

Global Programmatic Display Advertising: A Comprehensive Market Analysis of Types and Formats 2021-2031

Demand for easily accessible and shorter forms of entertainment & media is positively impacting the growth of the programmatic display advertising market.

PORTLAND, PORTLAND, OR, UNITED STATES, December 7, 2023 /EINPresswire.com/ -- In a recent report by Allied Market Research titled "[Programmatic Display Advertising Market](#)," the market was valued at \$451.3 billion in 2021 and is projected to reach \$9473.3 billion by 2031, with a compound annual growth rate (CAGR) of 35.8% from 2022 to 2031.



Programmatic display advertising involves the use of technologies enabling advertisers to display online ads to potential consumers while they browse publisher sites. This allows for targeted ad placement based on specific times or sites when the desired audience is online. Programmatic display advertising is the automated buying and selling of banner ads that are placed on specially designated areas of websites, on social media platforms, or in apps.

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Factors driving market growth include the increased demand for work-from-home and remote working during the COVID-19 pandemic, leading to heightened screen time and a surge in internet and programmatic display advertising demand. Additionally, the growing preference for easily accessible and shorter forms of entertainment and media positively influences market expansion. However, challenges related to data privacy and sharing on programmatic display advertising platforms may impede growth. Conversely, opportunities for market expansion lie in the integration of advanced tools like machine learning and data analytics with programmatic display advertising solutions.

The Programmatic Display Advertising market is categorized based on Format, Organization Size, Platform, Display, and Region. The segmentation of various segments aids users in understanding the prevalent growth factors across the market. This enables the development of strategies to identify core application areas and gaps in the target market. The report offers a thorough analysis of the market, presenting meaningful insights, historical data, and statistically supported market statistics that are industry-validated. It also provides estimates based on appropriate assumptions and methodologies.

The private marketplace segment dominated the programmatic display advertising industry in 2021, attributed to simplified ad space allocation. The real-time bidding segment is expected to experience the highest growth due to increased demand for decentralized and independent ad spaces.

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Based on ad format, the online video segment was the largest in 2021, accounting for nearly one-third of the global programmatic display advertising market share, and would rule the roost through 2031. The mobile video segment, however, is estimated to witness the fastest CAGR of 37.4% during the forecast period. The report also discusses the online display and mobile display segments.

Concerning ad types, the private marketplaces segment commanded the largest share, accounting for nearly half of the global programmatic display advertising market in 2021, and is expected to remain the dominant force until 2031. Conversely, the real-time bidding segment is forecasted to exhibit the swiftest CAGR of 37.1% during the projected period. The report also provides analysis on selective adsorption segments.

Geographically, North America led the programmatic display advertising market in 2021 and is anticipated to maintain its position, driven by a high concentration of solution vendors like Google Inc., Adobe, and LG Electronics. However, Asia-Pacific is poised for significant growth, fueled by rapid economic and technological developments in the region, driving the adoption of programmatic display advertising solutions in the coming years.

Market size estimation adopts a bottom-up approach. Key players in the Programmatic Display Advertising market are identified through secondary research, and their market revenues are determined through both primary and secondary research. Secondary research involves reviewing annual and financial reports of leading manufacturers, while primary research includes interviews with important opinion leaders and industry experts, such as front-line personnel, entrepreneurs, and marketing professionals. Notable players in the global Programmatic Display Advertising market include AppNexus Inc., AOL Inc., Yahoo! Inc., DataXu Inc., and Google Inc.

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The report not only represents global players but also encompasses the market presence of local players in each country. The market structure is analyzed by country, highlighting market shares held by market leaders, followers, and local players. This approach provides a comprehensive and insightful industry outlook. The report also covers mergers, acquisitions, strategic alliances, joint ventures, and partnerships in the market, categorized by region, investment, and strategic intent.

Covid-19 Scenario:

- The COVID-19 had a positive impact on the growth of the global programmatic display advertising market. The high digital dependence during the lockdowns and surge in social media traffic brought immense opportunities for engaging with online audiences as well as keeping brand awareness high.
- In addition, the rapid spread of the pandemic compelled governments to enforce the closing of public spaces, schools, and borders, empowering many businesses and marketers to update their online marketing strategies. Businesses also invested more on online advertising, which propelled the market growth.
- The growth of the market during the post-pandemic period is expected to be driven by the extensive rise in social media advertising, increase in influencers, rapid growth in opportunities in OTT advertising, and growth in voice searches.

Programmatic Display Advertising Market, Key Players are

1. AppNexus Inc.
2. AOL Inc.
3. Yahoo! Inc.
4. DataXu Inc.
5. Google Inc.
6. Adobe Systems Incorporated
7. Rubicon Project Inc.
8. Rocket Fuel Inc.
9. MediaMath Inc.
10. IPONWEB Holding Limited
11. Between Digital
12. Fluct
13. Adform
14. Beeswax
15. Turn Inc.

16. Connexity Inc.
17. Centro Inc.
18. RadiumOne 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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Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies. This helps us dig out market data that helps us generate accurate research data tables and confirm utmost accuracy in our market forecasting. Every data company in the domain is concerned. Our secondary data procurement methodology includes deep presented in the reports published by us is extracted through primary interviews with top officials from leading online and offline research and discussion with knowledgeable professionals and analysts in the industry.

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