

Report Information

More information from: <https://www.marketresearchfuture.com/reports/in-app-advertising-market-6005>

In-App Advertising Market Research Report – Global Forecast till 2030

Report / Search Code: MRFR/ICT/4547-CR

Publish Date: February, 2020

[Request Sample](#)

Price	1-user PDF : \$ 4950.0	Enterprise PDF : \$ 7250.0
-------	------------------------	----------------------------

Description:

In-App Advertising Market Snapshot:

In-App Advertising Market Growth is projected at 17.32%. In-app advertising is a promotional method through ad servers and real-time bidding. The market includes display advertising, mobile advertising, programmatic and shopping campaigns. Today, ads presented through apps are receiving high traffic. They are more successful than traditional advertisements. Boosting demand for a product and targeting an audience is possible through in-app advertising. All these campaigns through mobile phones and apps are generating exceptional revenue.

Penetration of smartphones is suitable for the in-app advertising market. Digital marketing and modern ad techniques are practised in this market. Today, the number of hours spent on smartphones and mobile devices is rising. It is creating more opportunities for the in-app advertising market. The gaming, ticketing and searching platforms are suitable for target advertisements.

It is a market that is becoming highly dynamic. Customer requirements are managed accurately in the market. These in-app advertisers track the habit of mobile users. Through user details, the target audience is approached by the market. Through their pattern, age, and location approaching this audience are possible. As per In-App Advertising Market Forecast, these factors will immensely grow demand.

COVID Analysis

Covid 19 virus is attacking many industries across the globe. The advertisement industry is facing various challenges during this period. The finance, automotive, tourism and retail markets are witnessing massive losses. The primary reason for the losses is restrictions and lockdowns. The operations of various verticals are rapidly slowing down. However, mobile phone usage is rising in this period. For gaming, ticketing and apps the advertisements rate is increasing.

Due to this, the in-app advertising market is witnessing high growth. There is no restriction in the market. Through smartphones and interest, these advertisements are available for the target audience. Various losses in different industries are leading to the adoption of cost-effective ads. Today, many enterprises prefer cost-efficient ads. All these factors are leading to high requirements for in-app advertising. Video ads are gaining more traction in this period. As per In-App Advertising Market Research, these factors are creating a positive effect.

Market Dynamics

• Crucial Market Drivers

Penetration of social media is a crucial driver for the in-app advertising market. Social media is a crucial platform for in-App Advertising. Demand for eCommerce products is growing in social media. These are platforms that offer high click rates for the market. There are high opportunities to post ads and video ads on these platforms. Also, approaching the target audience through these platforms is effortless.

Most apps track the performance of users. Likes and dislikes of the users are stored. It provides possibilities for In-App advertising. Today, many eCommerce sites are investing more in this market to gain high traffic and returns. The growing adoption of location-based technology is another crucial driver of the market. Location-based marketing is gaining more traction in recent years.

The past and current location details of the user are used in-app advertising. Today, many brands and businesses are investing more in these markets to increase their customer base. Last year alone various enterprises spent almost 2 billion dollars on these platforms. All these factors will lead to exceptional demand in the market. Overall profits of In-App Advertising Industry will rise due to these factors.

- **The Market Growth Opportunities**

The usage of AR and VR will create exceptional growth opportunities. Through these platforms advanced advertising is possible. Ads with quality and effects are possible through these features. Today, most in-app advertisers incorporate VR and AR. Innovations and techniques of advertising are possible through this development. The integration of AR and VR will make the overall market diverse. Fresh ads and out-of-box ad content will be launched.

In many regions, the audience of AR is growing immensely. More than 80 million users are interested in argument reality. These factors will lead to the massive adoption of in-app advertising. Virtual reality is another new development that creates good consumer and brands owners' relationships. Implementing whilst and blocking irrelevant ads is possible for users. All these development in the h market will lead to high expansion. Services of the market will become versatile due to these technological advancements.

- **The Market Restraints**

Privacy concerns in the market are restraining factors. Cyber attacks are prevalent in the In-app advertising market. Most of the users leak private information of the user without their knowledge. Payment for food merchants is facing privacy issues in the market. These privacy concerns can affect the overall growth rate in the forecast period.

