

Programmatic Advertising Platform Market Expected to Reach \$116.96 Billion by 2034 with a CAGR of 26.8%

The surge in digital advertising due to the global expansion of the internet has led to increased demand for programmatic advertising platforms.

NEW YORK CITY, NY, UNITED STATES, December 17, 2024 /EINPresswire.com/ -- Our detailed report on programmatic advertising platforms covers all the major aspects, such as market size, share, trends, developments, and competitive landscape, to offer an in-depth market analysis.



The video advertising segment dominates the programmatic advertising platform market as video content is more effective at capturing the viewer's attention as compared to images and text."

Polaris Market Research

The [programmatic advertising platform market](#) size was valued at USD 10.87 billion in 2024. The market is anticipated to grow to USD 116.96 billion by 2034. It is anticipated to exhibit a CAGR of 26.8% from 2025 to 2034.

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A programmatic advertising platform is software that uses automation and algorithms for media buying. The platform enables digital publishers to buy and sell ad spaces automatically. With programmatic advertising platforms, publishers can segment audience data and identify the most efficient ad placements. Also, these platforms can assist with running auctions, getting real-time insights, and ensuring efficient use of budgets.

Programmatic advertising platforms take several forms, including demand-side platforms (DSPs), supply-side platforms (SSPs), and data management platforms (DMPs). DSPs are used by marketers, whereas SSPs are meant for publishers. DMPs, on the other hand, can be used by both publishers and marketers. With the rising significance of data analytics in marketing strategies, the programmatic advertising platform market demand is projected to rise.

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- The market for programmatic advertising platforms is projected to reach USD 116.96 billion by 2034, exhibiting a CAGR of 26.8% from 2025 to 2034.

- The ability of programmatic advertising platforms to target specific audiences and drive engagement is compelling enterprises to adopt these solutions.

- The market segmentation is primarily based on deployment model, pricing model, platform type, ad format type, end use, and region.

- The programmatic advertising platform market report offers market insights into North America, Europe, Asia Pacific, Latin America, and the Middle East & Africa.

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The top market participants are focusing on R&D and strategic developments such as mergers, acquisitions, and collaborations to improve their market reach.

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- Adobe Inc.
- com, Inc.
- Criteo
- Google LLC
- Magnite Inc.
- PubMatic
- Rocket Fuel Inc.
- ROKU, INC
- Netflix
- The Trade Desk, Inc.
- Yahoo Inc.



Programmatic Advertising Platform Market

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- Growing Adoption by SMEs: Small and medium-sized enterprises (SMEs) are increasingly adopting programmatic advertising platforms, owing to their various benefits such as affordability, scalability, and targeted approach. This growing adoption is contributing to the programmatic advertising platform market expansion.
- Rising Social Media Usage: Social media is a major channel for digital advertising owing to the presence of an extensive user base and advanced targeting functionalities. Programmatic advertising platforms enhance this by enabling advertisers to place targeted ads on these platforms.
- Increasing Usage of Analytics: Advertisers are increasingly using data analytics to improve their market campaigns and increase their return on investment. This shift is projected to drive the programmatic advertising platform market development in the upcoming years.

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- North America: North America accounted for a significant market revenue share in 2024, owing to its highly developed digital ecosystem and advanced technological infrastructure. Besides, the substantial surge in internet adoption has led to increased demand for programmatic advertising platforms in the region.
- Asia Pacific: The Asia Pacific programmatic advertising platform market is poised to witness the highest CAGR from 2025 to 2034. The rising middle class in major economies across the Asia Pacific is driving a surge in consumer spending on digital services and products. The booming e-commerce sector has further led to an increase in the demand for programmatic advertising solutions.

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- Cloud-based
- On-premises

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- CPM (Cost Per Mile)
- CPC (Cost Per Click)
- CPV (Cost Per View)
- Others

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- Demand-Side Platform (DSP)
- Supply-Side Platform (SSP)
- Ad Exchange

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- Display Advertising
- Video Advertising
- Mobile Advertising
- Native Advertising

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- Advertisers & Publishers
- Media Buyers
- Data Management Platform (DMP)
- Others

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- o Germany
- o France
- o UK
- o Italy
- o Spain
- o Netherlands

- o Russia
- o Rest of Europe

- **Asia Pacific**

- o China
- o Japan
- o India
- o Malaysia
- o South Korea
- o Indonesia
- o Australia
- o Vietnam
- o Rest of Asia Pacific

- **Middle East & Africa**

- o Saudi Arabia
- o UAE
- o Israel
- o South Africa
- o Rest of Middle East & Africa

- **Latin America**

- o Mexico
- o Brazil
- o Argentina
- o Rest of Latin America

Programmatic advertising platform industry is expected to reach USD 116.96 billion by 2034, exhibiting a CAGR of 26.8% during the forecast period.

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<https://www.polarismarketresearch.com/industry-analysis/air-starter-market>

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<https://www.polarismarketresearch.com/industry-analysis/rotary-and-rf-rotary-joints-market>

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<https://www.polarismarketresearch.com/industry-analysis/material-informatics-market>

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<https://www.polarismarketresearch.com/industry-analysis/3d-reconstruction-software-market>

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