

Internet Advertising Market Growth, Trends, and Future Prospects | CAGR of 17.2%

Asia-Pacific is expected to witness highest growth rate during the forecast period as the proliferation of mobile, social media

WILMINGTON, NEW CASTLE, DE, UNITED STATES, February 21, 2025 /EINPresswire.com/ -- The [Global Internet Advertising Market Opportunities and Forecast, 2020-2027](#) report provides a detailed analysis of the top investment pockets, top winning strategies, drivers & opportunities, market size & estimations, competitive landscape, and changing market trends. Rise in growing expenditure on digital media across various industries and surge in popularity of streaming platforms drive the growth of the global internet advertising market. On the other hand, rising adoption of ad-blockers to avoid online advertising restrains the growth to some extent. However, emergence of advertising automation and rise in adoption of identity-based pay-per-click (PPC) marketing are projected to pave the way for lucrative opportunities in the coming years. The global internet advertising market size was valued at \$319 billion in 2019, and is projected to reach \$1,089 billion by 2027, registering a CAGR of 17.2% from 2020 to 2027



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The growth of the global internet advertising market is driven by factors such as extensive adoption of smart phones, emergence of high-speed internet, proliferation of social media, growth in advertising spends on digital media across various industries, and rise in popularity of streaming platforms. In addition, the increase in interest of business owners for online advertising due to COVID-19 to increase brand awareness and to gain competitive advantage fuels the market growth. However, rise in adoption of ad-blockers to avoid online advertising may hinder the market growth to some extent. On the contrary, emergence of advertising automation is anticipated to provide lucrative opportunities for the market growth. In addition, rise in adoption of identity-based pay-per-click marketing by businesses to achieve greater

success in their marketing is expected to be opportunistic for the internet advertising market growth during the forecast period.

Based on pricing model, the performance-based segment garnered more than half of the total market revenue in 2019 and is expected to lead the trail by 2027. At the same time, the hybrid segment would manifest the fastest CAGR of 22.7% throughout the forecast period.

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By industry vertical, the global [internet advertising market share](#) was dominated by the retail & consumer goods segment in 2019, and is expected to maintain its dominance in the coming years due to the rise in need for smaller businesses in the retail and consumer goods industry to compete with larger organizations in an increasingly competitive marketplace filled with innovation. Various retailers are advancing their internet advertising strategies to enable shoppers know about their business and drive traffic to their e-commerce site.

The global internet advertising market report is analyzed across platform type, ad format, pricing/revenue model, enterprise size, industry vertical, and region. Based on platform type, the mobile segment accounted for nearly two-thirds of the total market share in 2019 and is expected to rule the roost by 2027. The same segment would also manifest the fastest CAGR of 18.9% during the forecast period.

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The key market players analyzed in the global internet advertising market report include Google LLC, Baidu, Inc., Amazon.com, Inc., Hulu LLC., Alibaba Group Holding Limited, Facebook, Inc., Microsoft Corporation, Twitter Inc., International Business Machines Corporation, and Verizon Communications Inc. These market players have taken recourse to several strategies including partnership, expansion, collaboration, joint ventures, and others to prove their flair in the industry.

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By platform type, the global online advertising market share was dominated by the mobile segment in 2019, and is expected to maintain its dominance in the coming years due to various factors such as increase in mobile device and mobile internet users, growth in popularity of social media, and time spent on mobile devices. In addition, the key players-operating in the mobile-based advertising industry create and develop mobile advertising content that can easily support mobile devices. Moreover, the rise in trend of e-commerce and m-commerce further propels the growth of internet advertising on mobile platform as more and more people are using their mobile phones to browse the internet and enjoy internet-based shopping services.

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Based on geography, North America held the share in 2019, holding around two-fifths of the global market. The market across Asia-Pacific, on the other hand, would cite the fastest CAGR of 21.6% from 2020 to 2027. The report also analyzes the market growth across LAMEA and Europe.

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In 2019, the global internet advertising market share was dominated by the search engine advertising or search engine marketing segment and is expected to maintain its dominance in the coming years due to the rise in number of consumers who are shopping and researching for products online. In addition, the rise in need of multinational companies to become more reachable, searchable, and visible across the internet propels the growth of the search engine advertising market. However, the social media advertising segment is expected to witness the highest growth as the due to the accelerating demand of social media platforms.

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David Correa
Allied Market Research
+ 1 800-792-5285

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