

Mobile Advertising Market is anticipated to surpass US\$996.497 billion by 2028 at a CAGR of 22.93%

The mobile advertising market is anticipated to grow at a CAGR of 22.93% from US\$234.927 billion in 2021 to US\$996.497 billion by 2028.



NOIDA, UTTAR PARDESH, INDIA, November 30, 2023 /EINPresswire.com/ -- According to a new study published by Knowledge Sourcing Intelligence, the [mobile advertising market](#) is projected to grow at a CAGR of 22.93% between 2021 and 2028 to reach US\$996.497 billion by 2028.

The key driving force behind the rapid growth of the global mobile advertising market is the increasing internet connectivity worldwide. The market is expanding owing to the extensive usage of internet platforms for advertisers to connect with consumers coupled with the booming adoption of [5G devices](#).

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*Knowledge Sourcing
Intelligence*

For instance, according to the Press Information Bureau, at the end of September 2020, the number of Internet subscribers reached 776.45 million, with total broadband connections reaching 726.32 million. This increased the growth of internet traffic and wireless data usage with a total of 75.21 Exabytes.

Mobile advertising is a type of digital video advertising that involves the usage of smartphones for promoting products & services. Mobile advertising includes various layouts such as display ads, video ads, native ads, and in-app advertisements, which are presented via mobile apps, websites, and other digital platforms.

Numerous product launches and advancements are taking place in the market. For instance, in November 2023, InMobi introduced the InMobi Choice Consent Management Platform (InMobi CMP), a self-service solution created to assist advertisers in seamlessly aligning with constantly evolving global privacy regulations. This solution, involves the company's commitment to strengthening its privacy management platform for mobile app and web advertisers, allowing

them to effectively navigate the dynamic and intricate security landscape.

Access sample report or view details: <https://www.knowledge-sourcing.com/report/mobile-advertising-market>

The global mobile advertising market, based on type, is segmented into four main categories namely display advertising, in-app advertising, search advertising, and in-game advertising.

The global mobile advertising market, based on solution, is segmented into four main categories namely mobile advertising platform, mobile advertising network, mobile advertising server, and others.

The global mobile advertising market, based on industry vertical, is segmented into seven main categories namely BFSI, media & entertainment, education, government, healthcare, [FMCG](#), and others.

Asia-Pacific is poised to experience substantial growth. Growing internet access has created a large platform for advertisers to communicate with customers in the region. Multiple Brands and businesses are investing heavily in marketing and advertising to increase their customer base and brand awareness. For instance, in September 2023, Jampp unveiled the latest SKAN 4.0 guide for the APAC market, which includes insights from Affle, M&C Saatchi, MicroAd, and BIGO LIVE professionals. It aims to provide valuable insights and strategies to advertisers across the APAC region for them to fully leverage SKAdNetwork 4.0 for driving privacy-centric app development among their Apple iOS apps.

The research includes coverage of ironSource (Unity Technologies), App Annie (Data.AI), Chartboost (Zynga), InMobi, Mobvista Co. Ltd., Yeahmobi, Google LLC, GumGum Inc., Digital Turbine Inc. as the significant market players in the global mobile advertising market.

The market analytics report segments the mobile advertising market using the following criteria:

- By Type

- o Display Advertising
- o In-App Advertising
- o Search Advertising
- o In-Game Advertising

- By Solution

- o Mobile Advertising Platform
- o Mobile Advertising Network

- o Mobile Advertising Server
- o Others

- By Industry Vertical

- o BFSI
- o Media & Entertainment
- o Education
- o Government
- o Healthcare
- o FMCG
- o Others

- By Geography

- o North America

- United States
- Canada
- Mexico

- o South America

- Brazil
- Argentina
- Others

- o Europe

- UK
- France
- Germany
- Italy
- Others

- o Middle East and Africa

- Saudi Arabia
- UAE
- Others

- o Asia Pacific

- Japan
- China
- India
- Thailand
- Taiwan
- Indonesia
- Others

Companies Profiled:

- ironSource (Unity Technologies)
- App Annie (Data.AI)
- Chartboost (Zynga)
- InMobi
- Mobvista Co. Ltd.
- Yeahmobi
- Google LLC
- GumGum Inc.
- Digital Turbine Inc.

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