The user information that is leaking is email address, contact information and credit cards details. Demand from various enterprises and eCommerce sites are hampering due to these restraints. Privacy issues are major threats to the market. Lack of awareness about cost-efficient advertising is another market restraint. Today, many startup e-commerce sites think that advertising is expensive. Less awareness about in-app advertising leads to less awareness. These restraints of the market can affect overall revenue rates.

- **The Market Challenges**

Technical issues are a significant challenge in the market. In-app, advertising has several technical difficulties. Advertisement testing is complex in this platform. Testing advertisement is different for is an android Smartphone users. Different testing for driver operating systems can create market inconsistencies.

The time-consuming process of testing poses a challenge for the market. Supply rates of the market are expected to delay due to these market challenges. Further, stringent standards to post ads on gaming and other platforms are other challenges. Due to stringent rules posting an ad is time-consuming on these platforms. All these market challenges can impede market growth.

- **Cumulative Growth Analysis**

The In-App Advertising Market Trend is surging. Increasing smartphones penetration is an exceptional benefit for the market. Penetration of social media is another driver of this market. Both these market drivers are expected to boost overall market growth immensely.

The video ads segment of the market will witness higher demand. Video ads are gaining more traction in many regions. These ads are posted on gaming, ticketing and other platforms. However, privacy concerns act as restraints in the market. Also, technical difficulties of the software lead to a few challenges. However, the growth rate is steady due to future growth opportunities.

- **Value Chain Analysis**

The global in-app advertising market key regional player is North America. It is a top region with more awareness about the advertising techniques. The high disposable income in this market is leading to more ads. Enterprises are involved more in promotional strategies. High internet connectivity and speed are leading to more adoption of in-app advertising.

The presence of large market players is responsible for high market demand. US and Canada are top investors in the market. It is a market that will witness many innovations in the forecast period. As it is an early adopter of technologies scope for new opportunities are high.

Segment Overview

In-App Advertising Market Segments

By Market Type

- Native ads

- Video ads
- Banner ads
- Rich media ads
- Intertidal ads

By Platform

- IOS
- Android

By Application

- Online shopping
- Messaging
- Entertainment
- Gaming and ticketing

By Geography

- Asia pacific
- North America
- Europe

Competitive Landscape

The competition in the in-app advertising market is rising. Also, price competitiveness in the market is expected to rise. A large number of the established market creates more advancement in the market. Also, market acquisitions, expansion and mergers will take place in the competitive landscape. Key developments will be witnessed in upcoming years.

Regional Analysis

The in-app advertising market is fragmented into Asia Pacific, Europe and North America. As per In-App Advertising Market Analysis North America is the dominating regional player. The penetration of the internet is providing more opportunities for the in-app advertising market in this region. There are plenty of factors that contribute to the high growth in this region. High spending on ads leads to high demand from e-commerce sectors.

Further, Asia pacific is another crucial region of the market. This regional player has a massive demand for in-app advertising. The growth of small and medium-sized enterprises provides more scope. Video ads are gaining more traction on gaming and ticketing platforms. Europe is another key regional player with high market expansion.

The key players of the in-app advertising market are

- Tune, Inc
- Chart boost
- Google Admob
- Flurry, Inc
- InMobi
- One by AOL
- Tapjoy, Inc
- BYYD Inc
- Amobee, Inc
- Glispa GmbH

Recent Developments

- The Asia pacific key players are making the payments platform a key target of in-app advertising. The demand for this type of ad is surging in China and India.
- The key players are targeting mobile-based apps for in-app advertising. Due to this, the collaborations among advertisers and app developers are rising.

