

INDUSTRIES & MARKETS

Digital Advertising: market data & analysis

Market Insights report

Market Insights
by statista 

November 2023



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The screenshot displays the Statista Market Insights website. The top navigation bar includes links for 'Prices & Access', 'Statistics', 'Reports', 'Insights' (marked as 'NEW'), 'Infographics', and 'Services'. A search bar is located on the right. The main heading reads 'MARKET INSIGHTS Discover the future of global industries'. Below this is a search input field with the placeholder 'Find your market, e.g., FinTech' and a list of 'Popular markets' including FinTech, Digital Health, Passenger Cars, and Social Media Advertising. A featured report titled 'Manufacture of Furniture' is shown with a bar chart. A 'VIDEO TUTORIAL' section titled 'Take a look at the Market Insights' features a video thumbnail. At the bottom, four icons represent the product's capabilities: 10 sectors, 190+ geographical entities, 1,000+ markets, and 400+ reports.

10
sectors

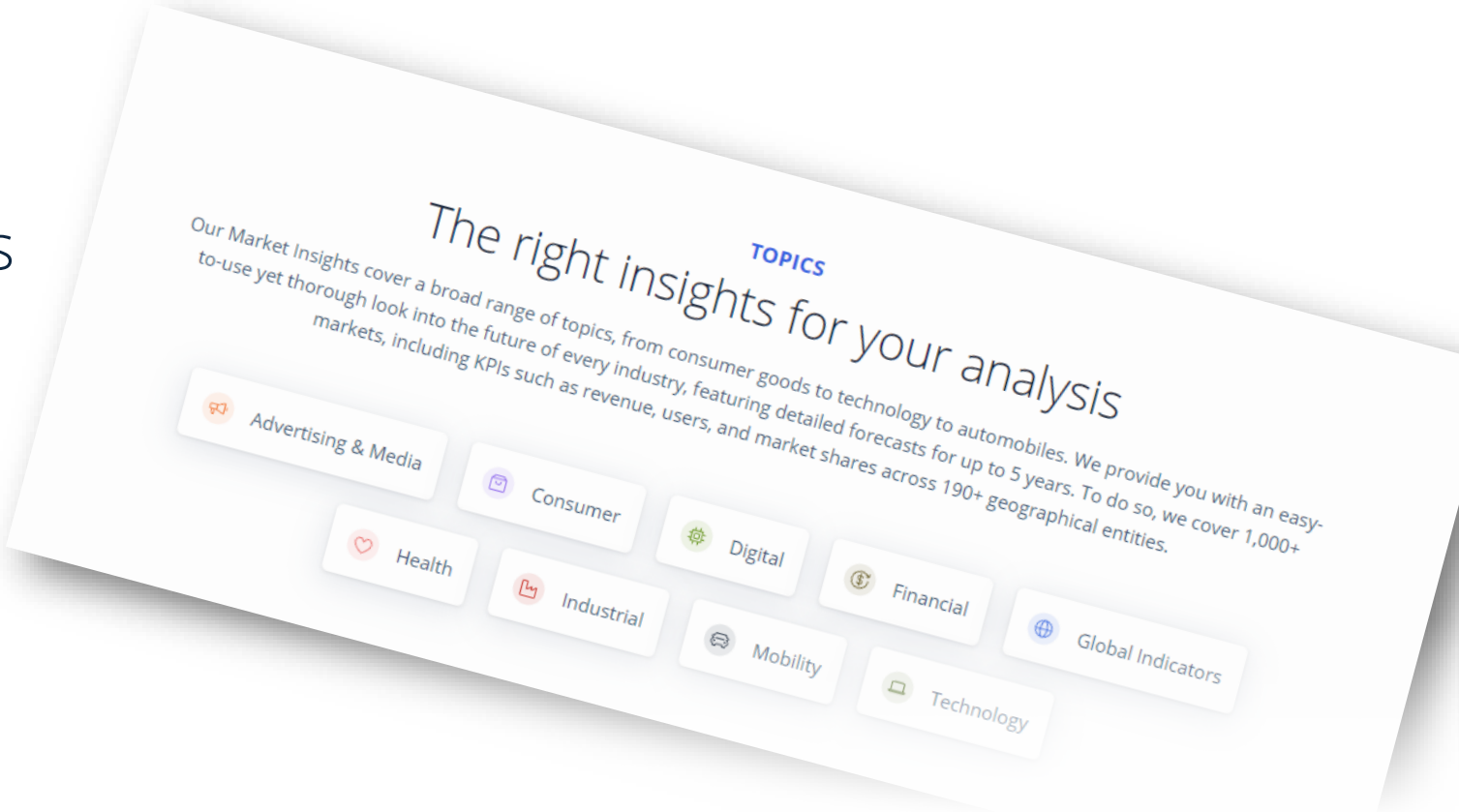
190+
geographical
entities

1,000+
markets

400+
reports

Market Insights – market data, forecasts, and qualitative insights

The Digital Advertising market is part of the market insights.



Go to Digital Advertising market

Find out more on: [Digital Advertising](#)



10 sectors



190+ geographical entities



1,000+ markets



400+ reports

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CHAPTER 1

Overview



In 2023, the U.S. stands as the largest digital advertising market globally across all segments, except in Influencer Advertising, where China takes the lead

Overview: summary and key takeaways

Summary

Digital advertising uses the internet to deliver marketing messages to internet users in various formats. This encompasses advertisements on search engine results pages (search advertising), ads on social media networks, such as sponsored posts (social media advertising), banner advertisements like skyscrapers (banner advertising), ads within video players (video advertising), paid digital classifieds (classifieds), advertisements within digital audio content (digital audio advertising), sponsored content through influencers (influencer advertising), and advertisements within applications (in-app advertising).

Among the three major Digital Advertising markets – the U.S., China, and Europe – the U.S. will likely be the biggest market in 2023, with US\$271.2 billion. Thus, the U.S. accounts for more than one-third of the world's Digital Advertising revenue, leaving China and especially Europe far behind with shares of only 25.6% and 17.4%, respectively. From 2023 to 2028, the U.S. will lead the race with a CAGR⁽¹⁾ of 8.2% among the three major regions, closely followed by China with 7.2% and

the European market with 6.4%. Due to a lasting trend toward mobile apps, the future development of digital advertising will continuously be shaped by a shift from desktop to mobile. While the share of global mobile revenues is expected to reach 64.0% in 2023, the expected share in 2028 will be 70.0%.

In 2023, Digital Advertising plays a significant role in the advertising market, contributing 70% to the advertising market

Overview: Market Definition

Market definition

Digital Advertising refers to the practice of promoting products or services through online channels by purchasing ad placements with the aim of driving traffic, increasing brand awareness, and generating leads or sales using data-driven strategies. This form of advertising uses the internet and various technologies to target audiences based on their demographics, online behavior, and personal interests.

Digital Advertising uses the internet to deliver marketing messages to internet users in various forms. This includes digital video, search engine, social media, digital banner, and digital classifieds

The market comprises digital advertising spending, users, average revenue per user, advertising share by industry, advertising share by device, brand shares, and digital ad spending share (programmatic and non-programmatic). The market only displays B2B spending and users for the above-mentioned channels. Figures are based on digital advertising spending and exclude agency commissions,

rebates, production costs, and taxes. Additional definitions for each market can be found on the respective pages. For more information on the data displayed, use the info button right next to the boxes.

Programmatic Advertising accounted for 81% of the Digital Advertising market revenue in 2028

Overview: Key Takeaways and in scope / out of scope

Key Takeaways

Ad spending in the Digital Advertising market is projected to reach US\$679.8bn in 2023.

The largest market is Search Advertising with a market volume of US\$279.3bn in 2023.

In global comparison, most ad spending will be generated in the United States (US\$271bn in 2023).

In the Digital Advertising market, 70% of total ad spending will be generated through mobile in 2028.

In the Digital Advertising market, 81% of the Digital Advertising revenue will be generated through programmatic advertising in 2028.

