

Market Research Report

EXCLUSIVE EDITION

Global In-Game Advertising Market Report Opportunities, and Forecast By 2030



Global Industry Analysis, Forecast and Trends, 2030

Global In-Game Advertising Market

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MARKET STATS VILLE

Market Statsville Group (MSG)

A part of Statsville Consulting Private Limited

American Office – 800 Third Avenue Suite A #1519

New York, NY 10022

EMEA – 1165 Budapest 16 Diósy Lajos u. 24., Europe

Asia-Pacific Office – F-178 Subhash Marg C Scheme, Ashok Nagar, Jaipur, Rajasthan, 302001

www.marketstatsville.com

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• ABOUT MARKET STATSVILLE GROUP (MSG) •



Market Statsville Group (MSG) partners with companies and society to confront their essential risks and challenges to capture the enormous opportunities for them. MSG was initiated its working in 2017, and since then, the brand is moving to become a pioneer in business advisory and market research services.

Market Statsville is the leading market research and strategy builder with the depth and breadth of solutions that perfectly suit your every need. MSG provides solutions in a wide range of industry verticals in the form of market sizing, analysis, and incisive business insights. MSG experienced research analysts are proficient at digging deep and providing a variety of customizable data that help you make decisions with clarity, confidence, and impact.

Market Statsville is your global data intelligence partner for reliable market research data, data gathering, and analytical services. MSG also has an extensive network of top-flight domestic and global research personals around the world, enabling us to provide high-quality worldwide research solutions that cater to a well-established company, government organizations, or a startup. MSG's clients have the authority to work directly with one or more of our researchers to gather the most useful data knowledge and analytical plan to formulate it in the actual practice.

Market Statsville Group believes that to succeed, companies or individuals must blend digital and human capabilities most efficiently. MSG diverse and experienced global team of business consultants and market researchers will ensure the valuable reports for our clients through digging in-depth market information and functional expertise to continuously spark the changes and real-time valuation of variation in the market/industry. MSG works in a uniquely collaborative model throughout the business process across the globe to assist the client's company with the most accurate information that they are aiming for in the reports.

RESEARCH PROCESS



Our research is an optimum culmination of secondary and primary research, with the latter playing a major role. We also have an in-house repository and access to a number of external regional and global paid databases to help address specific requirements of our clients. The research process begins with a holistic secondary research, followed by expert interviews. The information gathered is then comprehensively analyzed by our highly experienced in-house research panel

In-Game Advertising Market by Type (Static Ads, Dynamic Ads, Advergaming), by Device Type (PC/Laptop, Smartphone/Tablet), by Region – Global Share and Forecast to 2030

Description

According to the Market Statsville Group (MSG), the [global In-Game Advertising Market](#) size is expected to grow from **USD 6,549.2 million in 2021** to **USD 16,349.9 million by 2030**, at a **CAGR of 10.7%** from 2022 to 2030. Below information is analyzed in depth in the report-

Global In-Game Advertising Market Revenue, 2018-2023, 2024-2033, (US\$ Millions)

Global In-Game Advertising Market Sales Volume, 2018-2023, 2024-2033, (Units)

Share of the top five In-Game Advertising companies in 2023 (%)

Market Growth Mapping

Qualitative and quantitative methodologies were utilized in the process of market growth mapping. The report offers an extensive examination of market dynamics, including a thorough assessment of the primary factors that drive market expansion, challenges encountered by industry participants, and forthcoming trends that indicate recent development. Prospects for investment and expansion are discerned via a comprehensive SWOT analysis, which evaluates the market's strengths, weakness, opportunities, and threats. The PESTEL analysis, which investigates the technological, environmental, political, economic, and social factors that influence the industry, provides additional depth of analysis. Furthermore, the report incorporates an analysis of PORTER'S 5 forces, which provides valuable perspectives on the sector's profitability and competitive intensity. Moreover, the report covers regulatory landscape, COVID-19 impact analysis, customer sentiment and behavior, trade analysis, supply-demand analysis, and the influence of government policies and other macroeconomic factors.

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In-Game Advertising Market Segmentation:

This study offers a thorough segmentation of the In-Game Advertising market based on an in-depth examination of the product portfolios and customers of key regional and global market players. By means of a comprehensive examination, we offer detailed perspectives on market segmentation, assisting stakeholders in comprehending the diverse aspects and variables that impact the In-Game Advertising market.

By Type Outlook (Sales, USD Million, 2017-2030)

Static Ads

Dynamic Ads

Advergaming

By Device Type Outlook (Sales, USD Million, 2017-2030)

PC/Laptop

Smartphone/Tablet

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Competitive Landscape of the Global In-Game Advertising Market

This section presents comprehensive information regarding various key players in the In-Game Advertising market. Additionally, it offers valuable insights pertaining to recent developments, contributions to the market, and effective marketing tactics. The study also encompasses a dashboard presentation that outlines the recent and current performance of the prominent corporations. The competitive analysis section of the research also encompasses an examination of both domestic and foreign sales, along with a comprehensive mapping of market players based on their respective products. Additionally, a thorough analysis of market share is conducted, focusing on significant firms, brands, producers, and suppliers.

The key companies covered in the market report are:

Alphabet Inc.

Anzu Virtual Reality Ltd.

Blizzard Entertainment Inc.

Electronic Arts Inc.

MediaSpike Inc.

ironSource Ltd.

Motive Interactive Inc.

Playwire LLC

RapidFire Inc

WPP Plc

Thank You

The logo consists of the letters 'M' and 'S' in a stylized, white, sans-serif font, positioned inside a dark blue square.

MARKET STATS VILLE

Market Statsville Group (MSG)

800 Third Avenue Suite A #1519 New York,
NY 10022
Phone : +1 (646) 663-5829
Mail : sales@marketstatsville.com

F-178 Subhash Marg C Scheme, Ashok
Nagar, Jaipur, Rajasthan, 302001
Phone : +91 702 496 8807
Mail : sales@marketstatsville.com