

**AdTech Market Size, Share & Trends Analysis Report By Offering (Solution, Services), By Advertising Type (Programmatic Advertising, Search Advertising, Display Advertising, Mobile Advertising, Email Marketing, Native Advertising, Others), By Advertising Channel (Television Advertising, Radio Advertising, Print Advertising, Outdoor Advertising, Digital Advertising), By Enterprise Size (Small and Medium Enterprise (SME), Large Enterprise), By Deployment (On-Premise, Cloud), By Platform (Mobile, Web, Others), By Industry Vertical (Media and Entertainment, BFSI, Education, Retail and Consumer Goods, IT and Telecom, Healthcare, Hospitality, Transport and Logistics, Others) and By Region(North America, Europe, APAC, Middle East and Africa, LATAM) Forecasts, 2024-2032**

Market Report | 2024-04-26 | 0 pages | Straits Research

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**Report description:**

AdTech Market Analysis and Insights

The AdTech Market size is anticipated to reach USD 953.91 billion in 2023 and it is projected to reach USD 3,421.29 billion by 2032, growing at a CAGR of 15.25% during the forecast period.

The Global AdTech Market Analysis report covers comprehensive data on emerging trends, market drivers, growth opportunities, and restraints that can change the market dynamics of the industry. It provides an in-depth analysis of the market segments

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which include types, applications, and competitor analysis.

The Global AdTech Market growth, Size report provides a comprehensive analysis of the Technology industry, analyzes and identifies changes in market conditions set to impact future business decisions by analyzing.

#### Research Methodology

Our research methodology constitutes a mix of secondary & primary research which ideally starts from exhaustive data mining, conducting primary interviews (suppliers/distributors/end-users), and formulating insights, estimates, growth rates accordingly. Final primary validation is a mandate to confirm our research findings with Key Opinion Leaders (KoLs), Industry Experts, AdTech Market includes major supplies & Independent Consultants among others.

#### Global Market Scope and AdTech Market

The scope of the report is to provide a 360-degree view of the market outlook by assessing the entire value chain and analyzing the key AdTech Market trends from 2024 to 2032 underlying in specific geographies. Qualitative and quantitative aspects are interlinked to provide rationales on market numbers, CAGR, and forecasts.

#### AdTech Market Country Level Analysis

The Global AdTech Market Industry Analysis Research Report provides a basic overview of industry dominating market share expected 2024 to 2032. A detailed section on AdTech Market share and status of critical industries is included in the report, covering. Market Segment by Regions (North America, Europe, Asia Pacific, South America and The Middle East and Africa), coverage with region wise data from 2024 to 2032.

#### Top Players in AdTech Market

Some of the other major highlights of the demand for AdTech Market include analysis, purchasing volume, prices, pricing analysis, and regulatory framework. Coverage on manufacturing structure, distribution channels, and Porter's Five Forces analysis are also incorporated in the scope to provide analysis on the demand and supply side. This is anticipated to create opportunities for the growth of the AdTech Market during the forecast period.

Google LLC

Oracle

IBM Corporation

HubSpot

Amazon Web Services, Inc.

Adobe, Salesforce, Inc.

PEGA

Wipro

The Nielsen Company (US), LLC.

Viant Technology LLC

Kubient

Cavai

Imagine Communications

#### Market Segmentation

The Global AdTech Market Share, Demand provides the most up-to-date Technology industry data on the actual market situation, size, trends and future outlook. The research includes historic data from 2021 to 2023 and forecasts until 2032.

#### By Offering

#### Solution

Demand-Side Platforms (DSPs)

Supply-Side Platforms (SSPs)

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Ad Networks  
Data Management Platforms (DMPs)  
Ad Exchange Platforms  
Agency Trading Desks (ATDs)  
Others

Services

Professional Services  
Managed Service

By Advertising Type

Programmatic Advertising  
Search Advertising  
Display Advertising  
Mobile Advertising  
Email Marketing  
Native Advertising  
Others

By Advertising Channel

Television Advertising  
Radio Advertising  
Print Advertising  
Outdoor Advertising  
Digital Advertising

