

Web Content, Search Portals, SEO Services And Social Media Market, Global, Regions, Countries, Size, Growth, Forecasts

The global web content, search portals, SEO services and social media market reached a value of nearly \$391.9 billion in 2018, having grown at a rate of 16.3%

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The global [web content, search portals](#),
SEO services and [social media market](#)

reached a value of nearly \$391.9 billion in 2018, having grown at a rate of 16.3% since 2014. The global web content, search portals, SEO services and social media market will grow at a rate of 18.5% to nearly \$772.9 billion by 2022.

The web content, search portals, SEO services and social media market consists of the revenues generated from sales of advertising, subscriptions and advisory services.

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Growth of the web content, search portals, SEO services and social media market from 2014 to 2018 came from technological development, the emergence of digital media advertising and increased internet penetration. Factors that negatively affected growth in the historic period were low education levels, government regulations, high capital requirements and content acquisition costs associated with intellectual property agreements. From 2018 to 2022, the emergence of affordable internet in developing countries, changing social consumer social behavior and rising mobile internet usage will drive growth of the web content, search portals, SEO services and social media market. Factors that could hinder the growth of this market in the future are government regulations including those reflecting antitrust concerns and privacy and other security issues related to social networks.

[Web Content, Search Portals, SEO Services And Social Media, Opportunities](#) And Strategies To 2022 from The Business Research Company is one of a new series of industry report that provides a market overview, analysis and forecasts of social media market size and social media



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industry statistics, search portals market growth rates, search portals market drivers, web content search portals market restraints, web content search portals market revenues, social media market shares and social media market company profiles of the leading competitors. There are over 300 industry reports, covering over 2400 market segments and 56 geographies. The industry reports draw on 150,000 datasets. Extensive secondary research is augmented with exclusive insights and quotations from industry leaders obtained through interviews. Market analysis and forecasts are provided by a highly experienced and expert team of analysts and modelers. The report describes actionable strategies for participants in the web content, search portals market, and also identifies the most significant opportunities in the market.

Where To Learn More: Read Web Content, Search Portals, SEO Services And Social Media, Opportunities And Strategies To 2022 from The Business Research Company for information on the following:

Markets Covered: Digital publishing and content streaming, internet search portals, social media, and search engine optimization services.

Data Segmentations: Web content, search portals, SEO services and social media global and regional total and by product segments – internet search portals, digital publishing and content streaming, search engine optimization services 2014-22 market size and growth rates.

Web Content, Search Portals, SEO Services And Social Media Organizations Covered: Google LLC, Facebook Inc., Netflix Inc., Baidu and Tencent Holdings.

Regions: North America, Europe, Middle East, South America, Africa, Asia Pacific, ROW (Rest of world)

Time Series: 2014-16 actuals, 2017 estimates, 2018-22 forecasts.

Other Information And Analyses: Processes involved in the web content, search portals, SEO services and social media market, global web content, search portals, SEO services and social media sales, market drivers, market challenges, market opportunities, company overview, business strategy, financial overview, products and services, SWOT analysis, recent developments, key executives for ten leading web content, search portals, SEO services and social media companies.

Sourcing and Referencing: Data and analysis throughout the report are sourced using end notes.

Strategies For Participants In The Web Content, Search Portals, SEO Services And Social Media Industry: The report explains over 40 strategies for web content, search portals, SEO services and social media sector companies, based on industry trends and company analysis. These include, content streaming companies considering to offer low-priced subscription services to capitalize on the growing user base in emerging countries. Many companies are developing dedicated devices for streaming.

Opportunities For Web Content, Search Portals, SEO Services And Social Media Sector Companies: The report reveals the global, regional and country sub segments where the web content, search portals, SEO services and social media industry will put on most \$ sales up to 2022.

Number of Pages: 503

Number of Figures: 193

Number of Tables: 194

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