

## **Digital Advertising Global Industry Almanac 2020-2029**

Industry Report | 2025-12-24 | 633 pages | MarketLine

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### **Report description:**

Digital Advertising Global Industry Almanac 2020-2029

#### Summary

Global Digital Advertising industry profile provides top-line qualitative and quantitative summary information including: market size (value , and forecast to 2029). 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 market is segmented into desktop and mobile. Desktop advertising refers to the revenue earned by advertisements that are shown while browsing websites, using software, or performing other activities on desktop devices. Mobile advertising refers to the revenue earned by advertisements designed for mobile devices. This includes advertisements for browsers as well as in-app advertisements that appear on smartphones and tablets.
- All market data and forecasts are based on nominal prices, and all currency conversions used in the creation of this report have been calculated using yearly average exchange rates. The USD values may show a declining trend for a few countries, such as Argentina, Turkey, Nigeria, Egypt, and Russia. This is primarily because of the impact of exchange rates considered.
- The global digital advertising market recorded revenues of \$472.7 billion in 2024, representing a compound annual growth rate (CAGR) of 10.9% between 2019 and 2024.
- The mobile segment accounted for the market's largest proportion in 2024, with total revenues of \$343.1 billion, equivalent to 72.6% of the market's overall value.
- In 2024, the global digital advertising market recorded an annual growth of 12.1%. The growth is attributed to the continued

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expansion of social commerce and e-commerce, which resulted in the deployment of digital campaigns across social media platforms and websites. According to GlobalData, in 2024, the global social commerce market reached \$1.2 trillion, up 27.5% annually.

## Scope

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

## Reasons to Buy

- What was the size of the global digital advertising market by value in 2024?
- What will be the size of the global digital advertising market in 2029?
- What factors are affecting the strength of competition in the global digital advertising market?
- How has the market performed over the last five years?
- What are the main segments that make up the global digital advertising market?

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