By Enterprise Size

Small and Medium Enterprise (SME)  
Large Enterprise

By Deployment

On-Premise  
Cloud

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## By Platform

- Mobile
- Web
- Others

## By Industry Vertical

- Media and Entertainment
- BFSI
- Education
- Retail and Consumer Goods
- IT and Telecom
- Healthcare
- Hospitality
- Transport and Logistics
- Others

## Regions Coverd

### North America

- U.S.
- Canada

### Europe

- U.K.
- Germany
- France
- Spain
- Italy
- Russia
- Nordic
- Benelux
- Rest of Europe

### APAC

- China
- Korea
- Japan

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Australia  
Singapore  
Taiwan  
South East Asia  
Rest of Asia-Pacific

Middle East and Africa

UAE  
Turkey  
Saudi Arabia  
South Africa  
Egypt  
Nigeria  
Rest of MEA

LATAM

Brazil  
Mexico  
Argentina  
Chile  
Colombia  
Rest of LATAM

Reasons for Doing the Study:

This report is an update of an earlier (2023) Research study. Since the previous edition of this report was published, the Public Safety and Security market has continued to evolve. In particular, the overall market growth rates forecast in the previous edition now appear to have been too high, extending the time-line for the market's development. In order to give its readers, the most up-to-date and accurate assessment of future market opportunities.

If you have any special requirements, please let us know and we will offer you the report as you want.

**Table of Contents:**

- 1 Executive Summary
- 2 Research Scope & Segmentation
  - 2.1 Research Objectives
  - 2.2 Limitations & Assumptions
  - 2.3 Market Scope & Segmentation
  - 2.4 Currency & Pricing Considered
- 3 Market Opportunity Assessment
  - 3.1 Emerging Regions / Countries
  - 3.2 Emerging Companies

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- 3.3 Emerging Applications / End Use
- 4 Market Trends
  - 4.1 Drivers
  - 4.2 Market Warning Factors
  - 4.3 Latest Macro Economic Indicators
  - 4.4 Geopolitical Impact
  - 4.5 Technology Factors
- 5 Market Assessment
  - 5.1 Porters Five Forces Analysis
  - 5.2 Value Chain Analysis
- 6 Global AdTech Market Size Analysis
  - 6.1 By Offering
    - 6.1.1 Solution
      - 6.1.1.1 Demand-Side Platforms (DSPs)
      - 6.1.1.2 Supply-Side Platforms (SSPs)
      - 6.1.1.3 Ad Networks
      - 6.1.1.4 Data Management Platforms (DMPs)
      - 6.1.1.5 Ad Exchange Platforms
      - 6.1.1.6 Agency Trading Desks (ATDs)
      - 6.1.1.7 Others
    - 6.1.2 Services
      - 6.1.2.1 Professional Services
      - 6.1.2.2 Managed Service
  - 6.2 By Advertising Type
    - 6.2.1 Programmatic Advertising
    - 6.2.2 Search Advertising
    - 6.2.3 Display Advertising
    - 6.2.4 Mobile Advertising
    - 6.2.5 Email Marketing
    - 6.2.6 Native Advertising
    - 6.2.7 Others
  - 6.3 By Advertising Channel
    - 6.3.1 Television Advertising
    - 6.3.2 Radio Advertising
    - 6.3.3 Print Advertising
    - 6.3.4 Outdoor Advertising
    - 6.3.5 Digital Advertising
  - 6.4 By Enterprise Size
    - 6.4.1 Small and Medium Enterprise (SME)
    - 6.4.2 Large Enterprise
  - 6.5 By Deployment
    - 6.5.1 On-Premise
    - 6.5.2 Cloud
  - 6.6 By Platform
    - 6.6.1 Mobile
    - 6.6.2 Web
    - 6.6.3 Others