+ In scope

This market includes:

- Digital advertising with online revenues from video, banner, classifieds, and search advertising in Desktop and Mobile revenues
- Social Media Advertising with revenue from social networks or business networks

- Out of scope

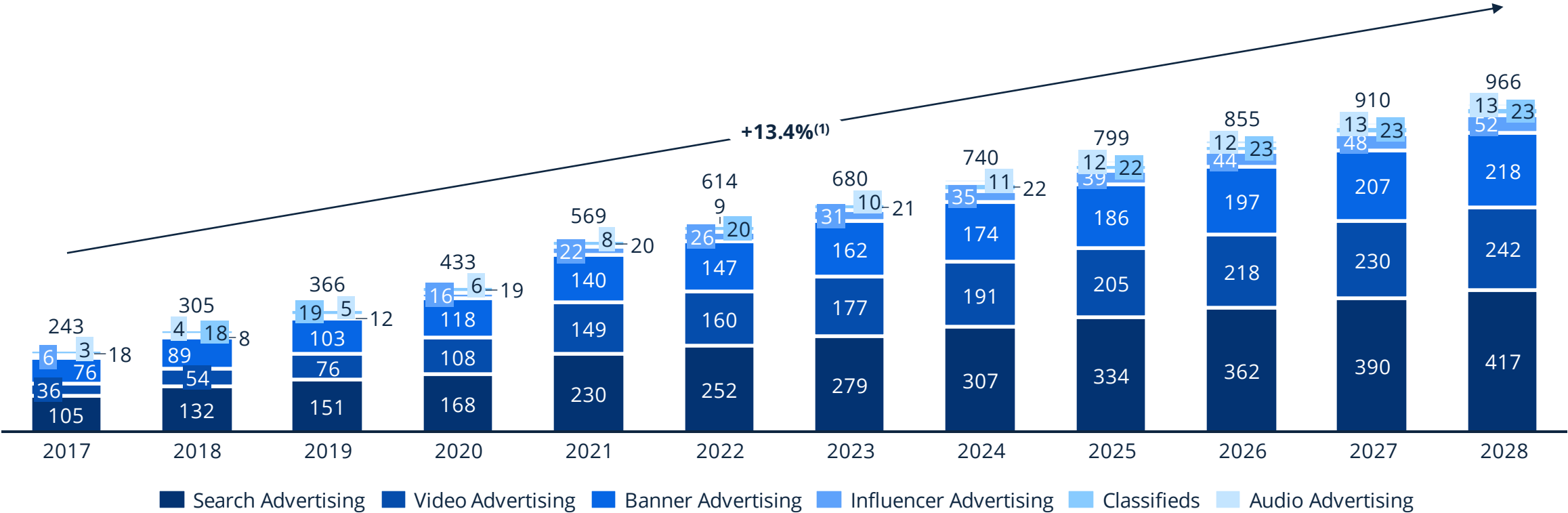
This market excludes:

- E-mail marketing
- Product placement
- Commission-based affiliate systems

The global Digital Advertising revenue is expected to grow to US\$965 billion by 2028

Market Size: Global

Digital Advertising market: Advertising spending forecast in billion US\$



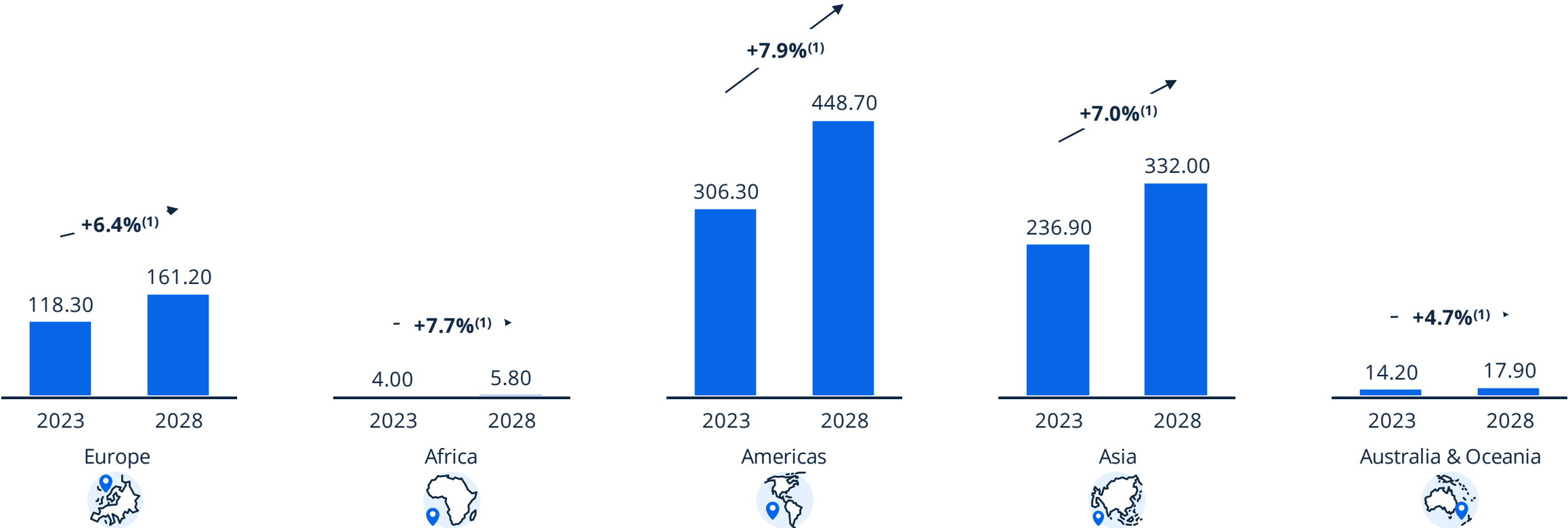
9 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

With ad spending of US\$306.3 billion, the Americas is the biggest market among selected regions in 2023

Market Size: Regional comparison (1/2)

Digital Advertising market: Advertising spending forecast in billion US\$



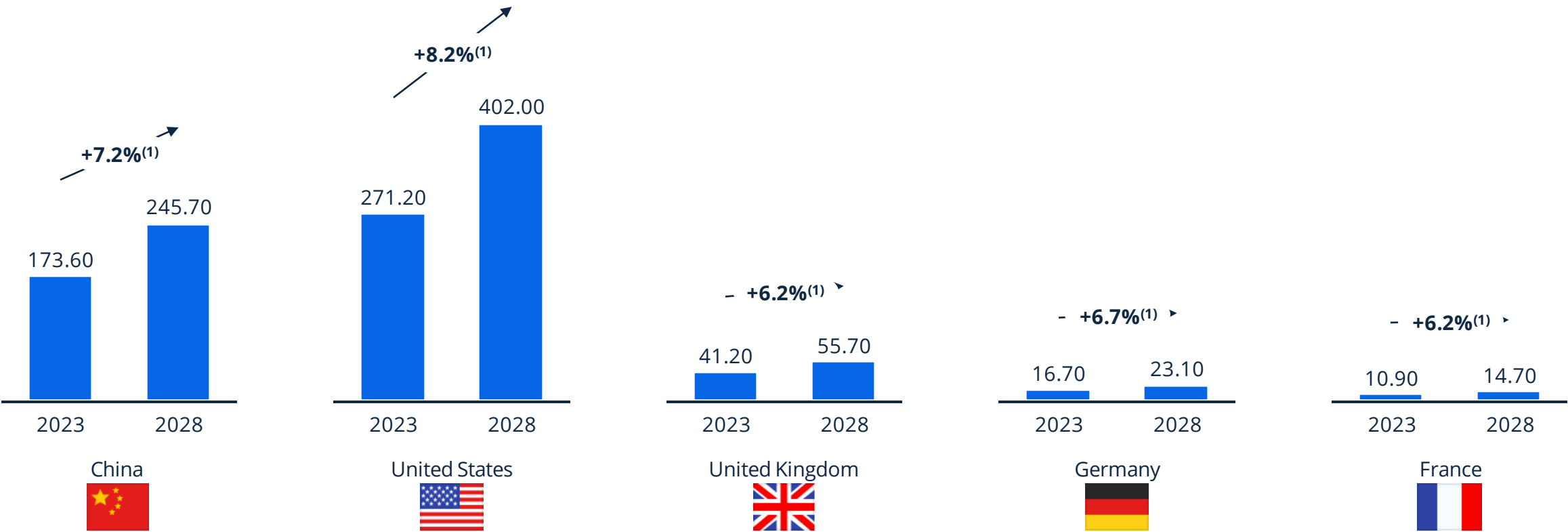
10 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

With ad spending of US\$271.2 billion, the United States is the biggest market among selected countries in 2023

Market Size: Regional comparison (2/2)

