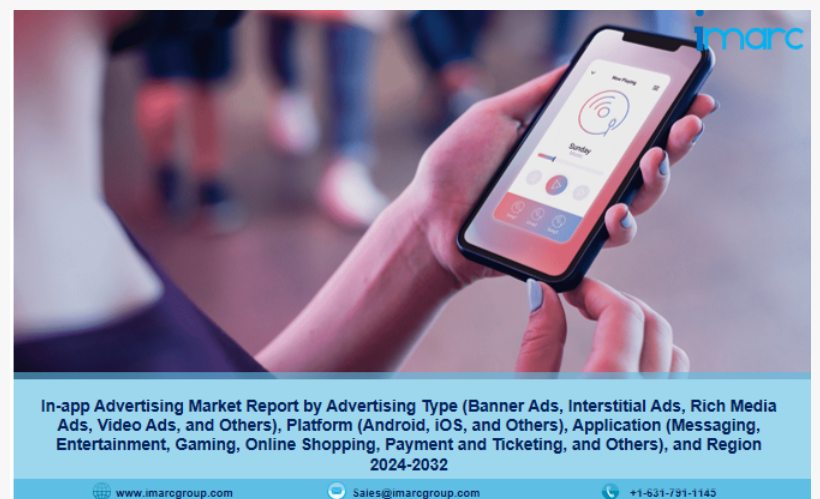


In-app Advertising Market Size, Share, Growth | Forecast Report 2024-32

SHERIDAN, WYOMING, UNITED STATES, May 30, 2024 /EINPresswire.com/ -- IMARC Group's report titled "In-app Advertising Market Report by Advertising Type (Banner Ads, Interstitial Ads, Rich Media Ads, Video Ads, and Others), Platform (Android, iOS, and Others), Application (Messaging, Entertainment, Gaming, Online Shopping, Payment and Ticketing, and Others), and Region 2024-2032". The global in-app advertising market size reached US\$ 163.2 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 728.7 Billion by 2032, exhibiting a growth rate (CAGR) of 17.5% during 2024-2032.



In-app Advertising Market Report 2024

For an in-depth analysis, you can refer sample copy of the report:

<https://www.imarcgroup.com/in-app-advertising-market/requestsampl>

Factors Affecting the Growth of the In-App Advertising Industry:

□ Rising Smartphone Usage:

With more people owning smartphones, the usage of mobile apps is rising. These apps cover a wide range of categories, including social media, entertainment, productivity, and e-commerce. As users spend more time on these apps, they become valuable platforms for advertisers to reach their target audiences. Smartphones are readily accessible and offer unparalleled convenience. Users carry their devices with them everywhere, allowing advertisers to connect with them at any time and in various contexts. This constant accessibility makes in-app advertising a highly effective means of engagement.

□ Targeted Advertising:

Targeted advertising enables advertisers to segment their audience based on various factors, including demographics, interests, behavior, and location. This segmentation ensures that ads are displayed to users who are most likely to be interested in the product or service being promoted. When users see ads that are relevant to their interests and needs, they are more likely to engage with them. This can result in higher click-through rates (CTR), conversion rates, and overall campaign success. In-app advertising, with its targeting capabilities, capitalizes on this engagement potential.

□ App Monetization:

App developers often rely on multiple revenue streams to monetize their apps. In addition to in-app purchases and subscription models, advertising serves as a key revenue diversification strategy. It allows developers to generate income from users who prefer not to make direct payments for premium app features. Many apps are offered for free or with limited functionality, encouraging users to download and try them. In-app advertising complements this strategy by generating revenue from users who access the app without any upfront cost.

Leading Companies Operating in the Global In-app Advertising Industry:

- Amobee Inc. (Singapore Telecommunications Limited)
- Apple Inc.
- BYYD Inc.
- Chartboost Inc.
- Facebook Inc.
- Flurry Inc. (Verizon Media)
- Google AdMob (Google Inc.)
- InMobi (InMobi Pte Ltd.)
- MoPub Inc. (Twitter)
- One by AOL (AOL)
- Tapjoy Inc.
- Tune Inc.

Ask Analyst for Sample Report:

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In-App Advertising Market Report Segmentation:

By Advertising Type:

- Banner Ads
- Interstitial Ads
- Rich Media Ads
- Video Ads

□ Others

Banner Ads represented the largest segment as they are a common and cost-effective format that can be easily integrated into mobile apps without disrupting the user experience, making them a popular choice among advertisers.

By Platform:

- Android
- iOS
- Others

Android accounted for the largest market share due to its larger user base worldwide compared to iOS, providing advertisers with a broader audience to target within Android apps.

By Application:

- Messaging
- Entertainment
- Gaming
- Online Shopping
- Payment and Ticketing
- Others

Messaging exhibits a clear dominance in the market as messaging apps are frequently used by a wide range of users, presenting a prime opportunity for advertisers to reach a highly engaged audience.

Regional Insights:

- North America: (United States, Canada)
- Asia Pacific: (China, Japan, India, South Korea, Australia, Indonesia, Others)
- Europe: (Germany, France, United Kingdom, Italy, Spain, Russia, Others)
- Latin America: (Brazil, Mexico, Others)
- Middle East and Africa

Asia Pacific enjoys the leading position in the in-app advertising market on account of its vast population and increasing smartphone penetration.

Global In-App Advertising Market Trends:

As mobile device usage is increasing, advertisers are prioritizing mobile-first strategies, investing in in-app advertising to reach a broad and engaged audience. Programmatic in-app advertising is

rising, with automation and data-driven decision-making becoming integral to ad buying and placement, improving efficiency and targeting precision.

Note: If you need specific information that is not currently within the scope of the report, we will provide it to you as a part of the customization.

Trending Reports By IMARC Group:

Photomask Market: <https://www.imarcgroup.com/photomask-market>

Commercial Beverage Blender Market: <https://www.imarcgroup.com/commercial-beverage-blender-market>

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IMARCs information products include major market, scientific, economic and technological developments for business leaders in pharmaceutical, industrial, and high technology organizations. Market forecasts and industry analysis for biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, nanotechnology and novel processing methods are at the top of the company's expertise.

Our offerings include comprehensive market intelligence in the form of research reports, production cost reports, feasibility studies, and consulting services. Our team, which includes experienced researchers and analysts from various industries, is dedicated to providing high-quality data and insights to our clientele, ranging from small and medium businesses to Fortune 1000 corporations.

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