Market Overview

- Market Overview Highlights
- Analysis Based Upon COVID 19
- Explanation Upon The Market Dynamics
- Value Chain Analysis
- Market Segmentation Overview
- The Regional Analysis
- Competitive Landscape Analysis
- Recent Developments

Table of Content:

Contents	
1 Executive Summary	
1.1 Market Attractiveness Analysis 14	
1.1.1 Global In-App Advertising Market, By Platform 14	
1.1.2 Global In-App Advertising Market, By Ad-Format 15	
1.1.3 Global In-App Advertising Market, By Application Type 16	
1.2 Global In-App Advertising Market, By Region 17	
2 Market Introduction	
2.1 Definition 20	
2.2 Scope of the Study 20	
2.3 Market Structure 19	
3 Research Methodology	
3.1 Research Process 20	
3.2 Primary Research 21	
3.3 Secondary Research 22	
3.4 Market Size Estimation 22	
3.5 Forecast Vertical 23	
3.6 List of Assumptions 27	
4 Market Insights	
5 Market Dynamics	
5.1 Introduction 28	
5.2 Drivers 29	
5.2.1 Better Targeting and Higher Click-through Rates 29	
5.2.2 Increasing Ownership of Smartphones 29	
5.2.3 Drivers Impact Analysis 30	
5.3 Restraints 30	
5.3.1 Implementation of the European General Data Protection Regulation (GDPR) 30	
5.3.2 Restraints Impact Analysis 31	
5.4 Opportunity 31	
5.4.1 Growing Adoption of Digital Marketing 31	
6 Market Factor Analysis	
6.1 Supply Chain Analysis 32	
6.1.1 Media Agency/Demand-side platform 34	
6.1.2 Ad exchange/Ad network 34	
6.1.3 Supply-side Platform/Publisher 34	
6.1.4 End-Users 34	
6.2 Porter's Five Forces Model 35	
6.2.1 Threat of New Entrants 35	
6.2.2 Bargaining Power of Suppliers 35	
6.2.3 Bargaining Power of Buyers 36	
6.2.4 Threat of Substitutes 36	
6.2.5 Intensity of Rivalry 36	
7 Global In-App Advertising Market, By Platform	
7.1 Overview 37	
7.2 Android 38	
7.3 iOS 38	
7.4 Others 38	
8 Global In-App Advertising Market, By Ad-Format	
8.1 Overview 39	
8.2 Video Ad-Format 40	
8.3 Non-Video Ad-Format 40	
9 Global In-App Advertising Market, By Application Type	
9.1 Overview 41	
9.2 Online Shopping & Fashion 42	

9.3 Gaming	42
9.4 Entertainment & Social Media	43
9.5 News & Sports	43
9.6 Others	43
10 Global In-App Advertising Market, By Region	
10.1 Overview	44
10.2 North America	45
10.2.1 U.S.	48
10.2.2 Canada	50
10.2.3 Mexico	52
10.3 Europe	54
10.3.1 U.K.	58
10.3.2 Germany	59
10.3.3 France	61
10.3.4 Rest of Europe	62
10.4 Asia Pacific	64
10.4.1 China	68
10.4.2 Japan	69
10.4.3 India	71
10.4.4 Rest of Asia-Pacific	72
10.5 Rest of the World	74
10.5.1 The Middle East & Africa	77
10.5.2 Latin America	78
11 Competitive Landscape	
11.1 Overview	80
11.2 Key Player Market Share Analysis, 2020 (%)	80
12 Company Profiles	
12.1 Microsoft Corporation	82
12.1.1 Company Overview	82
12.1.2 Financial Overview	83
12.1.3 Products/Services/Solutions Offered	84
12.1.4 Key Developments	84
12.1.5 SWOT Analysis	84
12.1.6 Key Strategies	84
12.2 Facebook, Inc.	85
12.2.1 Company Overview	85
12.2.2 Financial Overview	85
12.2.3 Products/Services/Solutions Offered	86
12.2.4 Key Developments	86
12.2.5 SWOT Analysis	86
12.2.6 Key Strategies	86
12.3 Apple Inc.	87
12.3.1 Company Overview	87
12.3.2 Financial Overview	87
12.3.3 Products/Services/Solutions Offered	88
12.3.4 Key Developments	88
12.3.5 SWOT Analysis	89
12.3.6 Key Strategies	89
12.4 Google LLC	90
12.4.1 Company Overview	90
12.4.2 Financial Overview	90
12.4.3 Products/Services/Solutions Offered	91
12.4.4 Key Developments	91
12.4.5 SWOT Analysis	92
12.4.6 Key Strategies	92
12.5 Amobee, Inc.	93
12.5.1 Company Overview	93
12.5.2 Financial Overview (Singapore Telecommunications Ltd.)	94
12.5.3 Products/Services/Solutions Offered	94
12.5.4 Key Developments	95
12.5.5 SWOT Analysis	96
12.5.6 Key Strategies	96
12.6 MoPub, Inc.	97
12.6.1 Company Overview	97
12.6.2 Financial Overview (Twitter Inc.)	98
12.6.3 Products/Services/Solutions Offered	98
12.6.4 Key Developments	99
12.6.5 SWOT Analysis	99
12.6.6 Key Strategies	99
12.7 The Rubicon Project, Inc.	100
12.7.1 Company Overview	100
12.7.2 Financial Overview	100
12.7.3 Products/Services/Solutions Offered	101
12.7.4 Key Developments	101
12.7.5 SWOT Analysis	102
12.7.6 Key Strategies	102
12.8 InMobi	103
12.8.1 Company Overview	103
12.8.2 Financial Overview	103
12.8.3 Products/Services/Solutions Offered	103
12.8.4 Key Developments	104
12.8.5 SWOT Analysis	105
12.8.6 Key Strategies	105
12.9 Verizon Communications, Inc. (AOL)	106
12.9.1 Company Overview	106
12.9.2 Financial Overview (Verizon)	106
12.9.3 Products/Services/Solutions Offered	107
12.9.4 Key Developments	107
12.9.5 SWOT Analysis	108
12.9.6 Key Strategies	108
12.10 Tapjoy, Inc.	109
12.10.1 Company Overview	109
12.10.2 Financial Overview	109