Digital Advertising market: Advertising spending forecast in billion US\$



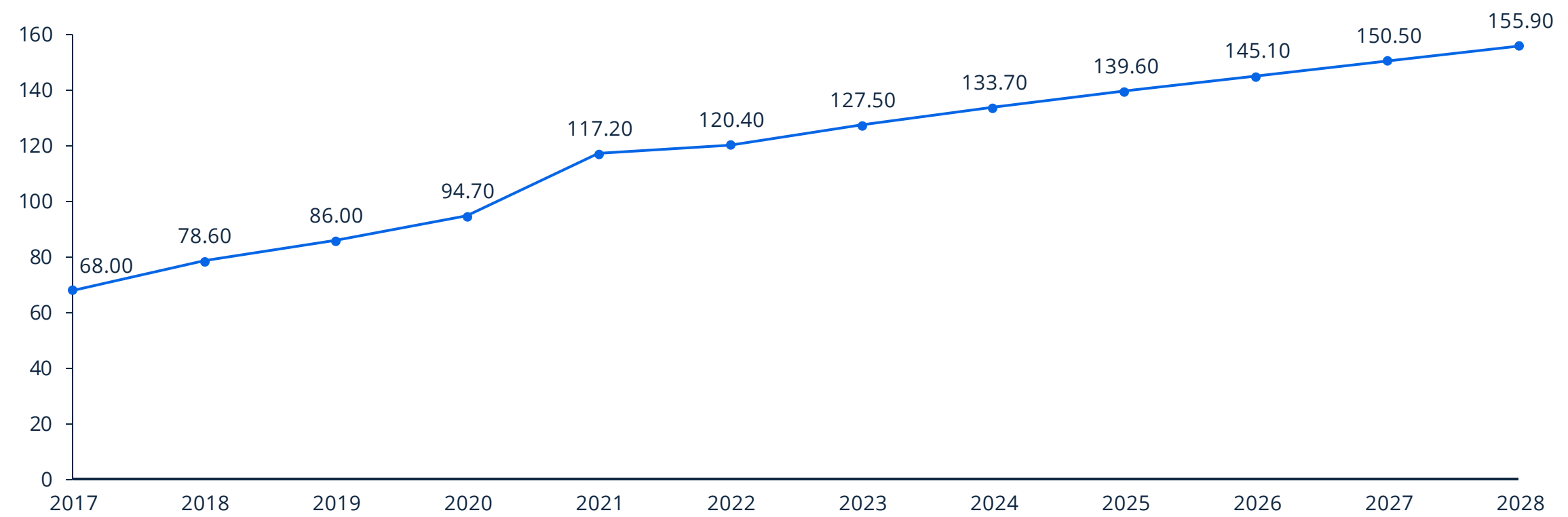
11 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

Digital Advertising average ad spending per internet user is estimated to increase from 2017 to 2028

Market Size: Global

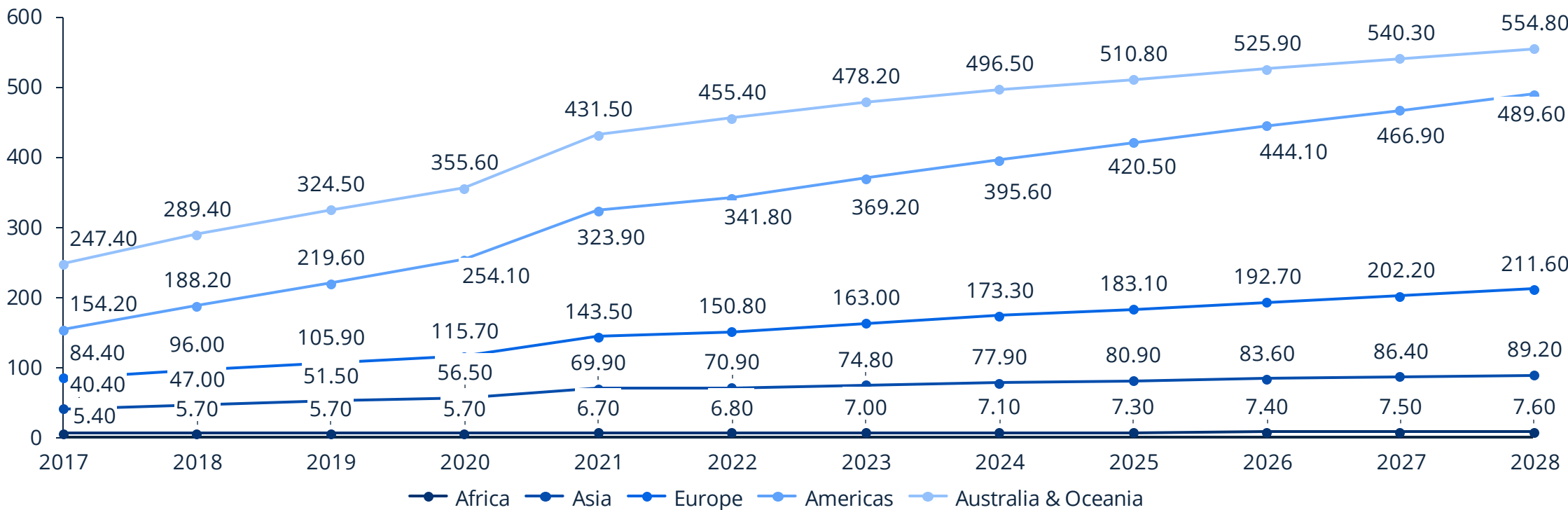
Digital Advertising market: Average ad spending per internet user forecast in US\$



Australia & Oceania has the biggest market in Banner Advertising average ad spending per internet user in 2028

Market Size: Regional comparison (1/2)

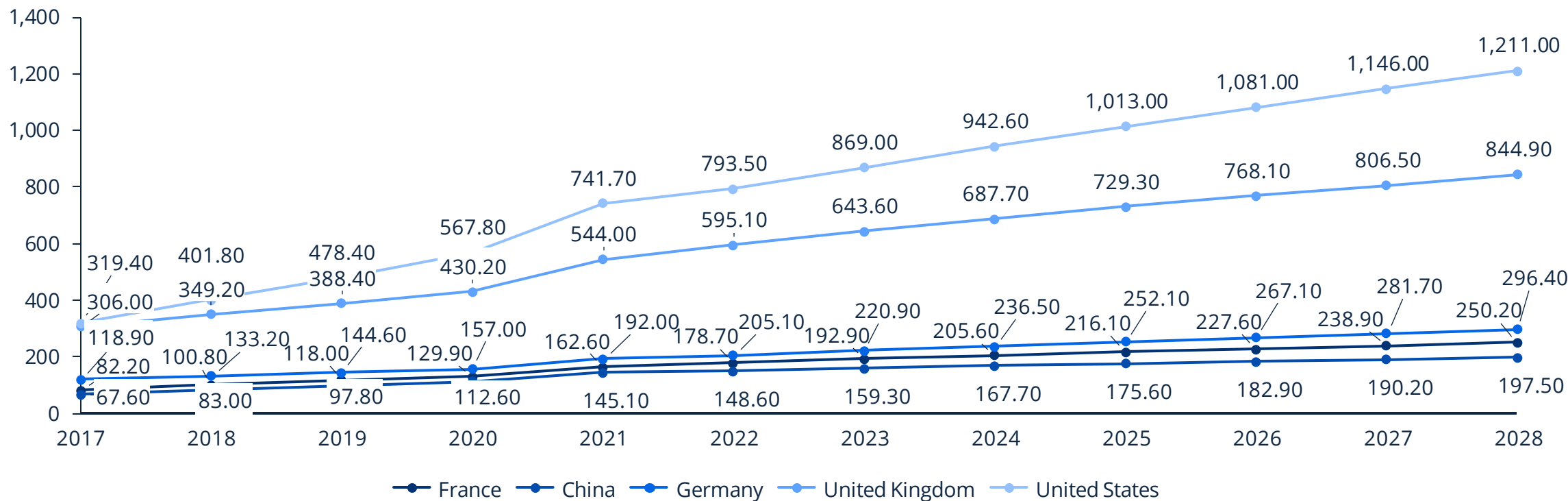
Digital Advertising market: Average ad spending per internet user forecast in US\$



With average ad spending per internet user of US\$200.9, the United States is the biggest market among selected countries in 2023

