

Global Mobile Advertising Market Overview and statistic For 2024-2033

The Business Research Company's Mobile Advertising Global Market Report 2024 – Market Size, Trends, And Global Forecast 2024-2033

LANDON, GREATER LONDON, UK, June 26, 2024 /EINPresswire.com/ -- The [mobile advertising market](#), which refers to displaying advertisements on mobile devices like smartphones and tablets, has experienced rapid growth in recent years. Starting from \$240.42 billion in 2023, it is projected to grow to \$277.73 billion in 2024, reflecting a compound annual growth rate (CAGR) of 15.5%. This growth can be attributed to factors such as the proliferation of smartphones, expansion of the mobile app ecosystem, advancements in data analytics and targeting,

increasing social media influence, and shifts in consumer behavior.

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It will grow to \$489.84 billion in 2028 at a compound annual growth rate (CAGR) of 15.2%. ”

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Augmented Reality (AR) and Virtual Reality (VR) Integration Drive Future Growth

Looking ahead, the market is expected to continue its rapid expansion, reaching \$489.84 billion by 2028 at a CAGR of 15.2%. Key drivers in the forecast period include the integration of AR and VR technologies, advancements in

artificial intelligence and machine learning, the rise of in-app advertising, tightening privacy regulations, and enhanced ad transparency. Emerging trends such as the rollout of 5G technology, continuous advancements in mobile technologies, the dominance of video content in advertising, and the growth of programmatic advertising are set to shape the market landscape.

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Major Players and Technological Innovations

Major companies in the mobile advertising market include Amazon.com Inc., Apple Inc.,



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Alphabet Inc., Meta Platforms Inc., IBM Corporation, and others. These companies are leveraging AI-powered marketing automation tools and features to optimize ad campaigns and enhance targeting capabilities. For instance, Alphabet Inc. recently introduced AI-powered features to automate ad placements across its platforms like Gmail and YouTube, enhancing advertisers' reach and efficiency.

Market Segments

The mobile advertising market is segmented based on:

- Format Type: Search, Display, Digital Video, Other Format Types
- Category: Art And Entertainment, Hobbies And Interests, Other Categories
- Mobile Devices: Smartphones, Laptops And Notebooks, Other Mobile Devices
- Vertical: Retail And E-commerce, Media And Entertainment, Healthcare, BFSI, Education, Travel And Tourism, Other Verticals

Geographical Insights: Asia-Pacific Leading Growth

North America dominated the mobile advertising market in 2023, while Asia-Pacific is anticipated to be the fastest-growing region through the forecast period. Detailed insights into regional dynamics, market trends, and growth opportunities can be accessed in the complete report.

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[Mobile Advertising Global Market Report 2024](#) from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Mobile Advertising Global Market Report 2024 by [The Business Research Company](#) is the most comprehensive report that provides insights on mobile advertising market size, mobile advertising market drivers and trends, mobile advertising market major players, competitors' revenues, market positioning, and market growth across geographies. The mobile advertising market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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About The Business Research Company

The Business Research Company has published over 27 industries, spanning over 8000+ markets and 60+ geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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