

# Digital Marketing Spending Market Global Industry Analysis, Size, Share, Growth, Trends and Forecast 2019-2025

*WiseGuyReports.com adds "Digital Marketing Spending Market 2019 Global Analysis and Opportunities Research Report Forecasting 2025" reports tits database.*

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## Executive Summary

Global Digital Marketing Spending Market valued approximately USD XX billion in 2017 is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2018-2025. The Digital Marketing Spending Market is continuously growing across the world over the coming years. The major driving factor of global Digital Marketing Spending market are growing proliferation of digital marketing software and increasing digital transformation across the globe. In addition, increasing use of smartphones and the availability of cheap internet services are also some factors which propelling the market growth of digital marketing spending. The major restraining factor of global Digital Marketing Spending market are risk associated with cyber crime and lack of skilled workforce. Digital marketing is the most active and fastest growing marketing technique. Digital marketing spending is the spending on marketing of products or services using digital technology, mainly on the internet but also including mobile phones, display advertising and any other digital medium. Digital marketing offers benefits such as powerful form of marketing, cost effective marketing, it allows you to target ideal buyers, most measurable form of marketing, it helps to reach customers through social media, SEO and local SEO helps to reach more qualified buyers online, easily & quickly adopt strategy and tactics for best result and it allows business to be more competitive.

The regional analysis of Global Digital Marketing Spending Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world in terms of market share owing to increasing popularity of social media coupled with rapid shift toward online shopping across the region. Europe is also estimating to project a major growth in the global Digital Marketing Spending market. Asia-Pacific is also anticipated to exhibit higher growth rate/CAGR over the forecast period 2018-2025 owing to developing strong internet infrastructure and advancements in digital technology across the developing countries such as China and India.

The major market player included in this report are:

Comcast  
AT&T  
P&G  
Verizon  
General Motors  
American Express  
Fiat Chrysler  
Ford  
Johnson & Johnson  
JPMorgan Chase  
L'Oréal  
Nissan  
Pfizer  
Toyota  
Unilever

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

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By Type:

Search Ads  
Display Ads  
Social Media  
Email marketing  
Others  
By Application:

Desktop  
Mobile

Furthermore, years considered for the study are as follows:

Historical year – 2015, 2016

Base year – 2017

Forecast period – 2018 to 2025

Target Audience of the Global Digital Marketing Spending Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

Table of Contents

Chapter 1. Executive Summary

1.1. Market Snapshot

1.2. Key Trends

1.3. Global & Segmental Market Estimates & Forecasts, 2015-2025 (USD Billion)

1.3.1. Digital Marketing Spending Market, by Type, 2015-2025 (USD Billion)

1.3.2. Digital Marketing Spending Market, by Applications, 2015-2025 (USD Billion)

1.3.3. Digital Marketing Spending Market, by Region, 2015-2025 (USD Billion)

1.4. Estimation Methodology

1.5. Research Assumption

Chapter 2. Digital Marketing Spending Market Definition and Scope

2.1. Objective of the Study

2.2. Market Definition & Scope

2.2.1. Industry Evolution

2.2.2. Scope of the Study

2.3. Years Considered for the Study

2.4. Currency Conversion Rates

Chapter 3. Digital Marketing Spending Market Dynamics

3.1. See Saw Analysis

3.1.1. Market Drivers

3.1.2. Market Challenges

3.1.3. Market Opportunities

Chapter 4. Digital Marketing Spending Market Industry Analysis

4.1. Porter's 5 Force Model

- 4.1.1. Bargaining Power of Buyers
- 4.1.2. Bargaining Power of Suppliers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model
- 4.2. PEST Analysis
  - 4.2.1. Political Scenario
  - 4.2.2. Economic Scenario
  - 4.2.3. Social Scenario
  - 4.2.4. Technological Scenario
- 4.3. Value Chain Analysis
  - 4.3.1. Supplier
  - 4.3.2. Manufacturers/Service Provider
  - 4.3.3. Distributors
  - 4.3.4. End-Users
- 4.4. Key Buying Criteria
- 4.5. Regulatory Framework
- 4.6. Cost Structure Analysis
  - 4.6.1. Raw Material Cost Analysis
  - 4.6.2. Manufacturing Cost Analysis
  - 4.6.3. Labor Cost Analysis
- 4.7. Investment Vs Adoption Scenario
- 4.8. Analyst Recommendation & Conclusion

## Chapter 5. Digital Marketing Spending Market, by Type

- 5.1. Market Snapshot
- 5.2. Market Performance – Potential Model
- 5.3. Key Market Players
- 5.4. Digital Marketing Spending Market, Sub Segment Analysis
  - 5.4.1. Search Ads
    - 5.4.1.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 5.4.1.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)
  - 5.4.2. Display Ads
    - 5.4.2.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 5.4.2.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)
  - 5.4.3. Social Media
    - 5.4.3.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 5.4.3.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)
  - 5.4.4. Email Marketing
    - 5.4.4.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 5.4.4.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)
  - 5.4.5. Others

5.4.5.1. Market estimates & forecasts, 2015-2025 (USD Billion)

5.4.5.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)

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