

# Digital Video Advertising Market Surges to \$712.6 Billion, Fueled by Innovations in 2031

*Engaging content, rising mobile usage, targeted ads, & data-driven insights propel the growth of the Digital Video Advertising Market.*

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-- Increase in usage of digital media and growing adoption from e-commerce sector is boosting the growth of the [digital video advertising market](#). In addition, the increase in global penetration of smartphones and internet is positively impacting the growth of the digital video advertising market. However, the risk of security incidents on networks and the high costs of digital video advertising is hampering the digital video advertising market growth. On the contrary, rising innovations in the digital advertising industry are expected to offer remunerative opportunities for the expansion of the digital video advertising market during the forecast period.



digital-video-advertising-market-1

The report analyzes these key players in the global digital video advertising market. These players have adopted various strategies such as expansion, new product launches, partnerships, and others to increase their market penetration and strengthen their position in the industry. The report is helpful in determining the business performance, operating segments, developments, and product portfolios of every market player.

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Covid-19 scenario:

□ The restrictive containment measures involving social distancing, remote working, and the closure of commercial activities drove the online advertising industry. Many firms transferred their advertising to digital platforms as most end consumers already operate online.

□ However, rise in the use of social media and digital content, advertisements have increased the

costs of digital video advertising, which in turn hampered the growth of the market during the lockdown period.

By type, the mobile segment held the major share in 2021, garnering around three-fourth of the global digital video advertising market revenue. The desktop segment showcase the fastest CAGR of 31.2% during the forecast period. Various advantages associated with the use of desktop digital video advertising, such as increased brand exposure, enhanced targeting and personalized capabilities, data collection, and improved engagement are heightening the demand for desktop digital video advertising.

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By industry vertical, the retail segment contributed to the highest share in 2021, accounting for around one-fifth of the global digital video advertising market revenue. The financial segment would showcase the fastest CAGR of 33.5% throughout the forecast period. This is attributed to the fact digital video advertising helps financial institutes to reach their targeted audiences, promote products, services, and campaigns as well as to increase brand awareness and engage customers.

By region, North America garnered the highest share in 2021, holding nearly one-third of the global digital video advertising market revenue in 2021, and is projected to retain its dominance by 2031. The LAMEA region would portray the fastest CAGR of 33.2% during the forecast period owing to, increasing penetration of mobile phones and internet in this region. Driving the usage of social media apps such as TikTok, Facebook and Instagram.

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Leading Market Players

- Advertise.com
- Conversant Solutions, LLC.
- Tremor International Ltd
- SpotX Inc
- Viant Technology LLC
- Legacy Pro Co LLC

□ MultiVisionDigital

□ PubMatic, Inc.

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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.

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David Correa  
Allied Market Research  
+1 800-792-5285

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