

# Internet Advertising Market Analysis 2025 – Insights For Long-Term Investment & Planning

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

LONDON, GREATER LONDON, UNITED  
KINGDOM, July 28, 2025

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Internet Advertising Global Market Report 2025

How Big Is The Global [Internet Advertising Market](#) Expected To Grow?

The soaring growth of the internet advertising market is poised to continue, driven by key

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players adopting technological advancements, an increase in internet penetration, and various market trends. Based on the 'Internet Advertising Global Market Report 2025', the market size is projected to surge from \$616.27 billion in 2024 to \$729.41 billion in 2025, registering a Compound Annual Growth Rate CAGR of 18.4%. The robust growth during the historic period can be attributed to a shift in consumer behavior, the burgeoning influence of social media, and the continued boom in e-commerce.

What Is Its Annual Growth Rate Of The Internet Advertising

Market?

In the ensuing years, the internet advertising market size is expected to witness rapid growth. Projected to reach \$1384.51 billion in 2029, it will feature a CAGR of 17.4%. The growth within this forecast period can be attributed to regulatory changes, dominance of videos, and global connectivity. Major trends steering the forecast period encompass data analytics and targeting, emergence of new platforms, integration of artificial intelligence, a mobile-first approach, growth in programmatic advertising, evolution of native advertising, interactive and immersive content, voice search and smart speakers, and cross-channel integration.

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### What Is Driving The Growth Of The Internet Advertising Market?

Driving this rapid growth forward is the rising internet penetration. The internet has essentially rendered lives more convenient and accessible. It is an indispensable tool that brings the world to everyone's fingertips. The internet has transformed marketing by creating modern technology ecosystems and bespoke, immersive campaigns for consumers. As per a report published in November 2022 by the International Telecommunication Union ITU, the UN agency specializing in information and communication technologies, the number of internet users skyrocketed to approximately 5.3 billion in 2022, marking a hike of 6.1% compared to 2021. Consequently, this growing internet penetration is propelling the growth of the internet advertising market.

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### Which Leading Companies Are Driving The Growth Of The Internet Advertising Market Share?

Major contributors to the market include Alibaba Group Holdings Ltd, Google LLC, Baidu Inc., Microsoft Corporation, Amazon Web Services Inc., Facebook Inc., Twitter Inc., Verizon Communication Inc., Hulu LLC, LinkedIn, eBay Inc., InMobi Pte Ltd, Smaato Inc, Epom Ltd., Mobvista Co. Ltd., Mintegral International Trading Co. Ltd., Adobe Systems Inc., Disruptive Advertising, Online Optimism LLC, WebFX Inc., SmartSites Digital Marketing Agency, Lounge Lizard Worldwide Inc., Ignite Digital Inc., Thrive Internet Marketing Agency, Titan Growth LLC, SEO Brand, WebiMax LLC, Straight North LLC, Marin Software, Kenshoo Ltd., Acquisio LLC, and Quantcast

### What Are The Key Trends Of The Internet Advertising Market?

Technological advancements have emerged as the prevalent trend in the internet advertising market. Major players in the sector are keen on introducing novel technologies to maximize productivity and secure their market position. For example, Google Ads, an online advertising platform built by Google, launched the new Search Ads 360 in February 2022. This new platform will handle and process more data than ever, fostering new enterprise innovations that will centralize and scale user work. It will also lend immediate management support for the majority of new Google Ads features like performance max and discovery campaigns.

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

Internet advertising market segmentation includes:

- 1 By Ad Format Type: Search Engine Advertising Or Search Engine marketing, Display Advertising, Mobile Advertising, Social Media Advertising, Video Advertising, Online Classifieds Ads, Other Ad Formats
- 2 By Platform Type: Mobile, Desktop And Laptop, Other Platforms
- 3 By Pricing Model Type: Cost Per Thousand CPT, Performance Based Advertising, Hybrid, Other Pricing Models

4 By Enterprise Size: Large Enterprises, Small And Medium-Sized Enterprises

5 By Industry: Automotive, Healthcare, Media And Entertainment, BFSI, Education, Retail And Consumer Goods, Transport And Tourism, IT And Telecom, Other Industries

Subsegments:

1 By Search Engine Advertising SEM: Paid Search Ads, Pay-Per-Click PPC Ads

2 By Display Advertising: Banner Ads, Rich Media Ads, Programmatic Ads

3 By Mobile Advertising: In-App Ads, Mobile Web Ads

4 By Social Media Advertising: Sponsored Posts, Social Media Stories, Influencer marketing

5 By Video Advertising: Pre-Roll Ads, Mid-Roll Ads, Out-Stream Ads

6 By Online Classified Ads: Job Listings, Real Estate Ads, Auto Classifieds

7 By Other Ad Formats: Email marketing, Affiliate marketing, Native Advertising

What Are The Leading Region In The Internet Advertising Market?

Regional Insights reveal that North America was the largest region in the internet advertising market in 2024. Meanwhile, Asia-Pacific is expected to be the fastest-growing region in the forecast period. The internet advertising market report covers diverse regions such as Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, and Africa.

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