

# Understanding the Dynamics of the Programmatic Display Advertising Market worth USD 9473.3 Billion by 2031 | AMR

However, data privacy and sharing challenges on programmatic display advertising platforms can hamper the programmatic display advertising market growth.

WILMINGTON, NEW CASTLE, DE, UNITED STATES, December 10, 2024 /EINPresswire.com/ -- According to the report published by Allied Market Research, the global [programmatic display advertising market](#) generated \$451.3 billion in 2021, and is estimated to reach \$9473.3 billion by 2031, witnessing a CAGR of 35.8% from 2022

to 2031. The report offers a detailed analysis of changing market trends, top segments, key investment pockets, value chains, regional landscape, and competitive scenario. The report is a helpful source of information for leading market players, new entrants, investors, and stakeholders in devising strategies for the future and taking steps to strengthen their position in the market.

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Programmatic display refers to a set of technologies that enables advertisers to post online display adverts in front of potential consumers while they browse publisher sites that contain the advertising. With the help of programmatic display advertising solutions, adverts can be placed at specific times of the day or on specific sites when these target users are online.

Furthermore, key factors that drive [the growth of the programmatic display advertising market](#) include surge in demand for work-from-home and remote working policies during the period of the COVID-19 pandemic, which fueled screen time of individuals staying at homes, hence empowering the demand for internet advertising and programmatic display advertising solutions during the period. Moreover, the growth in demand for easily accessible and shorter



**PROGRAMMATIC DISPLAY ADVERTISING MARKET**  
OPPORTUNITIES AND FORECAST, 2021 - 2031

Programmatic display advertising market is expected to reach **\$9,473.3 Billion** in 2031  
Growing at a **CAGR of 35.8%** (2022-2031)

Report Code: A31468, www.alliedmarketresearch.com

Programmatic Display Advertising Industry growth

forms of entertainment and media is positively impacting the growth of the programmatic display advertising market. However, data privacy and sharing challenges on programmatic display advertising platforms can hamper the programmatic display advertising market growth. On the contrary, the integration of advanced tools such as machine learning and data analytics with programmatic display advertising solution and software suites is expected to offer remunerative opportunities for expansion of the programmatic display advertising market forecast during the period.

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By ad format, the online video segment accounted for the largest programmatic display advertising market share in 2021.

By region, North America generated the highest revenue in 2021.

By type, the Private Marketplaces segment generated the highest revenue in 2021.

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<https://www.alliedmarketresearch.com/programmatic-display-advertising-market/purchase-options>

The report offers a detailed segmentation of the global programmatic display advertising market based on ad format, type, industry vertical, and region. The report provides an analysis of each segment and sub-segment with the help of tables and figures. This analysis helps market players, investors, and new entrants in determining the sub-segments to be tapped on to achieve growth in the coming years.

□□□□□ □□ □□ □□□□□□, 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.

□□□□□ □□ □□□□, the private marketplaces segment held the largest share of nearly half of the global programmatic display advertising market in 2021, and would rule the roost through 2031. However, the real time bidding segment is estimated to witness the fastest CAGR of 37.1% during the forecast period. The report also discusses the selective adsorption segments.

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□□□□□ □□ □□□□□□, the market in North America was the largest in 2021, accounting for nearly [two-fifths of the global programmatic display advertising market](#) share, and is likely to maintain



concerned. Our secondary data procurement methodology includes deep online and offline research and discussion with knowledgeable professionals and analysts in the industry.

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