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The report "Global Digital Advertising Market, By Format (Social Media, Search Engine, and Video), Platform (Mobile, Desktop, and Laptop), End-User (Automotive, Telecom, BFSI, Healthcare, and Retail), and By Region (North America, Europe, Asia Pacific, Latin America, and Middle East & Africa) - Trends, Analysis and Forecast till 2030"

Key Highlights:

- In December 2019, Amazon Retail India Pvt. Ltd. (ARIPL), currently working with the farmers by which company created cold chain hub to supply fresh produce to sell online by using Amazon Pantry and Amazon Fresh.
- In 2017, at Organic Millets, the 2 memoranda of understanding (MOU's) were signed between the farmer's federation and the supermarket grocery supplies Pvt. Ltd. (Big Basket).

Key Market Insights from the report:

The global Digital Advertising market accounted for US\$ 251.4 billion in 2018 and is projected to register a moderate CAGR of 17.30% over the forecast period. The market report has been segmented based on product, format, platform, end-user, and region.

- By product, social media is projected to dominate during the forecast period.
- By format, the global Digital Advertising market is categorized into business-to-business (B2B) and business-to-consumer (B2C)
- By platform, smartphone web-based ads, the company will not only generate leads but it also helps in understanding consumers' usage pattern. This may help in enhancing the advertisement, thereby having a positive impact on market growth.
- By region, Asia-Pacific is projected to lead the global Digital Advertising market and is expected to remain dominant during the forecast period, due to increasing consultation of online sources by purchasers, and a significant amount of time spent online is driving the growth of the market in this region.

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The prominent player operating in the global Digital Advertising market includes Google LLC, Facebook Inc., Twitter Inc., Baidu Inc., Amazon.com Inc., Adobe Systems Inc., Microsoft Corporation, MobGen B.V., eBay, Inc., and 6s Marketing.

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