

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

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

AVAILABLE LICENSES:

- Single user licence (PDF) \$995.00
- Site License (PDF) \$1492.00
- Enterprisewide license (PDF) \$1990.00

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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 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. Eneo 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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

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

Industry Report | 2024-05-27 | 194 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)	\$1492.00
	Enterprisewide license (PDF)	\$1990.00
		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="2026-02-19"/>
		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