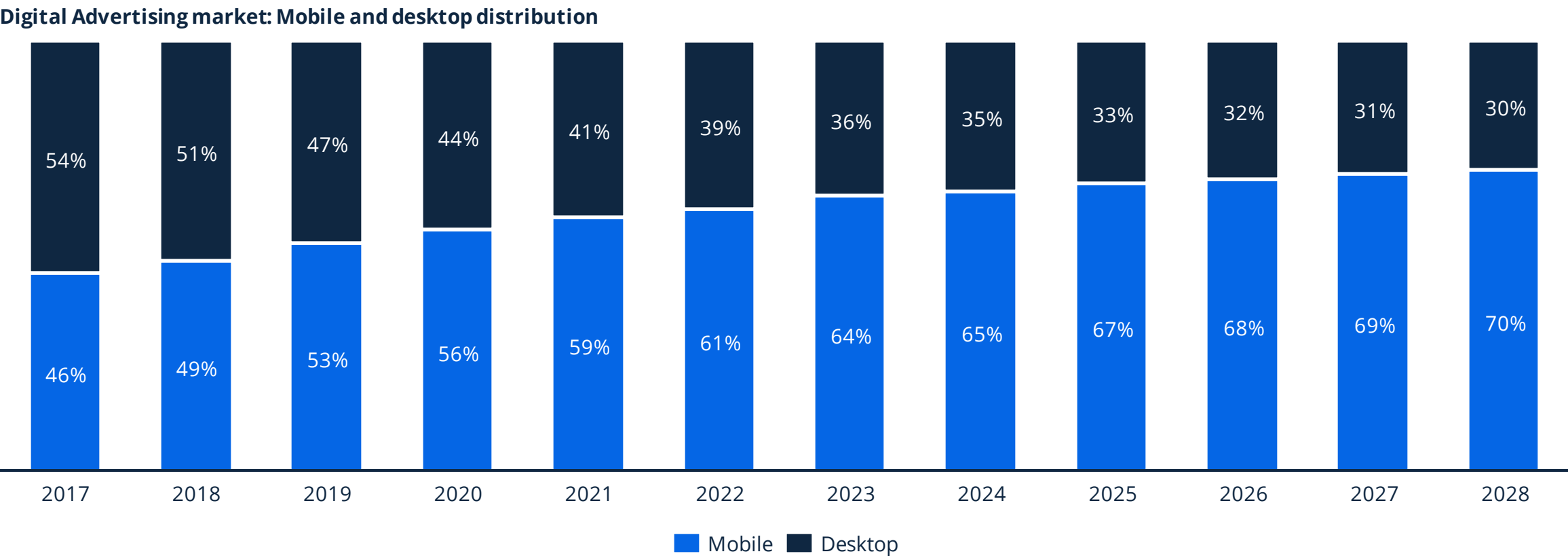
Market Size: Regional comparison (2/2)

Digital Advertising market: Average ad spending per internet user forecast in US\$



Mobile has dominated the global Digital Advertising revenue since 2019

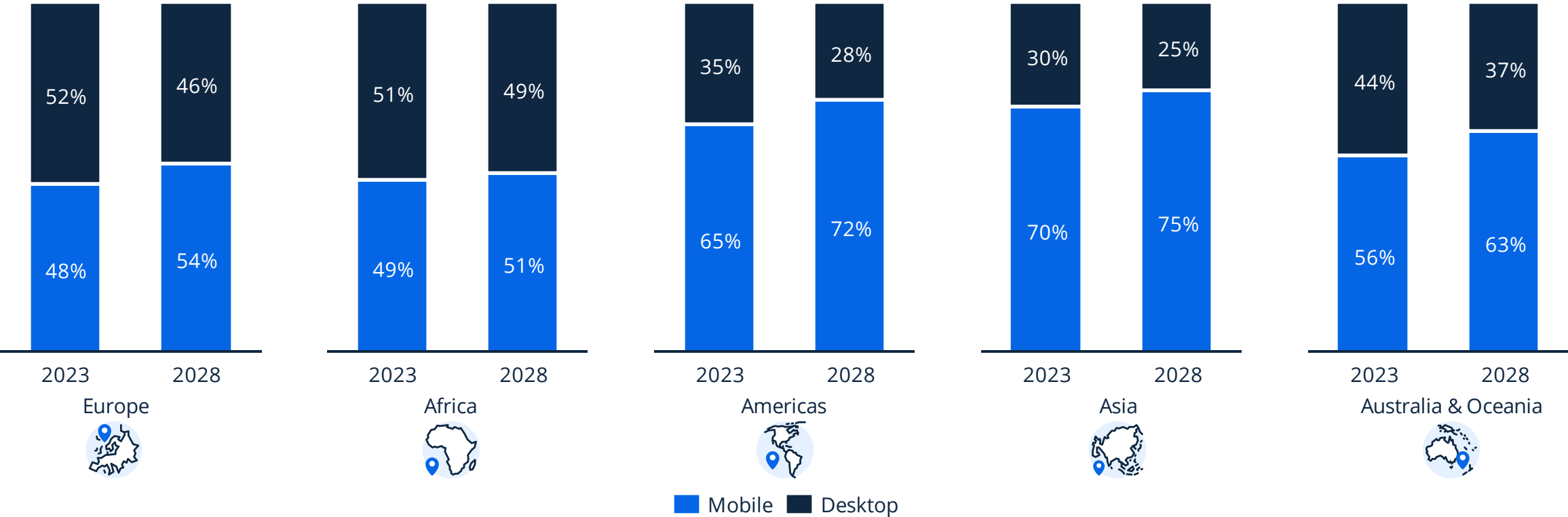
Distribution by device: Global



While desktop is the leading device type in Europe, mobile dominates the markets in the Americas and Asia in 2023

Distribution by device: Regional comparison (1/2)

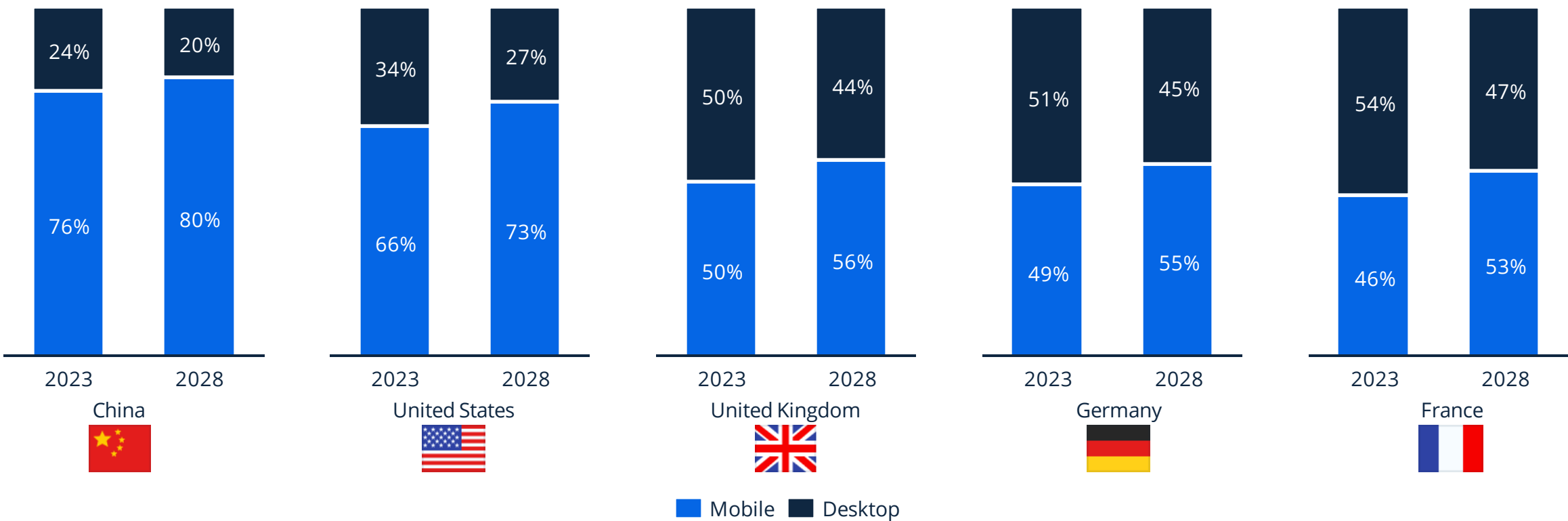
Digital Advertising market: Mobile and desktop distribution