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- 6.7 By Industry Vertical
  - 6.7.1 Media and Entertainment
  - 6.7.2 BFSI
  - 6.7.3 Education
  - 6.7.4 Retail and Consumer Goods
  - 6.7.5 IT and Telecom
  - 6.7.6 Healthcare
  - 6.7.7 Hospitality
  - 6.7.8 Transport and Logistics
  - 6.7.9 Others
- 7 North America Market Analysis
  - 7.1 By Offering
    - 7.1.1 Solution
      - 7.1.1.1 Demand-Side Platforms (DSPs)
      - 7.1.1.2 Supply-Side Platforms (SSPs)
      - 7.1.1.3 Ad Networks
      - 7.1.1.4 Data Management Platforms (DMPs)
      - 7.1.1.5 Ad Exchange Platforms
      - 7.1.1.6 Agency Trading Desks (ATDs)
      - 7.1.1.7 Others
    - 7.1.2 Services
      - 7.1.2.1 Professional Services
      - 7.1.2.2 Managed Service
  - 7.2 By Advertising Type
    - 7.2.1 Programmatic Advertising
    - 7.2.2 Search Advertising
    - 7.2.3 Display Advertising
    - 7.2.4 Mobile Advertising
    - 7.2.5 Email Marketing
    - 7.2.6 Native Advertising
    - 7.2.7 Others
  - 7.3 By Advertising Channel
    - 7.3.1 Television Advertising
    - 7.3.2 Radio Advertising
    - 7.3.3 Print Advertising
    - 7.3.4 Outdoor Advertising
    - 7.3.5 Digital Advertising
  - 7.4 By Enterprise Size
    - 7.4.1 Small and Medium Enterprise (SME)
    - 7.4.2 Large Enterprise
  - 7.5 By Deployment
    - 7.5.1 On-Premise
    - 7.5.2 Cloud
  - 7.6 By Platform
    - 7.6.1 Mobile
    - 7.6.2 Web
    - 7.6.3 Others

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- 7.7 By Industry Vertical
  - 7.7.1 Media and Entertainment
  - 7.7.2 BFSI
  - 7.7.3 Education
  - 7.7.4 Retail and Consumer Goods
  - 7.7.5 IT and Telecom
  - 7.7.6 Healthcare
  - 7.7.7 Hospitality
  - 7.7.8 Transport and Logistics
  - 7.7.9 Others
- 7.7 U.S.
- 7.8 Canada
- 8 Europe Market Analysis
  - 8.1 By Offering
    - 8.1.1 Solution
      - 8.1.1.1 Demand-Side Platforms (DSPs)
      - 8.1.1.2 Supply-Side Platforms (SSPs)
      - 8.1.1.3 Ad Networks
      - 8.1.1.4 Data Management Platforms (DMPs)
      - 8.1.1.5 Ad Exchange Platforms
      - 8.1.1.6 Agency Trading Desks (ATDs)
      - 8.1.1.7 Others
    - 8.1.2 Services
      - 8.1.2.1 Professional Services
      - 8.1.2.2 Managed Service
  - 8.2 By Advertising Type
    - 8.2.1 Programmatic Advertising
    - 8.2.2 Search Advertising
    - 8.2.3 Display Advertising
    - 8.2.4 Mobile Advertising
    - 8.2.5 Email Marketing
    - 8.2.6 Native Advertising
    - 8.2.7 Others
  - 8.3 By Advertising Channel
    - 8.3.1 Television Advertising
    - 8.3.2 Radio Advertising
    - 8.3.3 Print Advertising
    - 8.3.4 Outdoor Advertising
    - 8.3.5 Digital Advertising
  - 8.4 By Enterprise Size
    - 8.4.1 Small and Medium Enterprise (SME)
    - 8.4.2 Large Enterprise
  - 8.5 By Deployment
    - 8.5.1 On-Premise
    - 8.5.2 Cloud
  - 8.6 By Platform
    - 8.6.1 Mobile

