

Digital Advertising Market Size Expected To Reach \$209 Billion By 2027

The Business Research Company's Digital Advertising Global Market Report 2023 – Market Size, Trends, And Global Forecast 2023-2032

LANDON, GREATER LONDON, UK,
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The Business Research Company's
global market reports are now updated
with the latest market sizing
information for the year 2023 and forecasted to 2032



The Business
Research Company

Digital Advertising Global Market Report 2023 –
Market Size, Trends, And Global Forecast 2023-2032

The Business Research Company's "Digital Advertising Global Market Report 2023" is a comprehensive source of information that covers every facet of the digital advertising market. As per TBRC's digital advertising market forecast, the global digital advertising market size is expected to grow to \$209.43 billion in 2027 at a CAGR of 3.1%.



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The growth in the digital advertising market is due to the internet user base's expansion coupled with self-service platforms. North America region is expected to hold the largest digital advertising market share. Major players in the digital advertising market include Google Ads, Facebook, Alibaba, Amazon, Baidu, Tencent.

Learn More On The Digital Advertising Market By

Requesting A Free Sample (Includes Graphs And Tables):

<https://www.thebusinessresearchcompany.com/sample.aspx?id=3500&type=smp>

Trending [Digital Advertising Market Trend](#)

Technological advancements such as AR (augmented reality) are a major trend gaining popularity in the global digital advertising market. These days, advertisers have adopted augmented reality in their advertising strategies to enhance the user experience.

Digital Advertising Market Segments

- By Platform: Mobile Ad (In-App and Mobile Web), Desktop Ad, Digital TV, Other Platforms
- By Ad Format: Digital Display Ad (Programmatic and Non-programmatic Transactions, 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, and Utilities, Other Industrial Verticals
- By Geography: The global digital advertising market is segmented into North America, South America, Asia-Pacific, Eastern Europe, Western Europe, Middle East and Africa.

Read more on the global digital advertising market report at:

<https://www.thebusinessresearchcompany.com/report/digital-advertising-global-market-report>

Digital advertising refers to the services that promote businesses online, such as through search engines, social media, websites, and any other program that can be accessed digitally. Digital advertising helps achieve a variety of business goals across the marketing funnel, ranging from brand awareness to customer engagement, to launching new products and driving repeat sales.

Digital Advertising Global Market Report 2023 from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Digital Advertising Global Market Report 2023 by The Business Research Company is the most comprehensive report that provides insights and digital advertising global market analysis on digital advertising industry, digital advertising global market size, drivers and digital advertising global market trends, digital advertising global market major players, digital advertising global market share and competitors' revenues, market positioning, and digital advertising global market growth across geographies. The digital advertising global market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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[About The Business Research Company?](#)

The Business Research Company has published over 3000+ detailed industry reports, spanning over 3000+ market segments and 60 geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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