

Contextual Advertising Market to Reach USD 608.3 Billion by 2032 | SNS Insider

Contextual Advertising Market was USD 171.6 Bn in 2023 and is projected to reach USD 608.3 Bn by 2032, growing at a 15.1% CAGR from 2024-2032, per SNS Insider.

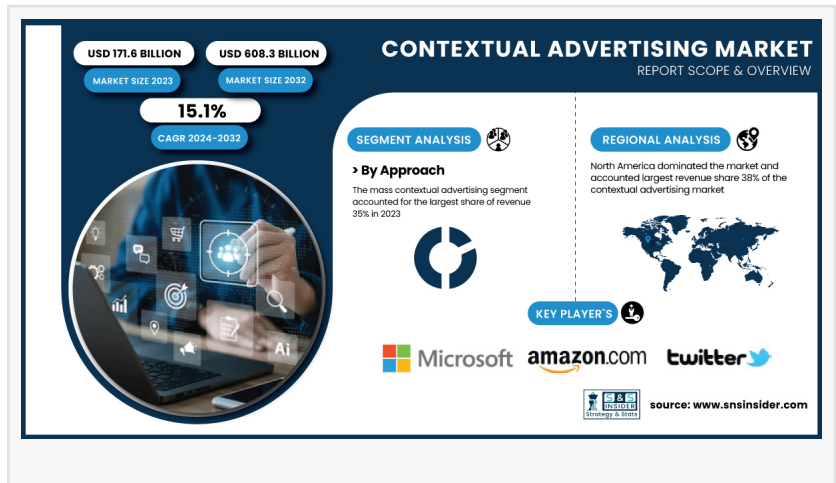
AUSTIN, TX, UNITED STATES, February 14, 2025 /EINPresswire.com/ -- According to the SNS Insider report, the [Contextual Advertising Market](#) was valued at USD 171.6 billion in 2023 and is projected to reach USD 608.3 billion

by 2032, growing at a CAGR of 15.1% from 2024 to 2032. The rise in AI-powered contextual targeting, combined with stricter privacy regulations restricting third-party cookies, is fueling the adoption of contextual advertising solutions across industries, ensuring more relevant and non-intrusive ad experiences.

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Some of Major Keyplayers:

- Google LLC (Google Ads, AdSense)
- Microsoft Corporation (Microsoft Advertising, Bing Ads)
- Amazon.com, Inc. (Amazon DSP, Sponsored Ads)
- Facebook, Inc. (Meta Platforms, Inc.) (Facebook Ads, Instagram Ads)
- Yahoo! Inc. (Yahoo Native Ads, Yahoo Gemini)
- Twitter, Inc. (Twitter Ads, Promoted Tweets)
- Adobe Inc. (Adobe Advertising Cloud, Marketo)
- Oracle Corporation (Oracle Data Cloud, BlueKai)
- Verizon Media (Verizon Native Ads, Yahoo DSP)
- Taboola (Taboola Feed, Taboola Ads)
- Outbrain Inc. (Outbrain Amplify, Outbrain Engage)
- Criteo S.A. (Criteo Dynamic Retargeting, Criteo Sponsored Products)
- The Trade Desk, Inc. (The Trade Desk Platform, Unified ID)



- InMobi (InMobi Exchange, InMobi DSP)
- Sizmek (by Amazon) (Sizmek Ad Suite, Peer39)
- PubMatic (PubMatic Cloud, OpenWrap)
- Integral Ad Science (IAS) (IAS Context Control, IAS Pre-bid Solution)
- DoubleVerify (DV Authentic Ad, DV Publisher Suite)
- Pinterest, Inc. (Pinterest Ads, Promoted Pins)

By Approach: Mass Contextual Advertising Leading, Contextual Behavioural Advertising Fastest Growing

The Mass Contextual Advertising segment dominated the market share and accounted for significant revenue share in 2023, driven by businesses targeting wider audiences through broad content matching. Such an approach is still prevalent in e-commerce, media, and entertainment.

Contextual behavioural advertising is expected to register the fastest CAGR during the forecast period, because of cutting-edge advancements in AI and real-time analysis of audience. It blends context signals for targeting with behavioral insights for personalization, enabling intent-based advertising with hyper-personalization to address specific user interests through resonating ads.

By Type: Activity-based Advertising Leading, Location-based Advertising Fastest Growing

The Activity-based Advertising segment dominated the market and held the largest market share as brands undertake artificial intelligence and machine learning these days to analyze based on user actions, browsing, and content consumption patterns. This approach enables marketers to serve advertisements based on user interest levels, previous searches, and other online activities.

Location-based Advertising segment is anticipated to grow at the fastest CAGR owing to 5G expansion and geotargeting in real-time. Local businesses, retail shops, and service providers use location-based advertisement solutions that utilize GPS, beacons, and artificial intelligence to create location-directed advertisement campaigns and increase conversion rates.

By Deployment: Mobile Devices Leading, Digital Billboards Fastest Growing

The Mobile Devices segment dominated the market and accounted for the largest market share in 2023, due to growing mobile internet penetration, social media participation, and in-app advertising. Brands and advertisers prefer mobile-based contextual ads due to higher engagement rates.

The Digital Billboards segment is projected to grow at the fastest CAGR during 2024-2032, as companies and enterprises are investing in AI-enabled programmatic out-of-home

advertisement. Dynamic contextual digital billboards with interactive and real-time applications are increasingly being used across a range of applications for smart cities, retail ad buys, events, and even product launches.

Contextual Advertising Market Segmentation:

By Approach

- Mass Contextual Advertising
- Focused Contextual Advertising
- Contextual Behavioural Advertising
- Contextual Billboard Advertising

By Type

- Activity-based Advertising
- Location-based Advertising
- Others

By Deployment

- Mobile Devices
- Desktops
- Digital Billboards

By Industry Vertical

- Retail & Consumer Good
- Media & Entertainment
- IT & Telecommunication
- Automotive & Transportation
- Banking, Financial Services, & Insurance (BFSI)
- Healthcare
- Government
- Others
- Small and Medium Enterprises (SMEs)

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Key Regional Developments: North America Dominated, Asia-Pacific Registers Fastest CAGR

The North American region dominated the market and accounted for a revenue share of more than 38%, accompanied by strict data privacy regulations and high digital advertisement spending in the region, the North America region dominated the market. Recently, U.S. and Canadian companies have redirected their funds toward AI contextual ad platforms, programmatic ads, and most crucially, privacy-first solutions.

The Asia-Pacific region is expected to register the fastest CAGR during the forecast period, where increasing internet penetration, digital advertisement strategies that focus on mobile devices, and investments in AI-driven advertising will help grow the market. Unexpectedly rapid acceptance of contextual AI for digital marketing in nations such as China, India, and Japan are active in utilizing context AI primarily in e-commerce, BFSI, and retail industries.

Recent Developments in 2024

- January 2024: Google announced AI-powered contextual targeting enhancements for its ad platforms, improving real-time ad relevance and engagement.

- March 2024: Amazon partnered with leading automotive brands to introduce context-aware voice advertising on Alexa-enabled devices.

Access Complete Report: <https://www.snsinsider.com/reports/contextual-advertising-market-4712>

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