Among the selected countries, desktop shares are declining

Distribution by device: Regional comparison (2/2)

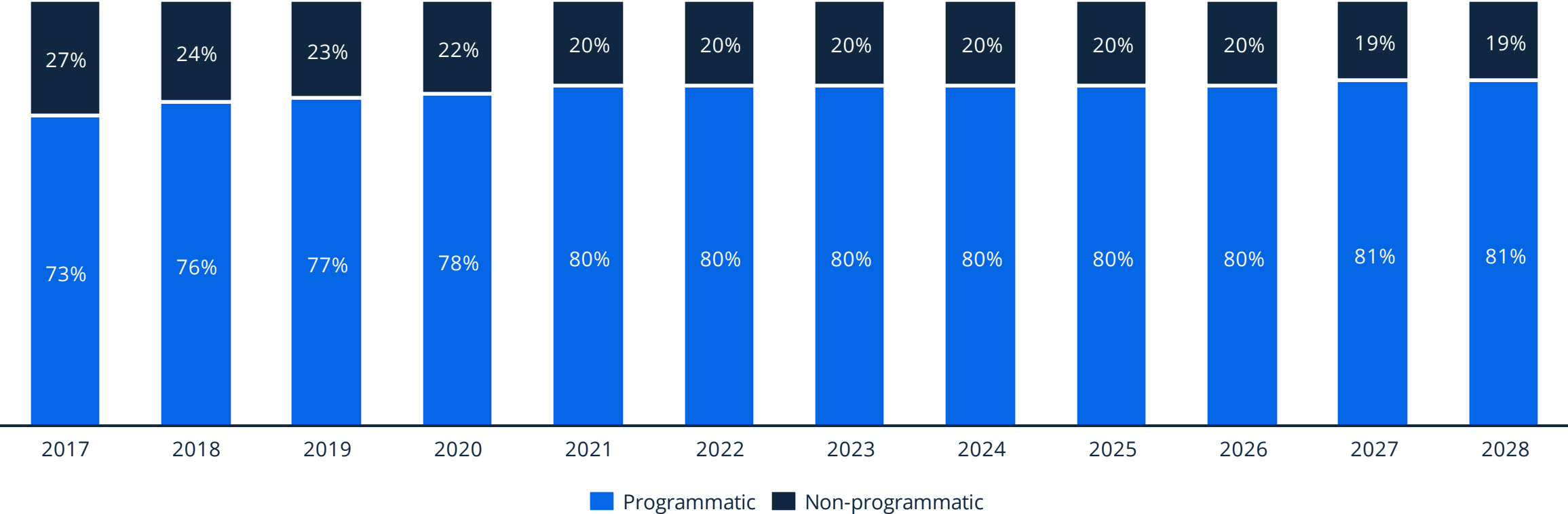
Digital Advertising market: Mobile and desktop distribution



Programmatic advertising is the leading method for buying, displaying, and optimizing advertising space

Distribution by method: Global

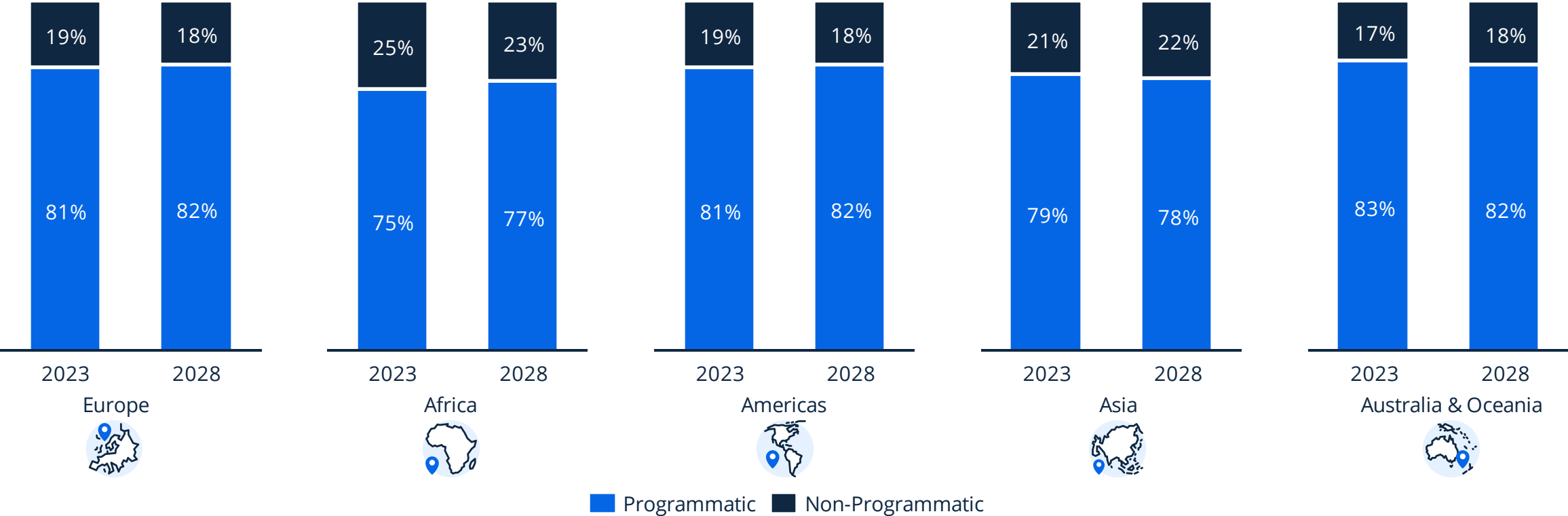
Digital Advertising market: Programmatic ad revenue distribution



Programmatic advertising also dominates in the top 5 regions, led by Australia & Oceania with a share of 83% by 2023

Distribution by method: Regional comparison (1/2)

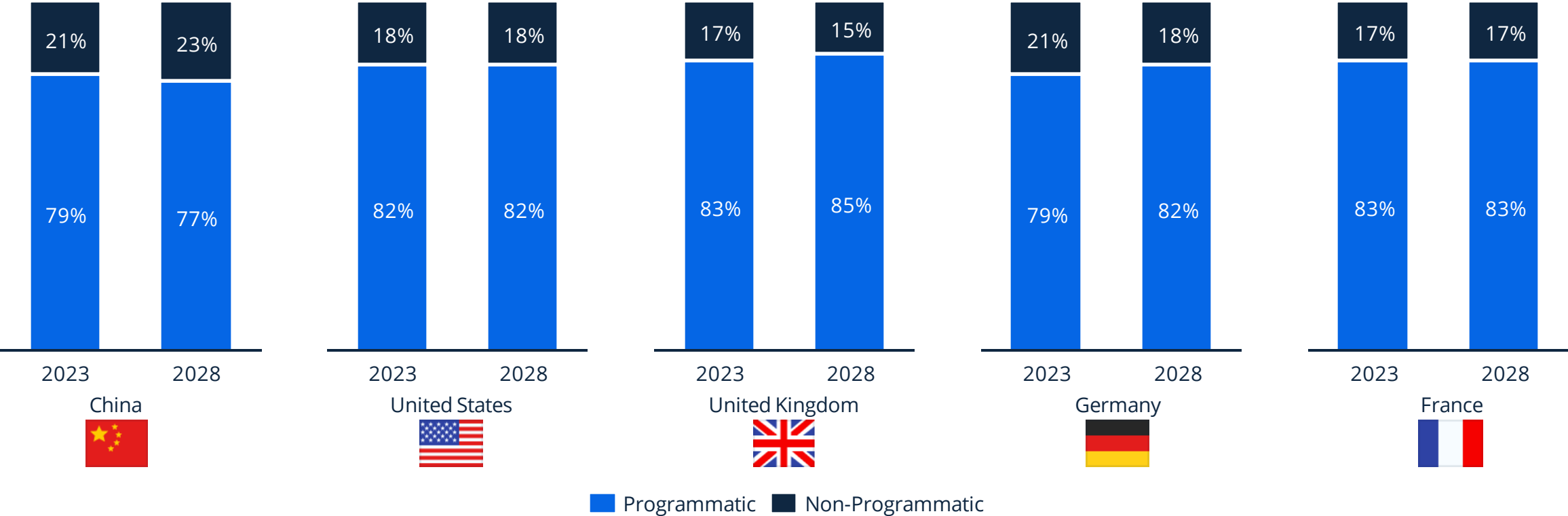
Digital Advertising market: Programmatic ad revenue distribution