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- 8.6.2 Web
- 8.6.3 Others
- 8.7 By Industry Vertical
  - 8.7.1 Media and Entertainment
  - 8.7.2 BFSI
  - 8.7.3 Education
  - 8.7.4 Retail and Consumer Goods
  - 8.7.5 IT and Telecom
  - 8.7.6 Healthcare
  - 8.7.7 Hospitality
  - 8.7.8 Transport and Logistics
  - 8.7.9 Others
- 8.7 U.K.
- 8.8 Germany
- 8.9 France
- 8.10 Spain
- 8.11 Italy
- 8.12 Russia
- 8.13 Nordic
- 8.14 Benelux
- 8.15 Rest of Europe
- 9 APAC Market Analysis
  - 9.1 By Offering
    - 9.1.1 Solution
      - 9.1.1.1 Demand-Side Platforms (DSPs)
      - 9.1.1.2 Supply-Side Platforms (SSPs)
      - 9.1.1.3 Ad Networks
      - 9.1.1.4 Data Management Platforms (DMPs)
      - 9.1.1.5 Ad Exchange Platforms
      - 9.1.1.6 Agency Trading Desks (ATDs)
      - 9.1.1.7 Others
    - 9.1.2 Services
      - 9.1.2.1 Professional Services
      - 9.1.2.2 Managed Service
  - 9.2 By Advertising Type
    - 9.2.1 Programmatic Advertising
    - 9.2.2 Search Advertising
    - 9.2.3 Display Advertising
    - 9.2.4 Mobile Advertising
    - 9.2.5 Email Marketing
    - 9.2.6 Native Advertising
    - 9.2.7 Others
  - 9.3 By Advertising Channel
    - 9.3.1 Television Advertising
    - 9.3.2 Radio Advertising
    - 9.3.3 Print Advertising
    - 9.3.4 Outdoor Advertising

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- 9.3.5 Digital Advertising
- 9.4 By Enterprise Size
  - 9.4.1 Small and Medium Enterprise (SME)
  - 9.4.2 Large Enterprise
- 9.5 By Deployment
  - 9.5.1 On-Premise
  - 9.5.2 Cloud
- 9.6 By Platform
  - 9.6.1 Mobile
  - 9.6.2 Web
  - 9.6.3 Others
- 9.7 By Industry Vertical
  - 9.7.1 Media and Entertainment
  - 9.7.2 BFSI
  - 9.7.3 Education
  - 9.7.4 Retail and Consumer Goods
  - 9.7.5 IT and Telecom
  - 9.7.6 Healthcare
  - 9.7.7 Hospitality
  - 9.7.8 Transport and Logistics
  - 9.7.9 Others
  - 9.7 China
- 9.8 Korea
- 9.9 Japan
- 9.10 India
- 9.11 Australia
- 9.12 Singapore
- 9.13 Taiwan
- 9.14 South East Asia
- 9.15 Rest of Asia-Pacific
- 10 Middle East and Africa Market Analysis
  - 10.1 By Offering
    - 10.1.1 Solution
      - 10.1.1.1 Demand-Side Platforms (DSPs)
      - 10.1.1.2 Supply-Side Platforms (SSPs)
      - 10.1.1.3 Ad Networks
      - 10.1.1.4 Data Management Platforms (DMPs)
      - 10.1.1.5 Ad Exchange Platforms
      - 10.1.1.6 Agency Trading Desks (ATDs)
      - 10.1.1.7 Others
    - 10.1.2 Services
      - 10.1.2.1 Professional Services
      - 10.1.2.2 Managed Service
  - 10.2 By Advertising Type
    - 10.2.1 Programmatic Advertising
    - 10.2.2 Search Advertising
    - 10.2.3 Display Advertising

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- 10.2.4 Mobile Advertising
- 10.2.5 Email Marketing
- 10.2.6 Native Advertising
- 10.2.7 Others
- 10.3 By Advertising Channel
  - 10.3.1 Television Advertising
  - 10.3.2 Radio Advertising
  - 10.3.3 Print Advertising
  - 10.3.4 Outdoor Advertising
  - 10.3.5 Digital Advertising
- 10.4 By Enterprise Size
  - 10.4.1 Small and Medium Enterprise (SME)
  - 10.4.2 Large Enterprise
- 10.5 By Deployment
  - 10.5.1 On-Premise
  - 10.5.2 Cloud
- 10.6 By Platform
  - 10.6.1 Mobile
  - 10.6.2 Web
  - 10.6.3 Others
- 10.7 By Industry Vertical
  - 10.7.1 Media and Entertainment
  - 10.7.2 BFSI
  - 10.7.3 Education
  - 10.7.4 Retail and Consumer Goods
  - 10.7.5 IT and Telecom
  - 10.7.6 Healthcare
  - 10.7.7 Hospitality
  - 10.7.8 Transport and Logistics
  - 10.7.9 Others
  - 10.7 UAE
- 10.8 Turkey
- 10.9 Saudi Arabia
- 10.10 South Africa
- 10.11 Egypt
- 10.12 Nigeria
- 10.13 Rest of MEA
- 11 LATAM Market Analysis
  - 11.1 By Offering
    - 11.1.1 Solution
      - 11.1.1.1 Demand-Side Platforms (DSPs)
      - 11.1.1.2 Supply-Side Platforms (SSPs)
      - 11.1.1.3 Ad Networks
      - 11.1.1.4 Data Management Platforms (DMPs)
      - 11.1.1.5 Ad Exchange Platforms
      - 11.1.1.6 Agency Trading Desks (ATDs)
      - 11.1.1.7 Others

