

Programmatic Display Advertising Market Size Reach USD 9473.3 Billion by 2031, Key Factors Behind Market's Growth

Owing to the growing penetration of smartphones and rising popularity of smartphone-based gaming expected to witness the market growth in the upcoming years.

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/EINPresswire.com/ -- Allied Market Research published a new report, titled, "The [Programmatic Display Advertising Market Size](#) Reach USD

9473.3 Billion by 2031, Key Factors Behind Market's Growth." The report offers an extensive analysis of key growth strategies, drivers, opportunities, key segment, Porter's Five Forces analysis, and competitive landscape. This study is a helpful source of information for market players, investors, VPs, stakeholders, and new entrants to gain thorough understanding of the industry and determine steps to be taken to gain competitive advantage.

The global programmatic display advertising market was valued at USD 451.3 billion in 2021, and is projected to reach USD 9473.3 billion by 2031, growing at a CAGR of 35.8% from 2022 to 2031.

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Surge in adoption of smartphones, improved communication networks, and increase in advertising spending on digital media across various industries drive the market growth. In addition, proliferation of social media primarily drives the growth of the market. The emergence of advertising automation is expected to create lucrative growth opportunities for the market during the forecast period



The programmatic display advertising market is segmented on the basis of ad format, type, application, industry vertical, and region. On the basis of ad format, the industry is divided into online video, online display, mobile video, and mobile display. Depending on type, the market is classified into private marketplaces, real time bidding, and automated guaranteed. The industry vertical covered in the study include BFSI, automotive, manufacturing, healthcare, government, IT and telecom, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

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By type, the online video segment acquired the major share in 2022, garnering nearly one-third of the global programmatic display market revenue, owing to increase in video streaming on the internet, which, in turn, is boosting the demand for online video advertising to reach large number of consumers. The mobile video segment is estimated to display the fastest CAGR of 37.6% throughout the forecast period, as mobile videos help entrepreneurs to create quality and unique content that boosts their outreach, sales, and brand recognition.

By channel, the RTB segment accounted for nearly three-fourths of the global programmatic display market share in 2022 and is expected to dominate by the market 2032, owing to the simplified ad space allotment in private marketplaces. The PMP segment is projected to display the fastest CAGR of 48.4% throughout the forecast period, owing to surge in demand for decentralized and independent ad spaces.

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Region wise, North America garnered the highest share in 2022, holding nearly one-third of the global programmatic display market revenue in 2022, and is projected to retain its dominance by 2032, owing to the strong presence of programmatic display advertising vendors such as Google Inc., Adobe, and AppNexus Inc. However, Asia-Pacific is expected to register the highest CAGR of 36.9% during the forecast period, owing to rapid economic and technological developments.

The key players profiled in the programmatic display advertising market analysis are Adobe, Basis Technology, Connexity, Google, LLC, Integrated Ad, Science, Inc, IPONWEB Limited, Kayzen, LG Electronics, MediaMath, Magnite, Inc, NextRoll, Inc, RythmOne, LLC, Samsung Electronics, The trade desk, Verizon, Voyage Group, Xandr.

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COVID-19 Impact Analysis

The COVID-19 outbreak has had a low impact on the growth of the programmatic display advertising market. However, various brands reduced their advertising spending given the economic impact of COVID-19; however, the uptick in social media traffic presented unique opportunities for engaging with online audiences as well as keeping brand awareness high during the period. In addition, with the rapid spread of the coronavirus pandemic governments across the globe enforced the closing of public spaces, schools, and borders, which empowered many businesses and marketers to update their online marketing strategies. Businesses also invested more in online advertising due to the pandemic, which is fueling the market growth.

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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.

About Us:

Allied Market Research (AMR) is a market research and business-consulting firm of Allied Analytics LLP, based in Portland, Oregon. AMR offers market research reports, business solutions, consulting services, and insights on markets across 11 industry verticals. Adopting extensive research methodologies, AMR is instrumental in helping its clients to make strategic business decisions and achieve sustainable growth in their market domains. We are equipped with skilled analysts and experts and have a wide experience of working with many Fortune 500 companies and small & medium enterprises.

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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