

In-app Advertising Market Size to Reach \$952 Billion by 2034 Globally, at 9.2% CAGR: Allied Market Research

The in-app advertising market is witnessing strong growth owing to rise of programmatic advertising, AI-driven ad placements & gaming apps with large user bases

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Allied Market Research published a report, titled, "[In-app Advertising Market](#) by Type (Banner Ads, Interstitial Ads, Native Ads, Reward Video Ads, and Others), Platform Type (iOS, Android, and Others), and Application Type (Gaming, Social Media, E-commerce, Media and Entertainment, and Others): Global Opportunity Analysis and Industry Forecast, 2025-2034".

According to the report, the "in-app advertising market" was valued at \$390.5 billion in 2024, and is estimated to reach \$952 billion by 2034, growing at a CAGR of 9.2% from 2025 to 2034



Report Overview:

The in-app advertising market has emerged as a dynamic and fast-growing segment of the digital advertising market, driven by rapid increase in smartphone usage and widespread adoption of mobile applications. As consumers spend a significant portion of their time on mobile apps, ranging from gaming and social media to shopping and news, advertisers are shifting their budgets toward in-app channels to capture audience attention more effectively. Unlike traditional display ads, in-app ads are more interactive and personalized, making them more engaging and often yielding higher click-through and conversion rates.

One of the key advantages of in-app advertising is its ability to leverage user data such as location, browsing habits, and app usage patterns, enabling brands to deliver highly targeted and relevant ads. This data-driven approach is further enhanced by advancements in artificial intelligence and programmatic advertising, which automate ad placements in real-time for maximum efficiency and return on investment. Formats such as rewarded video ads, interstitials,

banners, and native ads offer a range of options for marketers to choose from based on user experience and campaign goals.

Key Segmentation Overview:

The in-app advertising market is segmented based on type, platform type, application type, and region.

- By Type: Banner Ads, Interstitial Ads, Native Ads, Reward Video Ads, Others
- By Platform Type: iOS, Android, Others
- By Application Type: Gaming, Social Media, E-commerce, Media and Entertainment, Others
- By Region:
 - North America (U.S., Canada)
 - Europe (Germany, UK, France, Italy, Spain, Rest of Europe)
 - Asia-Pacific (China, Japan, India, South Korea, Australia, Rest of Asia-Pacific)
 - LAMEA (Latin America, Middle East, Africa)

Market Volume Analysis:

The global in-app advertising market registered 65,123 billion impression in 2024, and this figure is projected to reach 107,848 billion by 2034, growing at a CAGR of 5.1% from 2025 to 2034. This growth in impression volume is driven by surge in mobile app usage, increase in smartphone penetration, and growing shift of advertising budgets from traditional media to mobile platforms. In addition, advancements in programmatic advertising, AI-driven targeting, and rise in consumer engagement across gaming, entertainment, and social media apps are further fueling the expansion of the in-app advertising market globally.

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Market Highlights

- By type, the banner ads segment dominated the market in 2024 and is expected to dominate the market during the forecast period as they are easy to implement, cost-effective, and widely supported across different types of mobile apps.
- By platform type, the android segment dominated the market in 2024 and is expected to dominate the market during the forecast period as their open-source nature allows for greater customization and flexibility for app developers, making it easier to integrate different ad formats.
- By application type, the social media segment witnessed significant growth due to highly targeted advertising opportunities based on user behavior, interests, and demographics, making them very effective for advertisers.

Factors Affecting Market Growth & Opportunities:

The widespread use of smartphones and increased time spent on mobile apps have created vast opportunities for advertisers to reach users directly. Advancements in data analytics and AI have enabled more personalized and targeted advertising, improving user engagement and return on investment. In addition, rise of freemium app models has encouraged app developers to rely more on ad revenue.

- **Widespread Smartphone Usage:** The global increase in smartphone users fuels higher app engagement, creating a larger audience for in-app ads.
- **Rising App Usage Time:** Consumers are spending more time on mobile apps than on traditional media, attracting more ad spend to in-app platforms.
- **Advancements in Ad Tech:** AI and machine learning allow for better ad targeting and personalization, increasing advertiser ROI and user engagement.
- **Video and Interactive Ads:** Growth in reward-based and interactive ad formats opens new monetization opportunities, especially in gaming and entertainment apps.

However, privacy regulations, such as GDPR and Apple's App Tracking Transparency (ATT), present challenges by limiting data access for targeting. Despite this, the increasing shift of businesses toward mobile-first strategies continues to drive the market forward.