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- 11.1.2 Services
  - 11.1.2.1 Professional Services
  - 11.1.2.2 Managed Service
- 11.2 By Advertising Type
  - 11.2.1 Programmatic Advertising
  - 11.2.2 Search Advertising
  - 11.2.3 Display Advertising
  - 11.2.4 Mobile Advertising
  - 11.2.5 Email Marketing
  - 11.2.6 Native Advertising
  - 11.2.7 Others
- 11.3 By Advertising Channel
  - 11.3.1 Television Advertising
  - 11.3.2 Radio Advertising
  - 11.3.3 Print Advertising
  - 11.3.4 Outdoor Advertising
  - 11.3.5 Digital Advertising
- 11.4 By Enterprise Size
  - 11.4.1 Small and Medium Enterprise (SME)
  - 11.4.2 Large Enterprise
- 11.5 By Deployment
  - 11.5.1 On-Premise
  - 11.5.2 Cloud
- 11.6 By Platform
  - 11.6.1 Mobile
  - 11.6.2 Web
  - 11.6.3 Others
- 11.7 By Industry Vertical
  - 11.7.1 Media and Entertainment
  - 11.7.2 BFSI
  - 11.7.3 Education
  - 11.7.4 Retail and Consumer Goods
  - 11.7.5 IT and Telecom
  - 11.7.6 Healthcare
  - 11.7.7 Hospitality
  - 11.7.8 Transport and Logistics
  - 11.7.9 Others
- 11.7 Brazil
- 11.8 Mexico
- 11.9 Argentina
- 11.10 Chile
- 11.11 Colombia
- 11.12 Rest of LATAM
- 12 Competitive Landscape
  - 12.1 Global AdTech Market Share By Players
  - 12.2 M & A Agreements & Collaboration Analysis
- 13 Market Players Assessment

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- 13.1 American International Industries (GIGI)
  - 13.1.1 Overview
  - 13.1.2 Business Information
  - 13.1.3 Revenue
  - 13.1.4 ASP
  - 13.1.5 Swot Analysis
  - 13.1.6 Recent Developments
- 13.2 Oracle
- 13.3 IBM Corporation
- 13.4 HubSpot
- 13.5 Amazon Web Services, Inc.
- 13.6 Adobe, Salesforce, Inc.
- 13.7 PEGA
- 13.8 Wipro
- 13.9 The Nielsen Company (US), LLC.
- 13.10 Viant Technology LLC
- 13.11 Kubient
- 13.12 Cavai
- 13.13 Imagine Communications
- 14 Research Methodology
  - 14.1 Research Data
    - 14.1.1 Secondary Data
      - 14.1.1.1 Major secondary sources
      - 14.1.1.2 Key data from secondary sources
    - 14.1.2 Primary Data
      - 14.1.2.1 Key data from primary sources
      - 14.1.2.2 Breakdown of primaries
    - 14.1.3 Secondary And Primary Research
      - 14.1.3.1 Key industry insights
  - 14.2 Market Size Estimation
    - 14.2.1 Bottom-Up Approach
    - 14.2.2 Top-Down Approach
    - 14.2.3 Market Projection
  - 14.3 Research Assumptions
    - 14.3.1 Assumptions
  - 14.4 Limitations
  - 14.5 Risk Assessment
- 15 Appendix
  - 15.1 Discussion Guide
  - 15.2 Customization Options
  - 15.3 Related Reports
- 16 Disclaimer

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