12.10.3 Products/Services/Solutions Offered	109
12.10.4 Key Developments	109
12.10.5 SWOT Analysis	110
12.10.6 Key Strategies	110
13 Appendix	
13.1 List of Abbreviations	111
14 List of Tables	
TABLE 1 LIST OF ASSUMPTIONS	27
TABLE 2 GLOBAL IN-APP ADVERTISING MARKET, BY PLATFORM, 2020–2027 (USD BILLION)	37
TABLE 3 GLOBAL IN-APP ADVERTISING MARKET, BY AD-FORMAT, 2020–2027 (USD BILLION)	39
TABLE 4 GLOBAL IN-APP ADVERTISING MARKET, BY APPLICATION TYPE, 2020–2027 (USD BILLION)	42
TABLE 5 GLOBAL IN-APP ADVERTISING MARKET, BY REGION, 2020–2027 (USD BILLION)	44
TABLE 6 NORTH AMERICA: IN-APP ADVERTISING MARKET, BY COUNTRY, 2020–2027 (USD BILLION)	45
TABLE 7 NORTH AMERICA: IN-APP ADVERTISING MARKET, BY PLATFORM, 2020–2027 (USD BILLION)	46
TABLE 8 NORTH AMERICA: IN-APP ADVERTISING MARKET, BY AD-FORMAT, 2020–2027 (USD BILLION)	47
TABLE 9 NORTH AMERICA: IN-APP ADVERTISING MARKET, BY APPLICATION TYPE, 2020–2027 (USD BILLION)	48
TABLE 10 US: IN-APP ADVERTISING MARKET, BY PLATFORM, 2020–2027 (USD BILLION)	48
TABLE 11 US: IN-APP ADVERTISING MARKET, BY AD-FORMAT, 2020–2027 (USD BILLION)	49
TABLE 12 US: IN-APP ADVERTISING MARKET, BY APPLICATION TYPE, 2020–2027 (USD BILLION)	49
TABLE 13 CANADA: IN-APP ADVERTISING MARKET, BY PLATFORM, 2020–2027 (USD BILLION)	50
TABLE 14 CANADA: IN-APP ADVERTISING MARKET, BY AD-FORMAT, 2020–2027 (USD BILLION)	50
TABLE 15 CANADA: IN-APP ADVERTISING MARKET, BY APPLICATION TYPE, 2020–2027 (USD BILLION)	51
TABLE 16 MEXICO: IN-APP ADVERTISING MARKET, BY PLATFORM, 2020–2027 (USD BILLION)	52
TABLE 17 MEXICO: IN-APP ADVERTISING MARKET, BY AD-FORMAT, 2020–2027 (USD BILLION)	52
TABLE 20 MEXICO: IN-APP ADVERTISING MARKET, BY APPLICATION TYPE, 2020–2027 (USD BILLION)	53
TABLE 19 EUROPE: IN-APP ADVERTISING MARKET, BY COUNTRY, 2020–2027 (USD BILLION)	54
TABLE 20 EUROPE: IN-APP ADVERTISING MARKET, BY PLATFORM, 2020–2027 (USD BILLION)	55
TABLE 21 EUROPE: IN-APP ADVERTISING MARKET, BY AD-FORMAT, 2020–2027 (USD BILLION)	56
TABLE 22 EUROPE: IN-APP ADVERTISING MARKET, BY APPLICATION TYPE, 2020–2027 (USD BILLION)	57
TABLE 23 U.K.: IN-APP ADVERTISING MARKET, BY PLATFORM, 2020–2027 (USD BILLION)	58
