

# Global Digital Advertising Market Outlook 2025-2034: Growth Drivers, Share, And Trends

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

LONDON, GREATER LONDON, UNITED KINGDOM, May 23, 2025

/EINPresswire.com/ -- [The Business Research Company's](#) Latest Report

Explores Market Driver, Trends, Regional Insights - Market Sizing & Forecasts Through 2034

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?

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.

Get Your Free Sample Market Report:

[https://www.thebusinessresearchcompany.com/sample\\_request?id=3500&type=smp](https://www.thebusinessresearchcompany.com/sample_request?id=3500&type=smp)

What's Driving the [Digital Advertising Market Growth?](#)

The ever-increasing usage of content marketing is expected to spur the growth of the digital

The Business  
Research Company

The Business Research Company



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.

Order Your Report Now For A Swift Delivery:

<https://www.thebusinessresearchcompany.com/report/digital-advertising-global-market-report>

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 for 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.

Browse Through More Similar Reports By The Business Research Company:

Design, Research, Promotional And Consulting Services Global Market Report 2025

<https://www.thebusinessresearchcompany.com/report/design-research-promotional-and-consulting-services-global-market-report>

Advertising, Public Relations, And Related Services Global Market Report 2025

<https://www.thebusinessresearchcompany.com/report/advertising-public-relations-and-related-services-global-market-report>

Advertising Agencies Global Market Report 2025

<https://www.thebusinessresearchcompany.com/report/advertising-agencies-global-market-report>

About The Business Research Company

Learn More About The Business Research Company. With over 15000+ reports from 27 industries covering 60+ geographies, The Business Research Company has built a reputation for offering comprehensive, data-rich research and insights. Armed with 1,500,000 datasets, the optimistic contribution of in-depth secondary research, and unique insights from industry leaders, you can get the information you need to stay ahead in the game.

Contact us at:

The Business Research Company: <https://www.thebusinessresearchcompany.com/>

Americas +1 3156230293

Asia +44 2071930708

Europe +44 2071930708

Email us at [info@tbrc.info](mailto:info@tbrc.info)

Follow us on:

LinkedIn: <https://in.linkedin.com/company/the-business-research-company>

YouTube: [https://www.youtube.com/channel/UC24\\_fI0rV8cR5DxICpgmyFQ](https://www.youtube.com/channel/UC24_fI0rV8cR5DxICpgmyFQ)

Global Market Model: <https://www.thebusinessresearchcompany.com/global-market-model>

Oliver Guirdham

The Business Research Company

+44 20 7193 0708

[info@tbrc.info](mailto:info@tbrc.info)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/815407574>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.