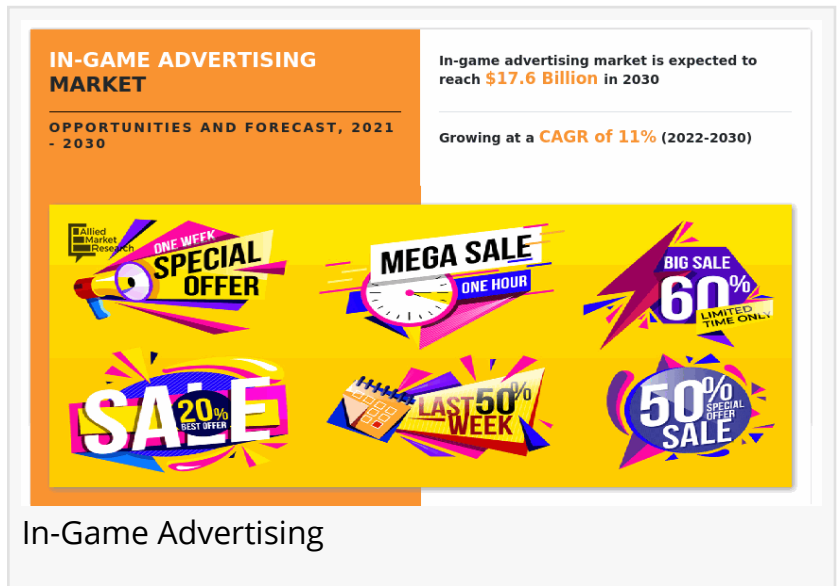


In-Game Advertising Market 2030 | Explore Top Factors that Will Boost the Global Market in Future

An increasing number of distracted and unrelated advertisements for social media and online gaming is the major factor estimated to hinder market growth.

PORTLAND, PORTLAND, OR, UNITED STATE, September 30, 2022

/EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, the global [in-game advertising market size](#) was valued at \$6,816.6 million in 2021, and global in-game advertising market forecast is projected to reach \$17,591.6 million by 2030, growing with an expected CAGR of 11.00% from 2022 to 2030.



Demand for in-game advertising is growing in a variety of industries. The growing number of internet users and the widespread adoption of smartphones and other portable devices are the primary factors driving the in-game advertising market. Because user awareness is growing on a daily basis and the market is saturated, it is critical to target the right audience.

Download Sample Report (Get Full Insights in PDF - 176 Pages) at:
<https://www.alliedmarketresearch.com/request-sample/16915>

Market growth opportunities abound, and as technology advances, advertisers will find it much easier to identify a potential or prospective customer or client. Advertisers can reach a larger pool of prospects at a lower cost with in-game online advertising than with trivial print media advertising. Such factors are likely to provide tremendous growth opportunities for in-game advertising market share.

The main restraining factor is that frequent ads in the game can distract users from the game and may even let them quit the game.

The global in-game advertising market is segmented on the basis of type, device type, and region. By type, the market has been divided into static ads, dynamic ads, and advergames. By device type, the analysis has been divided into PC/laptop and smartphone/tablet. By region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

[LIMITED-TIME OFFER - Buy Now & Get Exclusive Discount on this Report](#)

The key players profiled in this report include Alphabet Inc., Anzu Virtual Reality Ltd., Blizzard Entertainment Inc., Electronic Arts Inc., MediaSpike Inc., ironSource Ltd., Motive Interactive Inc., Playwire LLC, RapidFire Inc., WPP Plc.

The report focuses on the global in-game advertising market analysis and the major products & applications, in where digital advertising is deployed. It further highlights numerous factors that influence the market growth, such as forecast, trends, drivers, restraints, opportunities, and roles of different key players that shape the market.

The report focuses on the overall demand for in-game advertising in various countries, presenting data in terms of both value and volume. The revenue is calculated by proliferating the volume by region-specific prices, considering the region-wise differentiated prices.

For Report Customization: <https://www.alliedmarketresearch.com/request-for-customization/16915>

Covid-19 scenario:

- The Covid-19 pandemic disrupted digital advertising as business owners had to reconsider their marketing strategies and decide whether it is the best time to run online ads.
- However, during the pandemic, people spent more time on the internet gaming, which opened new opportunities for the market.

Thanks for reading this article; you can also get individual chapter-wise sections or region-wise report versions like North America, Europe, or Asia.

If you have any special requirements, please let us know and we will offer you the report as per your requirements.

Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

Related Report:

1. [Game-Based Learning Market](#)

About Us:

Allied Market Research (AMR) is a full-service market research and business-consulting wing of Allied Analytics LLP based in Portland, Oregon. Allied Market Research provides global enterprises as well as medium and small businesses with unmatched quality of "Market Research Reports" and "Business Intelligence Solutions." AMR has a targeted view to provide business insights and consulting to assist its clients in making strategic business decisions and achieving sustainable growth in their respective market domains.

Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies. This helps us dig out market data that helps us generate accurate research data tables and confirm utmost accuracy in our market forecasting. Every data company in the domain is concerned. Our secondary data procurement methodology includes deep presented in the reports published by us is extracted through primary interviews with top officials from leading online and offline research and discussion with knowledgeable professionals and analysts in the industry.

David Correa
Allied Analytics LLP
800-792-5285

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/593499885>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2022 Newsmatics Inc. All Right Reserved.