TABLE 27 U.K.: IN-APP ADVERTISING MARKET, BY AD-FORMAT, 2020–2027 (USD BILLION)	58
TABLE 25 U.K.: IN-APP ADVERTISING MARKET, BY APPLICATION TYPE, 2020–2027 (USD BILLION)	59
TABLE 26 GERMANY: IN-APP ADVERTISING MARKET, BY PLATFORM, 2020–2027 (USD BILLION)	59
TABLE 27 GERMANY: IN-APP ADVERTISING MARKET, BY AD-FORMAT, 2020–2027 (USD BILLION)	60
TABLE 28 GERMANY: IN-APP ADVERTISING MARKET, BY APPLICATION TYPE, 2020–2027 (USD BILLION)	60
TABLE 29 FRANCE: IN-APP ADVERTISING MARKET, BY PLATFORM, 2020–2027 (USD BILLION)	61
TABLE 30 FRANCE: IN-APP ADVERTISING MARKET, BY AD-FORMAT, 2020–2027 (USD BILLION)	61
TABLE 31 FRANCE: IN-APP ADVERTISING MARKET, BY APPLICATION TYPE, 2020–2027 (USD BILLION)	62
TABLE 32 REST OF EUROPE: IN-APP ADVERTISING MARKET, BY PLATFORM, 2020–2027 (USD BILLION)	62
TABLE 33 REST OF EUROPE: IN-APP ADVERTISING MARKET, BY AD-FORMAT, 2020–2027 (USD BILLION)	63
TABLE 34 REST OF EUROPE: IN-APP ADVERTISING MARKET, BY APPLICATION TYPE, 2020–2027 (USD BILLION)	63
TABLE 35 ASIA PACIFIC: IN-APP ADVERTISING MARKET, BY COUNTRY, 2020–2027 (USD BILLION)	64
TABLE 36 ASIA-PACIFIC: IN-APP ADVERTISING MARKET, BY PLATFORM, 2020–2027 (USD BILLION)	65
TABLE 37 ASIA-PACIFIC: IN-APP ADVERTISING MARKET, BY AD-FORMAT, 2020–2027 (USD BILLION)	66
TABLE 38 ASIA-PACIFIC: IN-APP ADVERTISING MARKET, BY APPLICATION TYPE, 2020–2027 (USD BILLION)	67
TABLE 39 CHINA: IN-APP ADVERTISING MARKET, BY PLATFORM, 2020–2027 (USD BILLION)	68
TABLE 40 CHINA: IN-APP ADVERTISING MARKET, BY AD-FORMAT, 2020–2027 (USD BILLION)	68
TABLE 41 CHINA: IN-APP ADVERTISING MARKET, BY APPLICATION TYPE, 2020–2027 (USD BILLION)	69
TABLE 42 JAPAN: IN-APP ADVERTISING MARKET, BY PLATFORM, 2020–2027 (USD BILLION)	69
TABLE 43 JAPAN: IN-APP ADVERTISING MARKET, BY AD-FORMAT, 2020–2027 (USD BILLION)	70
TABLE 44 JAPAN: IN-APP ADVERTISING MARKET, BY APPLICATION TYPE, 2020–2027 (USD BILLION)	70
TABLE 45 INDIA: IN-APP ADVERTISING MARKET, BY PLATFORM, 2020–2027 (USD BILLION)	71
TABLE 46 INDIA: IN-APP ADVERTISING MARKET, BY AD-FORMAT, 2020–2027 (USD BILLION)	71
