

## **Digital Advertising in Canada**

Industry Report | 2024-05-24 | 45 pages | MarketLine

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### **Report description:**

Digital Advertising in Canada

#### Summary

Digital Advertising in Canada industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-23, 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

- Digital advertising involves promoting products, services, or brands through various digital platforms, such as social media, search engines, mobile applications, websites, and other online channels. It includes various advertising techniques, such as video advertising, mobile advertising, and social media advertising.
- The Canadian digital advertising market registered revenues of \$10,511.4 million in 2023, representing a compound annual growth rate (CAGR) of 9.6% between 2018 and 2023.
- The mobile segment accounted for the market's largest proportion in 2023, with total revenues of \$7,477.6 million, equivalent to 71.1% of the market's overall value.
- Market growth is being driven by changing consumer behavior, increased consumption of digital content, and technological advancements.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the digital advertising market in Canada
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the digital advertising market

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in Canada

- Leading company profiles reveal details of key digital advertising market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Canada digital advertising market with five year forecasts

#### Reasons to Buy

- What was the size of the Canada digital advertising market by value in 2023?
- What will be the size of the Canada digital advertising market in 2028?
- What factors are affecting the strength of competition in the Canada digital advertising market?
- How has the market performed over the last five years?
- What are the main segments that make up Canada's digital advertising market?

#### **Table of Contents:**

##### Table of Contents

##### 1 Executive Summary

###### 1.1. Market value

###### 1.2. Market value forecast

###### 1.3. Category segmentation

###### 1.4. Geography segmentation

###### 1.5. Market rivalry

###### 1.6. Competitive landscape

##### 2 Market Overview

###### 2.1. Market definition

###### 2.2. Market analysis

##### 3 Market Data

###### 3.1. Market value

##### 4 Market Segmentation

###### 4.1. Category segmentation

###### 4.2. Geography segmentation

##### 5 Market Outlook

###### 5.1. Market value forecast

##### 6 Five Forces Analysis

###### 6.1. Summary

###### 6.2. Buyer power

###### 6.3. Supplier power

###### 6.4. New entrants

###### 6.5. Threat of substitutes

###### 6.6. Degree of rivalry

##### 7 Competitive Landscape

###### 7.1. Who are the leading players?

###### 7.2. What are the strengths and strategies of the players?

###### 7.3. What themes are impacting the market?

##### 8 Company Profiles

###### 8.1. Alphabet Inc

###### 8.2. Meta Platforms, Inc.

###### 8.3. Amazon.com, Inc.

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8.4. Canadian Broadcasting Corp  
9 Macroeconomic Indicators  
9.1. Country data  
10 Appendix  
10.1. Methodology  
10.2. Industry associations  
10.3. Related MarketLine research  
10.4. About MarketLine

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