Programmatic advertising dominates Digital Advertising across all selected countries

Distribution by method: Regional comparison (2/2)

Digital Advertising market: Programmatic ad revenue distribution



Competition in the Digital Advertising market is fierce as many players are striving for market dominance

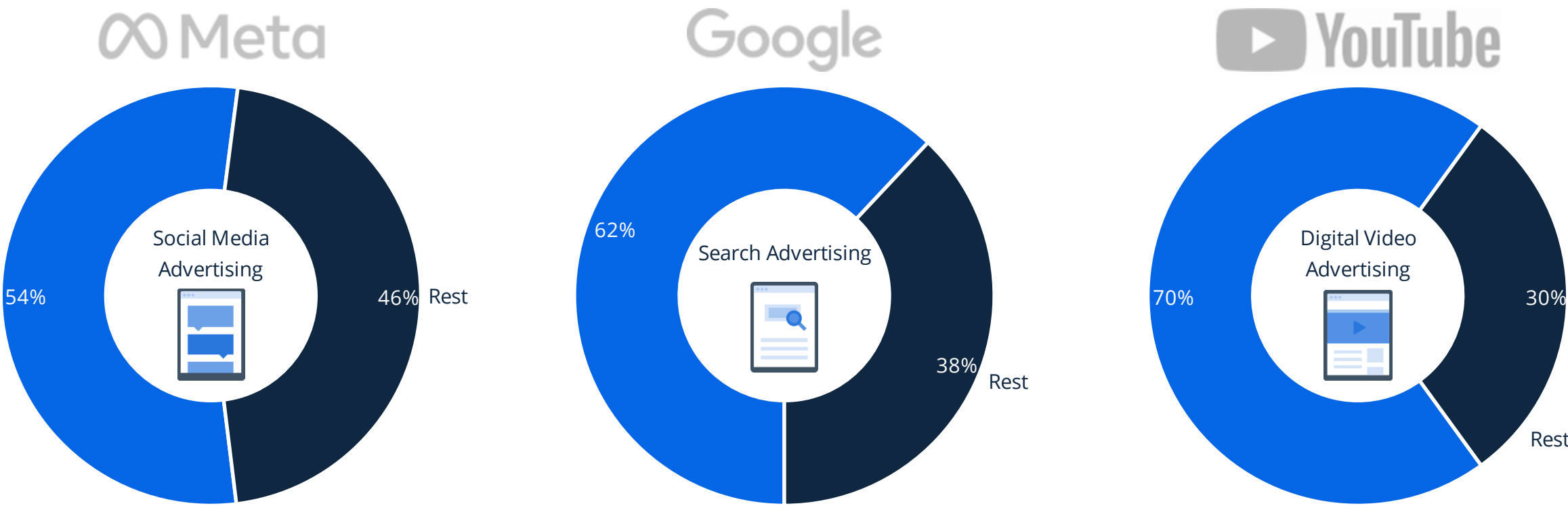
Key player landscape (1/4)

Agencies and trading desks	Demand-side platforms (DSPs)	Ad networks / ad exchanges	Supply-side platforms (SSPs)	Publishers
<div>WPP</div> <div>X AXIS</div> <div>groupm</div> <div>amnet</div> <div>OmnicomGroup</div> <div>IPG</div> <div>iCrossing</div> <div>HAVAS</div> <div>KINESSO</div> <div>IM INFECTIOUS MEDIA</div> <div>dentsu</div> <div>CUKER</div> <div>GREY</div> <div>PUBLICIS GROUPE</div>	<div>TubeMogul</div> <div>choozle</div> <div>theTradeDesk</div> <div>amazon ads</div> <div>MediaMath</div> <div>DoubleClick Bid Manager</div> <div>TREMOR VIDEO DSP</div> <div>smartyads</div> <div>Adobe Experience Cloud</div> <div>adform</div> <div>/LiveRamp</div> <div>Demandbase</div> <div>yahoo! advertising</div> <div>Google Marketing Platform</div>	<div>Magnite</div> <div>verizon media</div> <div>smartclip</div> <div>gumgum</div> <div>VIANT.</div> <div>Digital Remedy</div> <div>amazon ads</div> <div>Google Ads</div> <div>Google Marketing Platform</div> <div>24/7 MEDIA</div> <div>AMOBEE</div> <div>IGNITION ONE</div> <div>eXponential</div> <div>Google AdSense</div> <div>PULSEPOINT</div>	<div>VERTOZ</div> <div>BEACHFRONT</div> <div>VDO.AI</div> <div>PubMatic</div> <div>adpushup</div> <div>Magnite</div> <div>Google Ad Manager</div> <div>Teads</div> <div>SOVRN</div> <div>OpenX</div> <div>Numerator</div> <div>Digital Turbine</div> <div>ReklamStore</div> <div>smaato</div> <div>improve digital</div> <div>velti</div> <div>VERVE GROUP</div> <div>adform</div> <div>Sulvo</div> <div>xandr</div> <div>SETUPAD</div>	<div>Google</div> <div>Baidu</div> <div>NAVER</div> <div>Bing</div> <div>Yandex</div> <div>Meta</div> <div>yahoo!</div> <div>DuckDuckGo</div> <div>LinkedIn</div> <div>Instagram</div> <div>ByteDance</div> <div>The Weather Channel</div> <div>Snap Inc.</div> <div>WeChat</div> <div>YouTube</div> <div>dailymotion</div> <div>@ mail</div> <div>BuzzFeed</div> <div>STRÖER</div> <div>ESPN</div> <div>Forbes</div> <div>Tencent 腾讯</div>

In the Digital Advertising market, the largest players dominate their respective fields

Key player landscape (2/4)

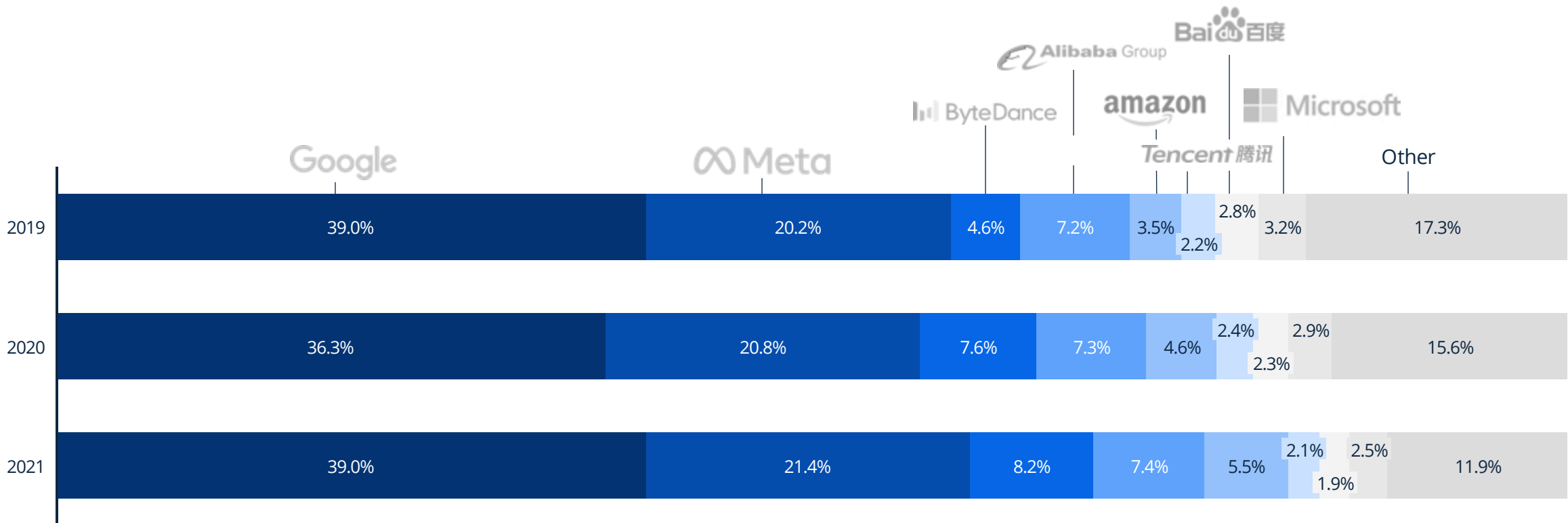
Worldwide market shares in the Social Media Advertising, Search Advertising, and Digital Video Advertising segments in 2021



