview
 - 15.2.6.2 Product Portfolio
 - 15.2.6.3 Demographic Reach and Achievements
 - 15.2.6.4 Certifications
- 15.2.7 LinkedIn Corporation
 - 15.2.7.1 Company Overview
 - 15.2.7.2 Product Portfolio
 - 15.2.7.3 Demographic Reach and Achievements
 - 15.2.7.4 Certifications
- 15.2.8 Verizon Communications Inc.
 - 15.2.8.1 Company Overview
 - 15.2.8.2 Product Portfolio
 - 15.2.8.3 Demographic Reach and Achievements
 - 15.2.8.4 Certifications
- 15.2.9 Adobe Inc
 - 15.2.9.1 Company Overview
 - 15.2.9.2 Product Portfolio
 - 15.2.9.3 Demographic Reach and Achievements
 - 15.2.9.4 Certifications
- 15.2.10 HULU, LLC
 - 15.2.10.1 Company Overview
 - 15.2.10.2 Product Portfolio
 - 15.2.10.3 Demographic Reach and Achievements
 - 15.2.10.4 Certifications
- 15.2.11 Others
- 16 Key Trends and Developments in the Market

List of Key Figures and Tables

1. Global Online Advertising Market: Key Industry Highlights, 2018 and 2032
2. Global Online Advertising Historical Market: Breakup by Type (USD Billion), 2018-2023
3. Global Online Advertising Market Forecast: Breakup by Type (USD Billion), 2024-2032
4. Global Online Advertising Historical Market: Breakup by End Use (USD Billion), 2018-2023
5. Global Online Advertising Market Forecast: Breakup by End Use (USD Billion), 2024-2032

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

6. Global Online Advertising Historical Market: Breakup by Region (USD Billion), 2018-2023
7. Global Online Advertising Market Forecast: Breakup by Region (USD Billion), 2024-2032
8. North America Online Advertising Historical Market: Breakup by Country (USD Billion), 2018-2023
9. North America Online Advertising Market Forecast: Breakup by Country (USD Billion), 2024-2032
10. Europe Online Advertising Historical Market: Breakup by Country (USD Billion), 2018-2023
11. Europe Online Advertising Market Forecast: Breakup by Country (USD Billion), 2024-2032
12. Asia Pacific Online Advertising Historical Market: Breakup by Country (USD Billion), 2018-2023
13. Asia Pacific Online Advertising Market Forecast: Breakup by Country (USD Billion), 2024-2032
14. Latin America Online Advertising Historical Market: Breakup by Country (USD Billion), 2018-2023
15. Latin America Online Advertising Market Forecast: Breakup by Country (USD Billion), 2024-2032
16. Middle East and Africa Online Advertising Historical Market: Breakup by Country (USD Billion), 2018-2023
17. Middle East and Africa Online Advertising Market Forecast: Breakup by Country (USD Billion), 2024-2032
18. Global Online Advertising Market Structure

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Global Online Advertising Market Report and Forecast 2024-2032

Market Report | 2024-06-17 | 176 pages | EMR Inc.

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 License	\$2999.00
	Five User License	\$3999.00
	Corporate License	\$4999.00
		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="2025-05-07"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com