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Regulatory Landscape & Compliance:

The regulatory landscape for the in-app advertising market is evolving rapidly, driven by growing concerns over user privacy, data protection, and ethical advertising practices. Key regulations like the General Data Protection Regulation (GDPR) in Europe and the California Consumer Privacy Act (CCPA) in the U.S. have significantly impacted how companies collect, store, and use user data for advertising purposes. These laws require app developers and advertisers to obtain explicit user consent before tracking behavior or delivering personalized ads. Non-compliance can result in substantial penalties, pushing companies to invest in privacy-compliant ad technologies and transparent data usage policies.

In addition to privacy laws, platforms like Apple and Google have introduced their own policies that affect in-app advertising. Apple's App Tracking Transparency (ATT) framework, for example, requires iOS apps to request user permission before tracking activity across other apps and websites. This has reduced the availability of user-level data for targeted advertising, leading to shifts toward contextual and less invasive ad strategies. Similarly, Google's Privacy Sandbox initiative aims to phase out third-party cookies and introduce privacy-preserving alternatives, which also influence ad practices within Android apps.

To stay competitive and compliant, businesses operating in the in-app advertising market must continuously adapt to these regulations by enhancing transparency, adopting privacy-first approaches, and implementing robust data governance frameworks. As regulatory scrutiny increases worldwide, particularly with new laws emerging in Asia-Pacific and Latin America,

maintaining compliance while delivering effective advertising remains a central challenge and priority in this market.

If you have any questions, please feel free to contact our analyst at:

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Technological Innovations & Future Trends:

- AI helps optimize ad targeting by analyzing user behavior, preferences, and engagement patterns in real-time, enabling highly personalized ad delivery.
- The adoption of programmatic advertising automated real-time bidding platforms are increasingly used to buy and sell ad space, improving efficiency and ROI for advertisers.
- As privacy regulations tighten, contextual ads based on app content rather than user data, are becoming more popular.
- Faster internet speeds support higher-quality video and interactive ad formats, encouraging more immersive ad experiences.
- Interactive, mini-game-style ads allow users to experience apps before downloading, improving user acquisition quality.

Regional Insights

North America and Asia-Pacific dominate the in-app advertising market due to the region's vast user base of smartphone and app users, high mobile internet penetration, and mature digital advertising ecosystems. In North America, particularly the U.S., strong consumer spending, advanced ad technologies, and the presence of major tech companies drive consistent growth. Asia-Pacific, especially countries like China and India, benefits from rapid digital adoption, a booming mobile gaming sector, and the increasing popularity of mobile commerce and entertainment apps.

Europe and LAMEA are witnessing rapid expansion, driven due to increase in smartphone penetration, expanding internet infrastructure, and rise in investments in mobile advertising across these regions. In addition, advertisers are targeting emerging markets due to their untapped potential and rise in demand for mobile-based services, creating new opportunities for in-app ad monetization.

Key Players:

Major players in the in-app advertising market include Unity Technologies, Alphabet (Google Inc.), AppLovin Corporation, Amobee Inc.(Nexxen International Ltd.), InMobi, Chartboost, Inc. (LoopMe), Smaato Inc. (Verve), Leadbolt Pty Ltd., Liftoff, Inc., PubMatic, Inc., Mintegral, Digital Turbine, Inc., RevX Affle, Entravision Communications Corporation, AppsFlyer Ltd., Start.io, triplelift, BYYD Inc., Apple Inc., and Meta Platforms, Inc.. These companies are focusing on expanding their service offerings, strategic partnerships, and enhancing cybersecurity measures.

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Key Strategies Adopted by Competitors

- In November 2024, MobileFuse, one of the largest in-app, CTV, and DOOH advertising platforms, partnered with ID5, the market-leading identity provider for digital advertising. MobileFuse stands as the one of the first in-app SSPs to adopt the ID5 ID, helping advertisers target and reach audiences and publishers uncover new revenue opportunities – despite the realities of signal loss..
- In August 2024, Reddit Acquired Creative Intelligence Platform to further advance campaign performance and impact. Through this acquisition, Reddit advertisers have access to Memorable AI's best-in-class tools to enhance their campaign planning and drive higher performance. As company integrate Memorable into our ad stack, our partners able to see performance benefits from creative insights from previous ads, better creative effectiveness, and automation that guides their creative towards maximum performance and return on ad spend.

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