

Mobile Advertising Market expected to reach \$99.9 billion with 26.4% CAGR to 2021

Mobile Advertising Global Market 2016 Analysis and Forecast to 2022

PUNE, INDIA, September 23, 2016

/EINPresswire.com/ -- According to Researcher, the Global [Mobile Advertising](#) Market is valued at \$19.4 billion in 2015 and is expected to grow at a CAGR of 26.4% to reach \$99.9 billion by 2022. Uptake in smart phones and tablets, as well as the fusion of consumer behaviour on computers and mobile devices are the major factors favoring the market growth. However, heavy investment in new methods and the security risks associated with use of personal devices are the restraining factors for the market.

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Search advertising commanded the market as it is majorly preferred by the industries such as Banking, IT, and FMCG. It offers an opportunity to place online advertisements on the webpage that shows results from search queries, however this type is majorly adopted by advertisers. In-App advertising is anticipated to grow at a significant CAGR owing to the growing count of mobile applications for various industries. Smartphone held the largest share and is also expected to be fastest growing segment due to high penetration rate of smartphone devices across the world. North America commanded the global market with U.S. being the major revenue contributor. Asia Pacific is expected to be the fastest-growing region over the forecast period due to increased usage of Internet by consumers in the region.

The key players in Global Mobile Advertising Market are

Amobee, Inc.,
AOL,
Apple Inc.,
Chartboost,
Drawbridge,
Euclid Analytics,
Facebook, Inc.,
Flurry,
Flytxt,
Google, Inc.,



Inmobi,
Microsoft Corporation,
Millennial Media,
MoPub Inc.,
Nokia,
SAP SE,
Tune, Inc., and Yahoo! Inc.

Solutions Covered:

- Reporting And Analytics Solutions
- Mobile Proximity Solutions
- Integrated Solutions
- Content Delivery Solutions
- Advertisement Campaign Solutions
- Other Solutions

Services Covered:

- Consulting Services
- Integration Services

Advertising types Covered:

- Audio Advertising
- In-App Advertising
- Messaging Advertising
- Mobile Digital Coupons Advertising
- Search Advertising
- Visual Advertising
- In-Game Advertising
- Rich Media
- Other Advertising types

Applications Covered:

- Healthcare
- Manufacturing&Supply chain
- IT and Telecom
- Automotive
- Defence and Government
- Transportation And Logistics
- Banking&Insurance
- Consumer goods and Retail
- Media And Entertainment
- Energy, Power, And Utilities
- Healthcare Sector
- Fast Moving Consumer Goods (FMCG) Sector
- Other Applications

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Devices Covered:

- Smartphones
- Desktops, Laptops, And Notebooks
- Tablets

- Smart Tv
- Other Devices

End Users Covered:

- Small & Medium Business (SMB)
- Large Scale Enterprises

What our report offers:

- Market share assessments for the regional and country level segments
- Market share analysis of the top industry players
- Strategic recommendations for the new entrants
- Market forecasts for a minimum of 7 years of all the mentioned segments, sub segments and the regional markets
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

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