

Digital Advertising Market Forecast 2025–2034: Insights on Size, Growth, Trends, and Competitive Landscape

The Business Research Company's Digital Advertising Global Market Report 2025 – Market Size, Trends, And Global Forecast 2025-2034

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/EINPresswire.com/ -- The digital advertising market size has been

growing quite rapidly in recent years. It is expected to grow from \$734.24 billion in 2024 to \$843.48 billion in 2025 at a compound annual growth rate CAGR of 14.9%. The substantial growth in the historic period can be credited to the rise in advertising expenditure, an increase in E-Commerce penetration, the increased availability of smartphones, and a growth in social media usage. How is the market expected to evolve in the subsequent years?



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Digital Advertising Global Market Report 2025



What's Fueling The Growth Of The Digital Advertising Market Going Forward?

Projections indicate that the digital advertising market size will continue its rapid expansion in the upcoming years. It is slated to grow to \$1426.63 billion in 2029, at a compound annual growth rate CAGR of 14.0%. This growth in the forecast period can be attributed to an increasing internet penetration, escalating government support for

digital advertising, and rising urbanization. Some of the major trends for the forecast period include a focus on strategic collaborations and partnerships to enhance financial strength. There is also a clear trend towards the greater usage of AI-powered apps for digital advertising and digital out-of-home DooH advertising campaigns. Interactive advertising is in demand for creating engaging personal experiences based on individual tastes. Furthermore, augmented reality AR is being used to provide an interactive experience, and there is a surge in the introduction of 3D solutions in advertising campaigns.

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What Is The Primary Growth-Propelling Force In [The Digital Advertising Market](#)?

The ever-increasing usage of content marketing is expected to spur the growth of the digital advertising market. Content marketing refers to a strategic marketing approach focusing on creating and distributing valuable, relevant, and consistent content to attract and secure a target audience. In the constantly evolving digital landscape, content marketing has become an essential component of digital advertising strategies. Brands are increasingly realizing its significance in engaging and establishing connections with their target audience.

Who Are The Front-Running Players In This Burgeoning Digital Advertising Market?

Major companies operating in the digital advertising market include heavyweights like Google, Meta Platforms, Inc. Facebook, Amazon.com, Inc, Microsoft Corporation, Alibaba Group Holdings Limited, and HULU LLC. These digital giants are buttressed by other key players like Tencent, Saga Communications, Inc, Twitter, Inc., AdChina, Baidu Advertising and Sina Corp. Other significant contributors include S4 Capital, Dentsu International, PwC's Digital Services, Accenture Interactive, and a host of other companies driving the market.

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So, What Are The New Trends Surfacing In The Digital Advertising Market Landscape?

Major players are exploring innovative AI-based advertising tools such as Link AI for Digital. This not only expands their customer base but also provides them with a competitive edge. Link AI for Digital is an AI-based advertising testing tool that predicts digital ad performance using real-world data.

How Is [The Digital Advertising Market Segmented](#)?

The digital advertising market is segmented into –

- 1 By Platform: Mobile Ad In-App And Mobile Web, Desktop Ad, Digital TV, Other Platforms
- 2 By Ad Format: Digital Display Ad, Internet Paid Search, Social Media, Online Video, Other Ad Formats
- 3 By Industrial Vertical: Media And Entertainment, Consumer Goods And Retail Industry, Financial Service And Insurance, Telecommunication IT Sector, Travel Industry, Healthcare Sector, Manufacturing And Supply Chain, Transportation And Logistics, Energy, Power And Utilities, Other Industrial Verticals

What Are The Regional Insights Of The Digital Advertising Market?

North America was the largest region in the digital advertising market in 2024, followed by the Asia-Pacific region. The regions covered in the digital advertising market report are Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, Africa.

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