TABLE 47 INDIA: IN-APP ADVERTISING MARKET, BY APPLICATION TYPE, 2020–2027 (USD BILLION)	72
TABLE 48 REST OF ASIA-PACIFIC: IN-APP ADVERTISING MARKET, BY PLATFORM, 2020–2027 (USD BILLION)	72
TABLE 49 REST OF ASIA-PACIFIC: IN-APP ADVERTISING MARKET, BY AD-FORMAT, 2020–2027 (USD BILLION)	73
TABLE 50 REST OF ASIA-PACIFIC: IN-APP ADVERTISING MARKET, BY APPLICATION TYPE, 2020–2027 (USD BILLION)	73
TABLE 51 REST OF THEWORLD: IN-APP ADVERTISING MARKET, BY REGION, 2020– 2023 (USD BILLION)	74
TABLE 52 REST OF THE WORLD: IN-APP ADVERTISING MARKET, BY PLATFORM, 2020–2027 (USD BILLION)	75
TABLE 53 REST OF THE WORLD: IN-APP ADVERTISING MARKET SHARE, BY AD-FORMAT, 2020 -2023 (USD BILLION)	75
TABLE 54 REST OF THE WORLD: IN-APP ADVERTISING MARKET, BY AD-FORMAT, 2020–2027 (USD BILLION)	75
TABLE 55 REST OF THE WORLD: IN-APP ADVERTISING MARKET, BY APPLICATION TYPE, 2020–2027 (USD BILLION)	76
TABLE 56 MIDDLE EAST & AFRICA: IN-APP ADVERTISING MARKET, BY PLATFORM, 2020–2027 (USD BILLION)	77
TABLE 57 MIDDLE EAST & AFRICA: IN-APP ADVERTISING MARKET, BY AD-FORMAT, 2020–2027 (USD BILLION)	77
TABLE 58 MIDDLE EAST & AFRICA: IN-APP ADVERTISING MARKET, BY APPLICATION TYPE, 2020–2027 (USD BILLION)	78
TABLE 59 LATIN AMERICA: IN-APP ADVERTISING MARKET, BY PLATFORM, 2020–2027 (USD BILLION)	78
TABLE 60 LATIN AMERICA: IN-APP ADVERTISING MARKET, BY AD-FORMAT, 2020–2027 (USD BILLION)	79
TABLE 61 LATIN AMERICA: IN-APP ADVERTISING MARKET, BY APPLICATION TYPE, 2020–2027 (USD BILLION)	79
15 List of Figures	
FIGURE 1 MARKET SYNOPSIS	13
FIGURE 2 MARKET ATTRACTIVENESS ANALYSIS: GLOBAL IN-APP ADVERTISING MARKET	14
FIGURE 3 GLOBAL IN-APP ADVERTISING MARKET ANALYSIS BY PLATFORM, 2020 (%)	14
FIGURE 4 GLOBAL IN-APP ADVERTISING MARKET ANALYSIS BY AD-FORMAT, 2020 (%)	15
FIGURE 5 GLOBAL IN-APP ADVERTISING MARKET ANALYSIS BY APPLICATION TYPE, 2020 (%)	16
FIGURE 6 GLOBAL IN-APP ADVERTISING MARKET ANALYSIS BY REGION, 2020 (%)	17
FIGURE 7 GLOBAL IN-APP ADVERTISING MARKET: MARKET STRUCTURE	19
FIGURE 8 RESEARCH PROCESS OF MRFR	20
FIGURE 9 TOP DOWN & BOTTOM UP APPROACH	23
FIGURE 10 NORTH AMERICA MARKET SIZE & MARKET SHARE BY COUNTRY (2020 VS 2027)	25