The top 8 Digital Advertising players generated 88% of total digital ad sales in 2021

Key player landscape (3/4)





















Worldwide Digital Advertising market shares



WPP is the top marketing agency in the world, which earned US\$15.4 billion in 2022 from marketing and advertising activities combined

Key player landscape (4/4)

Ranking of the top advertising and marketing agencies by consolidated revenue in 2020, in billion US\$

Ranking		Revenue	Location	Employees	IPO Status	Industry
1	WPP	15.4		109,382	Public	Advertising
2	DOOSAN	14.4		2,601	Public	Advertising
3	Hakuhodo DY holdings	13.7		25,522	Public	Advertising
4	OmnicomGroup	13.2		71,700	Public	Advertising
5	PUBLICIS GROUPE	12.3		87,292	Public	Advertising
6	IPG	9.1		56,800	Public	Advertising
7	dentsu group	8.8		64,832	Public	Advertising
8	CyberAgent	6.3		5,944	Public	Advertising
9	Nielsen	6.3		14,000	Public	Administrative & supportive services
10	BlueFocus	5.9		2,885	Public	Computer programming
11	GANNETT	3.4		16,300	Public	Publishing
12	ADVANTAGE SOLUTIONS	3.2		20,000	Public	Administrative & supportive services
13	JCDecaux	2.4		10,200	Public	Advertising
14	Cheil	2.3		1,327	Public	Advertising
15	Ipsos	2.1		17,366	Public	Advertising
16	GIMC 省广集团	1.9		3,059	Public	Advertising
17	Clear Channel Outdoor	1.9		4,600	Public	Advertising
18	Angi	1.7		5,100	Public	Advertising
19	STRÖER	1.6		10,079	Public	Advertising
20	LAMAR	1.6		3,350	Public	Advertising

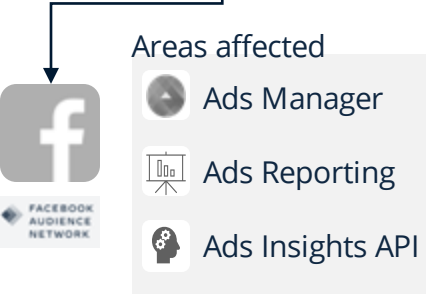
As regulators step up privacy requirements, Big Tech has to react, and data collection will become more difficult

Deep dive: Data privacy (1/2)

Apple’s App Tracking Transparency⁽¹⁾ and exemplary potential effects on Facebook Audience Network

iOS 14.5 includes a new add-on which will

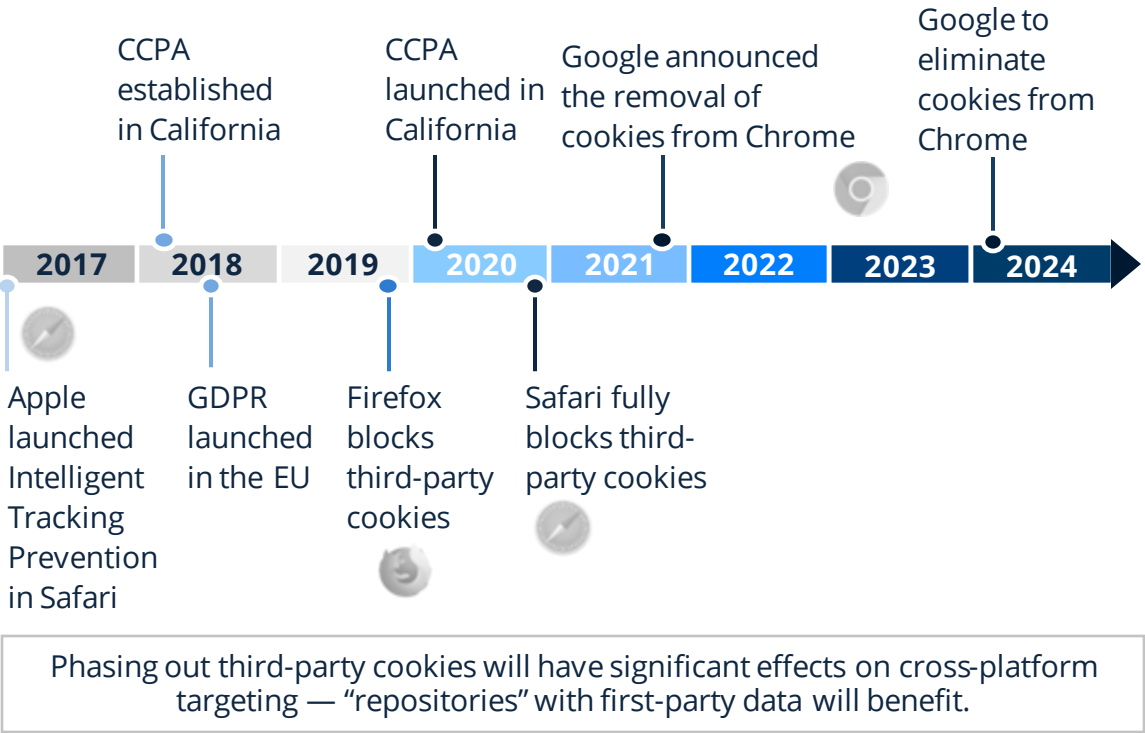
- 1. make users aware of what information an app will track before installing,
- 2. give users the choice to allow or deny tracking, and
- 3. hence make targeting more difficult for other players.



Potential responses

- Statistical modeling
- Certain windows to have partial reporting
- Segments will no longer be broken down in reporting

Timeline of events affecting Google’s intention to eliminate third-party cookies in 2024



































25 Notes: (1) Apple released iOS 14.5 on Monday, 26 April 2021

Sources: The App Store; Search Engine Journal; CNET; Arbolus; Digital Kites; European Union; Company information

Private gardens could be planted in those industries whose players capture abundant first-party data

Deep dive: Data privacy (2/2)

Examples of platform types in different industries with private garden potential

Potential private gardens	Platform type	Platform advantages	Potential competitors
	 Technology	Selected data on user activity across various tech platforms	 Microsoft  Roku
	 Telco	Scaled data on user location and data consumption	 AT&T  COMCAST  verizon✓
	 Media	Scaled user data buoyed by increasing requirement for authentication	 Disney  VIACOMCBS  NETFLIX
	 Retail	Scaled user and purchasing data driven by increased eCommerce penetration	 Walmart  COSTCO  TESCO
	 Marketplaces	Scaled user data with location and consumption behavior	 Uber  TMALL  ebay 
	 Publishing	Scaled user data driven by the increasing shift to paywalls and authentication requirements	 The New York Times  BuzzFeed  theguardian
	 Interest groups / loyalty	Scaled user data that cuts across industries	 AAA  PAYBACK  Maximiles
	 Walled garden ⁽¹⁾	Scaled, highly engaged audiences across dominant platforms with insights into high-intent, extremely granular, actionable user data	 Google  facebook  amazon

26

Notes: (1) A walled garden is a closed ecosystem in which all the operations are controlled by the ecosystem operator. Contenders can access existing private marketplaces and free themselves from disproportionate dependency using other technology platforms to create a private garden out of a walled one

