Demand Side Platform (DSP) System Market Share Growing at a CAGR of 27.3% Reach USD 228.4 Billion by 2032

WILMINGTON, DE, UNITED STATES, February 22, 2025 /EINPresswire.com/ -- According to the report published by Allied Market Research, Demand Side Platform (DSP) System Market Share Growing at a CAGR of 27.3% Reach USD 228.4 Billion by 2032 . The report provides an extensive analysis of changing market dynamics, major segments, value chain, competitive scenario, and regional landscape. This research offers valuable able guidance to leading players, investors, shareholders, and startups in devising strategies for sustainable growth and gaining a competitive edge in the market.

The global demand side platform (DSP) system market was valued at $21 billion in 2022, and is projected to reach $228.4 billion by 2032, growing at a CAGR of 27.3% from 2023 to 2032.

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The demand side platform (DSP) system market is expected to witness notable growth owing to extensive adoption of smartphones and emergence of high-speed internet, surge in adoption of ai converging in AdTech, and rise in use of artificial intelligence. Moreover, the emergence of advertising automation and growing interest of business owners in online advertising to increase brand awareness are expected to provide lucrative opportunities for the growth of the market during the forecast period. On the contrary, rising adoption of ad-blockers to avoid online advertising limits the growth of the demand side platform (DSP) system market.

The demand side platform (DSP) system market is segmented on the basis of type, application, and region. On the basis of type, it is bifurcated into real time bidding (RTB) and programmatic premium buying (PPB). On the basis of application, it is fragmented into retail, automotive, financial, healthcare, telecom, and others. On the basis of region, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

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By type, the real-time bidding (RTB) segment held the major share in 2022, garnering more than two-third of the global demand side platform (DSP) system market revenue, owing to increasing emphasis on privacy-compliant, data-driven advertising strategies and first-party data utilization and contextually targeted advertising has gained momentum. However, the programmatic premium buying (PPB) segment would also showcase the fastest CAGR of 29.6% during the forecast period, owing to access premium inventory automatically while still employing the efficiency and targeting capabilities of programmatic advertising.

By end user, the retail segment accounted for nearly one-third of the global demand side platform (DSP) system market share in 2022, and is expected to rule the boost by 2032, owing to the ability to access diverse ad inventory, and enabling them to place ads in targeted digital spaces where their potential customers are likely to be present. However, the healthcare segment would also display the fastest CAGR of 32.5% throughout the forecast period, owing to enhance data traceability, to improve the patient experience, and to save unnecessary administrative costs, boosting the demand for demand side platforms (DSPs).

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By region, North America garnered the highest share in 2022, holding more than one-third of the global demand side platform (DSP) system market revenue in 2022, and is projected to retain its dominance by 2032, owing to the rising demand for interactive ad formats, such as shoppable ads and immersive experiences, reflects the evolving preference for engaging content. The Asia-Pacific region would also portray the fastest CAGR of 31.2% during the forecast period, owing to connected TV (CTV), hyper-personalization, geotargeting, augmented reality & virtual reality (AR/VR), and integrated consumer journeys.

The key players profiled in the demand side platform system industry analysis are Amazon, The Trade Desk, Adobe, Meta, Mediamath, Microsoft Corporation, Pubmatic, Inc., Magnite, Inc., Simpli.Fi, Google LLC. These players have adopted various strategies to increase their market penetration and strengthen their position in the demand side platform system industry.

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COVID-19 scenario

□ Initially, the onset of the pandemic led to substantial shifts in ad spending and consumer behavior. Many advertisers reduced their budgets or halted campaigns due to economic uncertainty and changes in consumer habits.
Advertisers started redirecting their budgets toward channels that showed resilience and adaptability, such as connected TV (CTV), streaming services, and digital content platforms.
□ In addition, the pandemic accelerated the digital transformation across various industries. Companies, realizing the importance of online presence, increased their investments in digital marketing and e-commerce, driving the demand for ad tech services.

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Lastly this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

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