

Internet Advertising Market Size, Share & Trends Analysis Report By Product

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

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KINGDOM, November 25, 2025
/EINPresswire.com/ -- What Is The
[Internet Advertising Market](#) Size And
Growth?

The expansion of the internet advertising market has been swift in the past few years. The size of this market is set to elevate from \$684.26 billion in 2024 to \$783.11 billion in 2025, representing a compound annual growth rate (CAGR) of 14.4%. Factors such as a shift in consumer

preferences, the impact of social media, and the surge of e-commerce are accountable for the growth during the historic period.



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In the next few years, the size of the internet advertising market is anticipated to experience accelerated growth, reaching an estimated \$1285.57 billion in 2029 with a compound annual growth rate (CAGR) of 13.2%. This growth throughout the forecast period is due to several factors such as regulatory changes, the prevalence of video, and worldwide connectivity. Emerging trends that will impact this market within the forecast period include

the use of data analysis and targeting, the rise of new platforms, the integration of artificial intelligence, the focus on mobile-first strategies, the expansion of programmatic advertising, the evolution of native advertising, the creation of interactive and immersive content, the use of voice searches and smart speakers, and the integration across various channels.

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What Are The Current Leading Growth Drivers For Internet Advertising Market?

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The anticipated increase in internet usage is predicted to stimulate the expansion of the internet advertising sector. The convenience and accessibility provided by the internet have essentially enriched our lives. Through devices like computers, mobile phones, and other personal digital assistants, the internet allows users to access virtually any information, bringing the world within users' reach. Additionally, the digital marketing landscape has been transformed with the advent of the internet by fostering modern tech ecosystems, and designing personalized and immersive promotions for consumers. For instance, as depicted in a study released by the International Telecommunication Union (ITU), a United Nations agency that concentrates on information and communication technologies, in November 2022, the count of internet users surged to roughly 5.3 billion in 2022, a 6.1% increase compared to the previous year. Consequently, this surge in internet usage becomes a significant driver for the expansion of the internet advertising sector.

Which Companies Are Currently Leading In The Internet Advertising Market?

Major players in the Internet Advertising 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

What Are The Main Trends, Positively Impacting The Growth Of Internet Advertising Market?

The emergence of groundbreaking technology has become the most notable trend in the arena of internet advertising. Large corporations in this sector are endeavoring to incorporate new technologies to optimize efficiency and maintain their dominance in the market. As an illustration, Google Ads, Google's online promotion platform, launched an improved version called Search Ads 360 in February 2022. This revamped platform will handle and process an unprecedented amount of data. This is expected to give birth to novel business innovations by centralizing and escalating user tasks. Furthermore, it will offer prompt management assistance for majority of the latest Google Ads features, which includes performance max and discovery campaigns.

How Is The Internet Advertising Market Segmented?

The internet advertising market covered in this report is segmented –

- 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

View the full internet advertising market report:

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

Which Is The Dominating Region For The Internet Advertising Market?

In 2024, North America dominated the internet advertising market while the highest predicted growth is expected to occur in the Asia-Pacific region. The report on the internet advertising market includes detailed analysis of the following regions: Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, and Africa.

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