FIGURE 11 EUROPE MARKET SIZE & MARKET SHARE BY COUNTRY (2020 VS 2027)	26
FIGURE 12 ASIA-PACIFIC & MARKET SHARE BY COUNTRY (2020 VS 2027)	26
FIGURE 13 REST OF THE WORLD & MARKET SHARE BY COUNTRY (2020 VS 2027)	27
FIGURE 14 DROC ANALYSIS OF GLOBAL IN-APP ADVERTISING MARKET	28
FIGURE 15 DRIVERS IMPACT ANALYSIS: IN-APP ADVERTISING MARKET	30
FIGURE 16 RESTRAINTS IMPACT ANALYSIS: IN-APP ADVERTISING MARKET	31
FIGURE 17 SUPPLY CHAIN: GLOBAL IN-APP ADVERTISING MARKET	33
FIGURE 20 PORTER'S FIVE FORCES ANALYSIS OF THE GLOBAL IN-APP ADVERTISING MARKET	35
FIGURE 19 GLOBAL IN-APP ADVERTISING MARKET, BY PLATFORM, 2020–2027 (USD BILLION)	37
FIGURE 20 GLOBAL IN-APP ADVERTISING MARKET, BY AD-FORMAT, 2020–2027 (USD BILLION)	39
FIGURE 21 GLOBAL IN-APP ADVERTISING MARKET, BY APPLICATION TYPE, 2020–2027 (USD BILLION)	41
FIGURE 22 GLOBAL IN-APP ADVERTISING MARKET, BY REGION, 2020–2027 (USD BILLION)	44
FIGURE 23 NORTH AMERICA: IN-APP ADVERTISING MARKET SHARE, BY COUNTRY, 2020–2027 (USD BILLION)	45
FIGURE 27 NORTH AMERICA: IN-APP ADVERTISING MARKET SHARE, BY PLATFORM, 2020–2027 (USD BILLION)	46
FIGURE 25 NORTH AMERICA: IN-APP ADVERTISING MARKET SHARE, BY AD-FORMAT, 2020–2027 (USD BILLION)	46
FIGURE 26 NORTH AMERICA: IN-APP ADVERTISING MARKET SHARE, BY APPLICATION TYPE, 2020–2027 (USD BILLION)	47
FIGURE 27 EUROPE: IN-APP ADVERTISING MARKET SHARE, BY COUNTRY, 2020–2027 (USD BILLION)	54
FIGURE 28 EUROPE: IN-APP ADVERTISING MARKET SHARE, BY PLATFORM, 2020–2027 (USD BILLION)	55
FIGURE 29 EUROPE: IN-APP ADVERTISING MARKET SHARE, AD-FORMAT, 2020–2027 (USD BILLION)	56
FIGURE 30 EUROPE: IN-APP ADVERTISING MARKET SHARE, BY APPLICATION TYPE, 2020–2027 (USD BILLION)	56
FIGURE 31 ASIA-PACIFIC: IN-APP ADVERTISING MARKET SHARE, BY COUNTRY, 2020–2027 (USD BILLION)	64
FIGURE 32 ASIA-PACIFIC: IN-APP ADVERTISING MARKET SHARE, BY PLATFORM, 2020–2027 (USD BILLION)	65
FIGURE 33 ASIA-PACIFIC: IN-APP ADVERTISING MARKET SHARE, BY AD-FORMAT, 2020–2027 (USD BILLION)	66
FIGURE 34 ASIA-PACIFIC: IN-APP ADVERTISING MARKET SHARE, BY APPLICATION TYPE, 2020–2027 (USD BILLION)	67
FIGURE 35 REST OF THE WORLD: IN-APP ADVERTISING MARKET SHARE, BY REGION, 2020–2027 (USD BILLION)	74
FIGURE 36 REST OF THE WORLD: IN-APP ADVERTISING MARKET SHARE, BY PLATFORM, 2020–2027 (USD BILLION)	74
FIGURE 37 REST OF THE WORLD: IN-APP ADVERTISING MARKET SHARE, BY APPLICATION TYPE, 2020–2027 (USD BILLION)	76