

**Digital Advertising BRIC (Brazil, Russia, India, China) Industry Guide 2019-2028**

Industry Report | 2024-05-27 | 194 pages | MarketLine

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**Report description:**

Digital Advertising BRIC (Brazil, Russia, India, China) Industry Guide 2019-2028

**Summary**

The BRIC Digital Advertising industry profile provides top-line qualitative and quantitative summary information including: market size (value, and forecast to 2028). 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 \$84,234.5 million in 2023. Brazil was the fastest growing country with a CAGR of 19.3% over the 2019-23 period.
- Within the digital advertising industry, China is the leading country among the BRIC nations with market revenues of \$69,177.9 million in 2023. This was followed by Brazil, Russia and India with a value of \$7,428.3, \$4,401.5, and \$3,226.7 million, respectively.
- China is expected to lead the digital advertising industry in the BRIC nations with a value of \$92,028.8 million in 2028, followed by Brazil, India, Russia with expected values of \$11,259.4, \$7,779.8 and \$5,186.3 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
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the BRIC digital advertising market

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- 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 2023?
- What will be the size of the BRIC digital advertising market in 2028?
- 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

##### 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. Microsoft Corporation
- 11.2. Meta Platforms, Inc.
- 11.3. Tencent Holdings Limited
- 11.4. Baidu, Inc.
- 11.5. Publicis Groupe SA
- 11.6. Alphabet Inc
- 11.7. Alibaba Group Holding Limited
- 11.8. Naver Corp
- 11.9. Havas SA
- 11.10. RTL Group SA
- 11.11. Enero Group Limited
- 11.12. REA Group Ltd
- 11.13. Globo Comunicacao e Participacoes S.A.
- 11.14. Omnicom Group, Inc.
- 11.15. Amazon.com, Inc.
- 11.16. Canadian Broadcasting Corp
- 11.17. Beijing ByteDance Technology Co Ltd
- 11.18. Flipkart Internet Pvt Ltd
- 11.19. RCS MediaGroup SpA
- 11.20. Rakuten Group Inc
- 11.21. Mercado Libre Inc
- 11.22. bol.com bv
- 11.23. Yandex NV
- 11.24. Mail.Ru Group LLC
- 11.25. Kakao Corp
- 11.26. S4 Capital plc
- 11.27. Paramount Global Inc
- 11.28. Apple Inc

12 Appendix

- 12.1. Methodology
- 12.2. About MarketLine

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