

Indian Digital Marketing Market Size and Share Outlook - Forecast Trends and Growth Analysis Report (2025-2034)

Market Report | 2025-08-12 | 125 pages | EMR Inc.

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Report description:

The India digital marketing market size was around USD 5.15 Billion in 2024. The market is estimated to grow at a CAGR of 30.20% during 2025-2034 to reach a value of USD 72.10 Billion by 2034.

Businesses make use of email, social media, web-based advertising, and text and multimedia messages, as different forms of digital marketing. India is considered a fast-paced market outgrowing China in terms of internet consumption. India's large population is becoming more reliant on the Internet for a variety of purposes including online learning, paying bills, watching movies, etc., thereby increasing the amount of time spent online. Hence, businesses are employing digital marketing strategies to target customers online in an efficient manner, which is boosting the digital marketing market expansion in India.

Business owners are focusing on enhancing their presence on search engines like Google by increasing their expenditure on digital marketing campaigns and bringing about brand awareness to increase profits.

Figure: Digital Media Spends across Industry Verticals

Key Trends and Developments

Rapid technological advancements; rise of social media influencers; favourable government initiatives; and rising trend of personalised marketing strategies are impacting the India digital marketing market growth

Mar 14, 2023

Kinnect, India's leading digital media service provider, won the digital media mandate for Blue Star. As part of the mandate, Kinnect will be handling the brand's digital strategy globally, along with managing its social media presence in the country.

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Feb 27, 2023

JioMart, a venture of Reliance Retail partnered with L&K Saatchi & Saatchi for its integrated creative mandate. L&K Saatchi & Saatchi will provide a full range of brand-building solutions and launch JioMart's social media and content strategy.

Sep 14, 2022

The Times of India launched 'The Times of a Better India', a new digital OOH (DOOH) campaign across Delhi and NCR, Chennai, Pune, Hyderabad, and Bangalore for 15 days in partnership with Times OOH.

Aug 30, 2022

GroupM India, a leading global media investment company, and ShareChat, a social platform, joined hands in partnership to power a new era of modern marketing. The partnership is aimed at providing clients with both effectiveness and efficiencies across the pillars of the digital marketing ecosystem.

Rapid technological advancements

Artificial intelligence (AI) helps digital marketers to analyse customers' data to create competitive marketing strategies and provide them with a customised experience. Further, AI can help businesses provide real-time customer support and improve social media marketing.

Rise of social media influencers

The rising popularity of social media influencers among consumers is positioning influencer marketing as a profitable opportunity for businesses to connect with their target audience, enhance product awareness, and increase consumers' trust in their business.

Significant government support

The advancement of digital marketing in India is supported by ongoing initiatives set out by the Government of India such as the 'Digital India' initiative to improve the country's online infrastructure and internet accessibility.

Personalised digital marketing strategies

Companies are investing in customising their digital marketing strategies to provide their customers with a personalised experience. Digital marketing tools help businesses set clear consumer targets based on gender, age, occupation, hobbies, or other interests. The personalisation of digital marketing advertisements reduces the search time for consumers to make purchases, consequently boosting the sales of businesses.

India Digital Marketing Market Trends

The digital marketing landscape in the country has evolved, with considerable growth anticipated for the sector amidst the constantly advancing technologies such as the artificial intelligence (AI) and their integration with e-commerce. In addition to AI, several other technologies such as voice searches, virtual reality, and others, are proving to be a game changer for brands trying to establish themselves in the market. Over the forecast period, influencer marketing is expected to be a key market trend owing to its cost-effectiveness and the increased social media penetration in the country.

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The rising popularity of e-commerce websites such as Amazon, Flipkart, Myntra, Nykaa, among others, has been a major driver for the Indian digital marketing market. The expansion strategies set out by e-commerce websites primarily involved digital marketing solutions rather traditional, further leading to their steady establishment in the Indian scenario.

Market Segmentation

Type Insight

The India digital marketing market is rapidly growing as an increasing number of businesses connect with a large group of diversified audiences. For instance, according to Think with Google marketing insights, 48% of customers begin their searches on search engines, 33% visit brand websites, and 26% use mobile applications. Social Media Marketing, Search Engine Optimization (SEO), and Digital OOH Media are some of the most popular forms of digital marketing. Social media marketing presents a great way to communicate with customers, generate brand awareness, and direct traffic to the business site. SEO helps businesses to improve websites to rank up on Google or any other search engines so they can attract organic traffic to their websites. Digital OOH media like digital billboards and screens in urban areas is an emerging trend in India aiding the brands to target commuters and travelers with powerful dynamic location-based communication.

In India, influencer marketing has come a long way where influencers ruling across all social media platforms, are affecting consumer behavior. Affiliate Marketing is also becoming popular as several e-commerce websites and brands currently work with affiliates to reach consumers, in return for earning a commission on sales in a performance-driven manner. This model is popular among bloggers and content creators earning from their marketing effort.

With a growing emphasis on email marketing as a proven means for businesses to directly engage with their target audiences, businesses continue to evolve with trends such as personalized emails, newsletters, and offers to connect with consumers and encourage customer loyalty and conversions. The segment of blogging and podcasting is also growing at a rapid rate, due to their content driven strategies. With blogs and podcasts, brands can provide valuable information and create a community around what they sell while boosting expertise and SEO rankings.

