

Digital Marketing Market in Latin America Demand, Growth, Size, Share 2023-2028

*Latin America Digital Marketing Market
To Emerge At Exponential Rate During
2023-2028 Owing To Robust Digitalisation
And Emergence Of Digital Hubs*

SHERIDAN, WYOMING, USA, January 17, 2023 /EINPresswire.com/ -- El informe del estudio de mercado de Informes de Expertos titulado, 'El [Mercado de Marketing Digital en América Latina](#), Informe y Pronóstico 2023-2028', ofrece una visión estructurada del mercado, examinando sus diversos segmentos y variables clave como canal digital, uso final y las regiones.



La investigación recoge un sólido pronóstico de la presencia de factores clave de éxito y limitaciones, sigue a los proveedores bien establecidos y las últimas tendencias de la industria que impactan en el objetivo de crecimiento del mercado global. También evalúa la dinámica del mercado y la relación entre la demanda de los consumidores y el precio del producto, junto con la auditoría de los modelos FODA y de las cinco fuerzas de Porter.

The market study report by Informes de Expertos titled, 'Latin America Digital Marketing Market 2023-2028', gives structured insights into the market, examining its diverse segments and key variables such as digital channel, end use, and key regions. The research gathers robust forecasting of the presence of key success factors and constraints, tracks well-established vendors, and the latest trends in the industry that impact the growth goal of the overall market. It also assesses the market dynamics, and the relationship between consumer demand and product price, coupled with the audit of SWOT and Porter's Five Forces models.

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Los aspectos más destacados del informe incluyen:

Visión general del mercado (2018-2028)

- CAGR para el período de pronóstico (2023-2028): 13,80%

En 2021, se estimó que el mercado latinoamericano de marketing digital tenía un valor cercano a los 18.550 millones de dólares. Se prevé que el mercado se expanda a un fuerte CAGR entre 2023 y 2028 como resultado del aumento de la generación de contenido a través de plataformas digitales. Este incremento en la expansión del mercado se debió a los usuarios activos y a la alta penetración de Internet en la región objetivo y, además, las estimaciones de las proyecciones de crecimiento se anticipan por los actores clave y sus sólidos esfuerzos de colaboración en la región objetivo.

Aparte de estos factores, los esfuerzos de las empresas líderes RAPP, MAGMA LATAM, y muchos otros para innovar las formas de comercialización e integrar las tecnologías en las herramientas son propensos a reforzar el mercado en los próximos años. Están trabajando en estrategias de desarrollo del crecimiento y en planes de innovación de productos en la región latinoamericana para conseguir ventas orgánicas. Por lo tanto, los consumidores del mercado objetivo exigen un canal de oferta y demanda mejorado para completar la excesiva demanda.

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Industry Definition and Major Segments

The advertising of goods or services remotely or digitally is known as digital marketing. Mobile devices, advertising displays, and other digital tools on social media and digital platforms are mostly used to market the products of the company online. Digital marketing strategies including search engine optimization (SEO), social media marketing (SMM), content marketing, e-commerce marketing, e-mail marketing, and e-books are becoming more and more common and effective in the market.

Depending on the digital channel, the market can be segmented into the following:

- Email Marketing
- Search Engine Optimisation (SEO)
- Interactive Consumer Website
- Online/Display Advertising
- Blogging and Podcasting (including Microblogging)
- Social Media Marketing
- Mobile Marketing
- Viral Marketing

- Digital OOH Media
- Online Video Marketing
- Others

The IDE report looks at the following end-use sectors:

- BFSI
- Pharmaceuticals
- Retail
- Others

Key regions covered include:

- Brazil
- Argentina
- Mexico
- Others

Market Trends

The growing market share of major digital marketing companies is evident in Latin America as per databases and growth data forecasted in the report. The economy of wealthy countries in Latin America is growing, and government programs for developing digital channels of business and promotion for start-ups are refocusing attention on the key corporations of the digital marketing industry. Additionally, during the forecast period, variables like active digital users, high internet penetration, virtualisation of all platforms, promotion through social media, and many others are anticipating market expansion.

Furthermore, the persistent efforts of regional companies together with the requirement to embrace cutting-edge technologies in R&D units are paving the way for the digital marketing market toward beneficial routes. In addition to the aforementioned causes, the target market's BFSI segment in Latin America is expected to offer plenty of chances to new market entrants due to its continued growth and high registration of fintech start-ups and companies.

Key Market Players

The major players in the market are:

- iProspect
- Havas Media
- Publicis Sapient
- VML, LLC
- RAPP

- MAGMA LATAM
- Others

The insights in the market research report provide growth possibilities, socio-political environment factors affecting the market, launches of products, new entrants dominating the market, and the presence of key companies driving the industry.

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Irene Garcia

Expert Market Research

+1 818-319-4060

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