

Global Social Media Advertising Market to Reach \$248.2 Billion by 2027

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Amid the COVID-19 crisis, the global market for Social Media Advertising estimated at US\$85.2 Billion in the year 2020, is projected to reach a revised size of US\$248.2 Billion by 2027, growing at aCAGR of 16.5% over the period 2020-2027. Desktop, one of the segments analyzed in the report, is projected to record 15.2% CAGR and reach US\$155 Billion by the end of the analysis period. After an early analysis of the business implications of the pandemic and its induced economic crisis, growth in the Mobile segment is readjusted to a revised 18.9% CAGR for the next 7-year period.

The U.S. Market is Estimated at \$23 Billion, While China is Forecast to Grow at 21.1% CAGR

The Social Media Advertising market in the U.S. is estimated at US\$23 Billion in the year 2020. China, the world's second largest economy, is forecast to reach a projected market size of US\$57 Billion by the year 2027 trailing a CAGR of 21.1% over the analysis period 2020 to 2027.

Among the other noteworthy geographic markets are Japan and Canada, each forecast to grow at 12% and 14.4% respectively over the 2020-2027 period. Within Europe, Germany is forecast to grow at approximately 13% CAGR. We bring years of research experience to this 19th edition of our report. The 195-page report presents concise insights into how the pandemic has impacted production and the buy side for 2020 and 2021. A short-term phased recovery by key geography is also addressed.

Competitors identified in this market include, among others, Amazon.com, Inc.

Google LLC

LinkedIn Corporation

Pinterest, Inc.

Snapchat

Tumblr/Verizon Media

Twitter

Vimeo, LLC

YouTube.

Tags: Social Media, Advertising