End Use Insight

With the rapid growth of the internet user base and the rise in smartphone adoption, the digital marketing market in India has been growing at an accelerated pace. The FMCG sector is one of the other major sectors that has received considerable investments in digital advertising, particularly through social media avenues, to drive awareness and consumer activation for their products. E-commerce brands have also adapted digital marketing tactics, launching targeted digital campaigns and personalized content to boost online sales as consumer preferences have shifted. Digital marketing has also become increasingly important in the automotive industry, where businesses run their product promotions online through Google Ads and social networks to reach tech-savvy consumers with cutting-edge models and technologies.

Additionally, the telecom industry has transformed, driving digital channels to provide promotions, plans, and services directly to users, leveraging the mobile-first behavior of the Indian population. Digital marketing has taken a crucial place in finding financial solutions for the enormous & varied population of clients within the BFSI (Banking, Financial Services, and Insurance) industry. The use of personalized emails, social media ads, and video content is becoming more common to capture or retain customers. With the pandemic forcing online courses to become the norm, education institutions have also entered the digital marketing space to promote their courses via various marketing strategies.

On the media and entertainment front, digital marketing techniques have enabled OTT services, music streaming, and gaming

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apps to increase their audience reach through influencers and viral campaigns. Most recently, the retail sector was able to leverage digital marketing using e-commerce integrations, social media ads, and influencer collaborations to develop personalized shopping experiences. Within these sectors, brands are increasingly more innovative digital marketing strategies to keep consumers engaged, thereby further propelling the overall growth of the Indian digital marketing industry.

Regional Insights

West and Central India Digital Marketing Market

In India, the digital marketing landscape is quite varied across regions due to the variegated demographics, consumption behavior, and technology penetration. West and Central India, which comprises major states like Maharashtra, Gujarat, Madhya Pradesh, and Rajasthan is one of the most developed regions of the nation with respect to digital adoption. Being the financial and commercial hub of India, Mumbai has the maximum density of e-commerce, entertainment, and retail space, all combining to drive peak levels of differing digital marketing strategies. In these regions, digital marketing campaigns are typically directed at urban consumers and utilize social media, SEO, and influencer marketing to engage consumers.

North India Digital Marketing Market

The growth in the North India digital marketing market is experienced in states like Delhi, Uttar Pradesh, Punjab, and Haryana. India's bustling capital region, New Delhi is a center of government institutions, tech companies, and global brands where the rapid rise of internet users and digital content consumption continues. North India has a relatively young, tech-savvy population. There is a high demand for digital marketing, especially in sectors such as e-commerce, education, and BFSI, with e-commerce brands, education platforms, and BFSI companies being active using targeted ads, and content marketing, and SEO that addresses the needs of the increasing middle-class consumer group.

South India Digital Marketing Market

The digital marketing market is picking up pace in the South-Indian states such as Tamil Nadu, Karnataka, Andhra Pradesh, and Kerala. The literacy rate in the region is high, and technology is being adopted widely, especially in the cities such as Bengaluru, Chennai, and Hyderabad, which have numerous tech parks. The South Indian market also is famous for being multilingual in nature, where companies have to personalize the content in languages such as Tamil, Telugu, Kannada and Malayalam. As regional digital marketing campaigns and influencer collaborations are becoming a major aspect in engaging consumers for e-commerce websites, fast moving consumer goods (FMCG) companies, and education service providers are increasingly targeting specifically this region.

East India Digital Marketing Market

The East India digital marketing market comprises of states like West Bengal, Odisha, Bihar, and other North-East states. The regional market is experiencing the momentum of digital marketing with a booming middle-class population and ever-increasing internet penetration. Kolkata is a major market for digital advertisers, particularly in the retail, education and hospitality sectors. In the rural segment, digital penetration is gradually growing, where marketers need to emphasize affordable digital solutions and mobile based strategies.

Competitive Landscape

The market players are developing a multi-channel, multi-device approach to effectively monitor consumers, further creating personalised marketing strategies

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Oxedent Technologies Private Limited

Established in 2017, the company specialises in Google shopping management, google ads management, and social ads management.

The NineHertz

With headquarters in Rajasthan, India, the company provides digital marketing services and app development, web development, software development, on-demand app development, etc.

Kinnect Media Private Limited

Kinnect Media Private Limited is a digital marketing company established in 2011. The company offers digital marketing services such as creative strategy and social media, web and SEO, online reputation and management, influencer outreach, etc.

iProspect

Headquartered in Maharashtra, India, the company specialises in Marketing Activation, business intelligence, and strategy and planning.

Other notable players operating in the India digital marketing market include WATMedia Private Limited, FoxyMoron, Social Pulsar, Blustreak Media, QUBIX Integrated Media Services Pvt. Ltd, Creative Monkeys, and GH Digital Media Pvt Ltd, among others.

India Digital Marketing Industry Segmentation

□India Digital Marketing Market Report and Forecast 2025-2034□ offers a detailed analysis of the market based on the following segments:

Market Breakup by Type

- Social Media Marketing
- Search Engine Optimization (SEO)
- Digital OOH Media
- Influencer Marketing
- Affiliate Marketing
- Email Marketing
- Blogging and Podcasting
- Others

Market Breakup by End Use

- FMCG
- E-commerce
- Automotive
- Telecom
- BFSI

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- Education
- Media and Entertainment
- Retail
- Others

Market Breakup by Region

- West and Central India
- North India
- South India
- East India

More Insights On:

Canada Digital Marketing Market

Germany Digital Marketing Market

South Korea Digital Marketing Market

France Digital Marketing Market

Singapore Digital Marketing Market

United Kingdom Digital Marketing Market

Australia Digital Marketing Market

Global□Digital Marketing Market

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