



Digital Advertising Market is Growing and Forecasted to Hit \$354.90 billion by 2026 - Douglas Insights

Companies Mentioned: Google; Meta Platforms, Inc. (Facebook); Amazon.com, Inc; Microsoft Corporation; Alibaba Group Holdings Limited

DOUGLAS, ISLE OF MAN, January 10, 2023 /EINPresswire.com/ -- Digital Advertising Market Analysis

It is estimated that the global digital market will grow from \$178.60 billion in 2021 to \$208.00 billion in 2022 at a compound annual growth rate (CAGR) of 16.5%. The digital advertising market will reach \$354.90 billion in 2026 at a CAGR of 14.3%.

Digital advertising is the fastest-growing industry. It is an innovative change in how people get information and make a purchase. One of its many aspects to include email marketing, SEM (Search Engine Marketing), different types of display advertisements, mobile advertising, and more. This industry consists of a publisher (who creates the advertisement), an advertiser, advertising agencies, advertising affiliates and an ad-server (where the ad will be hosted).

Digital Advertising Market Growth Drivers and Risks

As digital infrastructure and digitization continue to grow throughout the world, publishers and advertisers can now reach a broader audience online. A growing number of smartphone users and broadband subscribers, along with the extensive use of the internet, are driving the digital advertising market.



Douglas Insights
UK Limited

Douglas Insights

A major driving force behind the market is the ability to target an audience accurately and display ads based on their preferences, as well as the cost savings compared to traditional media such as television and print. The transition and proper implementation of smartphone ads is a challenge to the market.

This market research report provides valuable insights and information that can help businesses in a number of ways. Some potential benefits of using such a report include:

- * Understanding the size and scope of the market
- * Identifying key trends and dynamics
- * Understanding the competitive landscape
- * Identifying market segmentation
- * Developing marketing and sales strategies
- * Identifying key growth drivers and challenges
- * Formulating business plans
- * Making informed business decisions
- * Identifying opportunities for expansion
- * Assessing the impact of government regulations
- * Providing a benchmark for performance

Browse full report with Figures and more - <https://douglasinsights.com/digital-advertising-market>

Digital Advertising Market Keyplayers-

Companies Mentioned: Google; Meta Platforms, Inc. (Facebook); Amazon.com, Inc; Microsoft Corporation; Alibaba Group Holdings Limited

Digital Advertising Market Segmentations

By Platform

- Mobile Ad (In-App And Mobile Web)
- Desktop Ad
- Digital TV
- Other Platforms

By Ad Format

- Digital Display Ad
- Internet Paid Search
- Social Media

- Online Video
- Other Ad Formats

By Industrial Vertical

- Media And Entertainment
- Consumer Goods & Retail Industry
- Banking
- Financial Service & Insurance
- Telecommunication IT Sector
- Travel Industry
- Healthcare Sector
- Manufacturing & Supply Chain
- Transportation And Logistics
- Energy
- Power
- Utilities
- Other Industrial Sectors.

Table of Content-

1. Digital Advertising Market Executive Summary
2. Table of Contents
3. List of Figures
4. List of Tables
5. Report Structure
6. Introduction and Market Characteristics
 - 6.1. General Market Definition
 - 6.2. Summary
 - 6.3. Digital Advertising Market Definition and Segmentations
 - 6.4. Market Segmentation By Platform
 - 6.4.1. Mobile Ad (In-App and Mobile Web)
 - 6.4.2. Desktop Ad
 - 6.4.3. Digital TV
 - 6.4.4. Other Platforms
 - 6.5. Market Segmentation By Ad Format
 - 6.5.1. Digital Display Ad (Programmatic and Non-programmatic Transactions)
 - 6.5.2. Internet Paid Search

- 6.5.3. Social Media
- 6.5.4. Online Video
- 6.5.5. Other Ad Formats
- 6.6. Market Segmentation By Industrial Vertical
 - 6.6.1. Media and Entertainment
 - 6.6.2. Consumer Goods & Retail Industry
 - 6.6.3. Banking, Financial Service & Insurance
 - 6.6.4. Telecommunication IT Sector
 - 6.6.5. Travel Industry
 - 6.6.6. Healthcare Sector
 - 6.6.7. Manufacturing & Supply Chain
 - 6.6.8. Transportation and Logistics
 - 6.6.9. Energy, Power, and Utilities
 - 6.6.10. Other Industrial Sectors
- 7. Major Market Trends
 - 7.1. Growing Demand For Interactive Advertising
 - 7.2. Artificial Intelligence In Digital Advertising
 - 7.3. Rising Storytelling Concept
 - 7.4. Augmented Reality For Digital Advertising
 - 7.5. Adoption Of Conversational Interfaces And Chatbox
 - 7.6. Automated Personalized Email Marketing
 - 7.7. Increase In Advertising On Streaming Services
 - 7.8. Partnerships And Acquisitions For Brand Expansions

.....toc continued

Access complete report- <https://douglasinsights.com/digital-advertising-market>

Inquire (for customization, for specific regions, etc.): <https://douglasinsights.com/static/contact-us>

About Douglas Insights-

Douglas Insights UK limited is the first company to provide comparison of [market research reports](#) by Table of content, price, ratings and number of pages. We understand the value of time. Productivity and efficiency are possible when you take prompt and assured decisions. With our advanced algorithm, filters, and comparison engine, you can compare your preferred reports simultaneously, based on publisher rating, published date, price, and list of tables. Our data portal enables you to find and review the reports from several publishers. You can evaluate numerous reports on the same screen and select the sample for your best match.

Office-
Bridge House, W Baldwin Rd,
Isle of Man IM4 5HA, Isle of Man
Email- isabella@douglasinsights.com
Telephone - +44 7624 248772
Web- douglasinsights.com/

Recently Published Reports:

Hospital Acquired Infection Testing Kit Market- <https://douglasinsights.com/hospital-acquired-infection-testing-kit-market>

Coronavirus Current Therapy Market - <https://douglasinsights.com/coronavirus-current-therapy-market>

Regenerative Medicine Market - <https://douglasinsights.com/regenerative-medicine-market>

Trauma Fixation Devices And Equipment Market - <https://douglasinsights.com/trauma-fixation-devices-and-equipment-market>

Nimble Tech India - <https://www.nimbletechindia.com/>

Isabella Gracia
Douglas Insights
7624248772
[email us here](#)

Visit us on social media:

[Twitter](#)

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/610470719>

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.

© 1995-2024 Newsmatics Inc. All Right Reserved.