

Top 10 forces influencing

AdTech in India

Digital Adoption and Internet Penetration

India has over **700 million** internet users **as of 2023**, with a penetration rate of **50%**

Smartphone users in India reached **600 million** in **2023**,



Regulatory Environment

Personal Data Protection Bill is expected to impact **500 million** digital users

70% of companies report compliance costs due to new regulations

Shift to Programmatic Advertising

Programmatic ad spend in India is projected to grow to **\$5 billion** by **2025**



60% of digital ad spend in India was programmatic in **2023**

Growth of E-commerce

The Indian e-commerce market is expected to reach **\$200 billion** by **2026**

E-commerce ad spend grew by **30%** year-over-year, reaching **\$1.5 billion** in **2023**



Social Media Usage

India had **450 million** social media users in **2023**

Social media ad spend is projected to grow at a CAGR of **20%**, reaching **\$3 billion** by **2025**

Online video viewers in India crossed **500 million** in **2023**

Video ad spend is expected to grow to **\$2.8 billion** by **2023**

Video Consumption



Emergence of Regional Content

60% of internet users in India consume content in regional languages.

Ad spend on regional content platforms increased by **25%** in **2023**

AI and Machine Learning Integration

70% of AdTech companies in India are leveraging AI/ML for better targeting

AI-driven ad spend is expected to grow to **\$1.2 billion** by **2025**

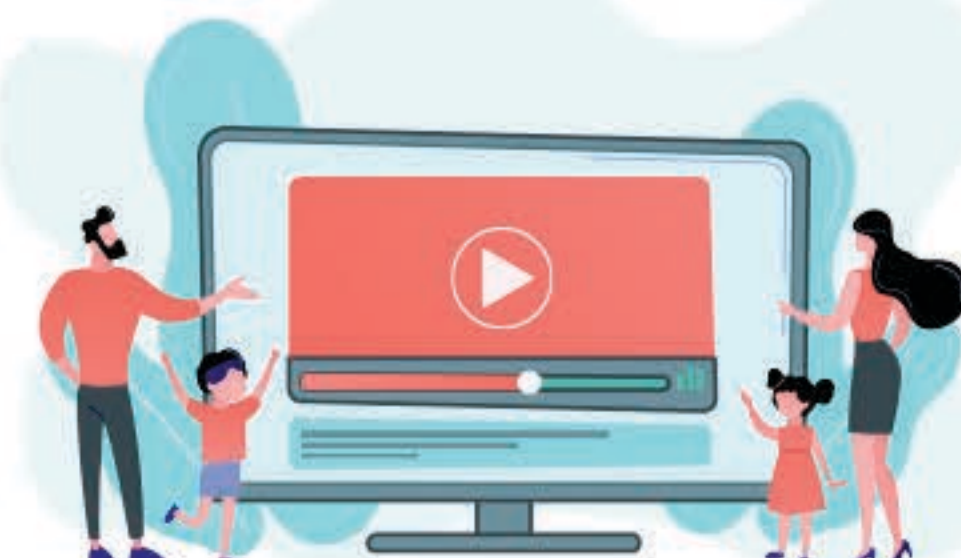
Increased Investment in Digital Advertising

Digital advertising spend in India is projected to reach **\$12 billion** by **2025**

35% year-over-year growth in digital ad budgets reported by businesses



Expansion of OTT Platforms



India had over **400 million** OTT viewers in **2023**



OTT ad revenue is expected to grow to **\$1.8 billion** by **2025**.