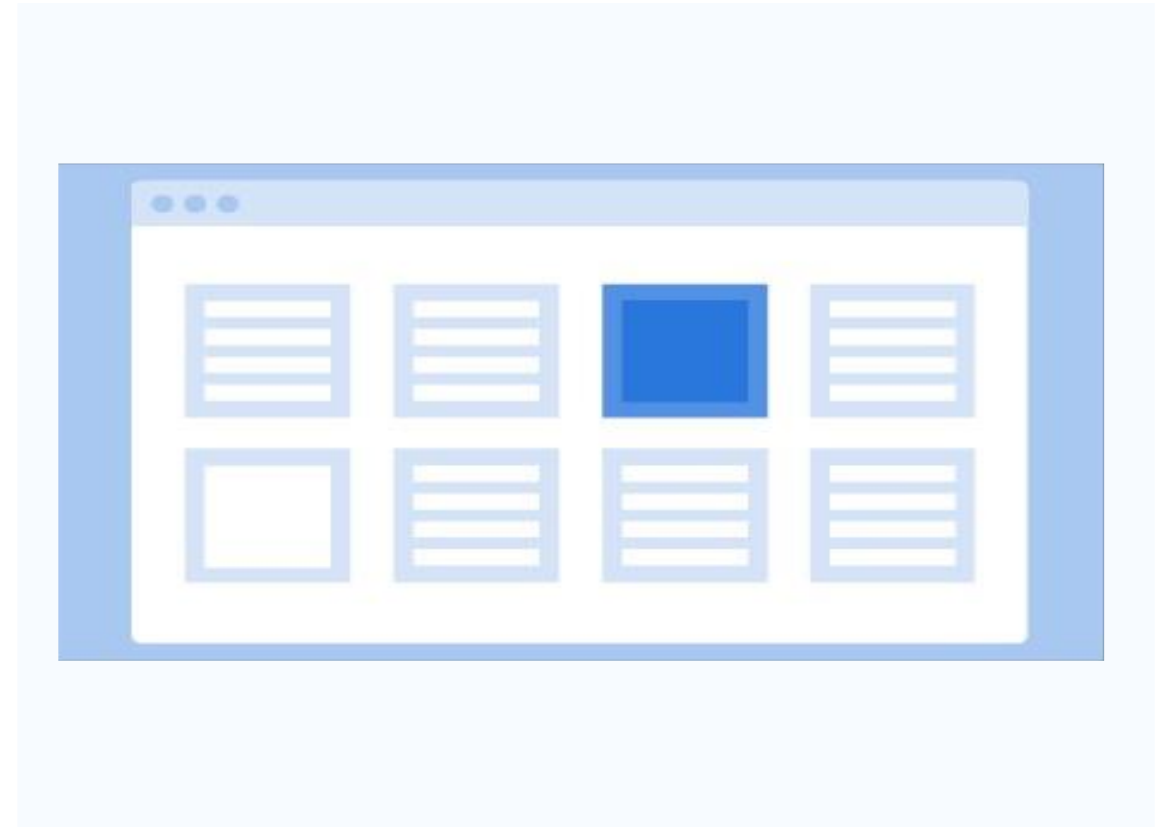
Sources: Activate analysis; company information

By merging advertising and content, native advertising bridges the gap between product and publisher

Deep dive: Native advertising

What is native advertising?

Native advertising means the seamless matching of advertisements to the form and function of the environment (e.g., news websites, video platforms) in which they appear. They can manifest as articles or videos. Usually, these native advertisements have a so-called advertorial character, meaning that they resemble an editorial-shaped design and look. Companies such as Outbrain and Taboola have specialized in this field of advertising. Native advertising can be seen as a successor to product placement, as the advertised product is not only placed within the content it appears in but is even merged with it. This format's biggest power is its inconspicuousness, preventing a user's distraction and deterrence through the advertisement's appearance. Also, the proximity to editorial contributions is increasing the consumer engagement and the acceptance of the ads. Native advertisements work very well on smaller displays and are therefore ideally suited for advertising on mobile devices. Although native advertising is legal in many countries, e.g., the U.S., merging advertising and native content still receives criticism. In some cases, it is difficult to clearly distinguish between advertisements and content. Especially social networks such as Facebook have been faced with complaints about intentionally supporting consumer and voter deception.



Programmatic advertising has the potential to revolutionize advertising based on user targeting

Deep dive: Programmatic advertising (1/4)

What is programmatic advertising?

Driven by audience data to better target certain potential customers, programmatic advertising describes the software-based method of buying, displaying, and optimizing of advertising space. The recipient of the ad is known before the ad is even sold. Thus, the ad can be personalized even more. This process takes place within a split second. The method is also paving the way for a variety of smart and innovative ad formats such as advertising in audio streams, podcasts, connected TVs and cars, or digital out-of-home solutions, breaking down the barrier between digital and analogue. In recent years, software solutions relating to programmatic advertising have become more comprehensive, more powerful, and more integrable. Thus, programmatic advertising triggers a constantly growing demand. Also, modern advertising techniques such as (re-)targeting and real-time bidding, which are closely tied to programmatic advertising, find more and more application in a growing number of companies. We believe that this development is only just beginning and will have noticeable effects on the advertising market in general and the Digital Advertising market in particular. We expect this optimized targeting to increasingly improve and the average revenue per user to increase accordingly.



Roles in Digital Advertising are diverse, many different participants can be found in the revenue stream

Deep dive: Programmatic advertising (2/4)

<div>Demand side: advertiser</div> <div>Supply side: publisher</div>	Role	Example	Description
	Agency	WPP	The service of advertising agencies includes creating, planning, and handling advertising.
	Trade desk	XAXIS	Trade desks do not create advertising but take care of a certain part of the planning and handling, with a focus on buying advertising inventory.
	DSP ⁽¹⁾	The Trade Desk	DSPs bundle the demand of ad buyers and enrich it with user data within the context of programmatic advertising, for example.
	Ad network	Google Ads	Ad networks bring publishers and advertisers together by selling ad space to advertisers based on their needs with a holistic approach including many roles.
	Ad exchange	AppNexus	Ad exchanges work in a similar way to ad networks. Ad exchanges usually sell ad space in real-time auctions based on data from DSPs, SSPs etc.
	SSP ⁽²⁾	Rubicon Project	SSPs bundle advertising space. They act as an entrance into the market for publishers. Many networks and exchanges have their own SSPs.
	Publisher	YouTube	Publishers sell space or time in their video players as inventory for advertising reasons. This is the place where the audience receives the ads.

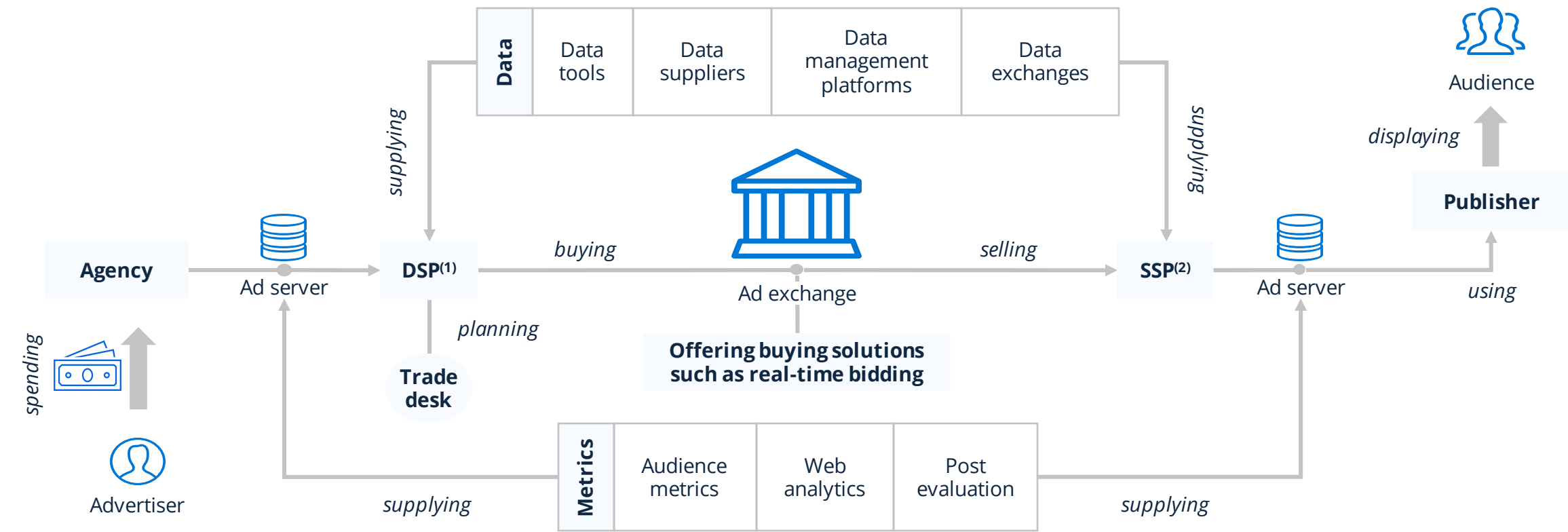
29 Notes: (1) Demand-side platform (2) Supply-side platform

Sources: [Statista Market Insights](#) 2023

Programmatic advertising involves many different roles and relies heavily on metrics and data inputs

Deep dive: Programmatic advertising (3/4)

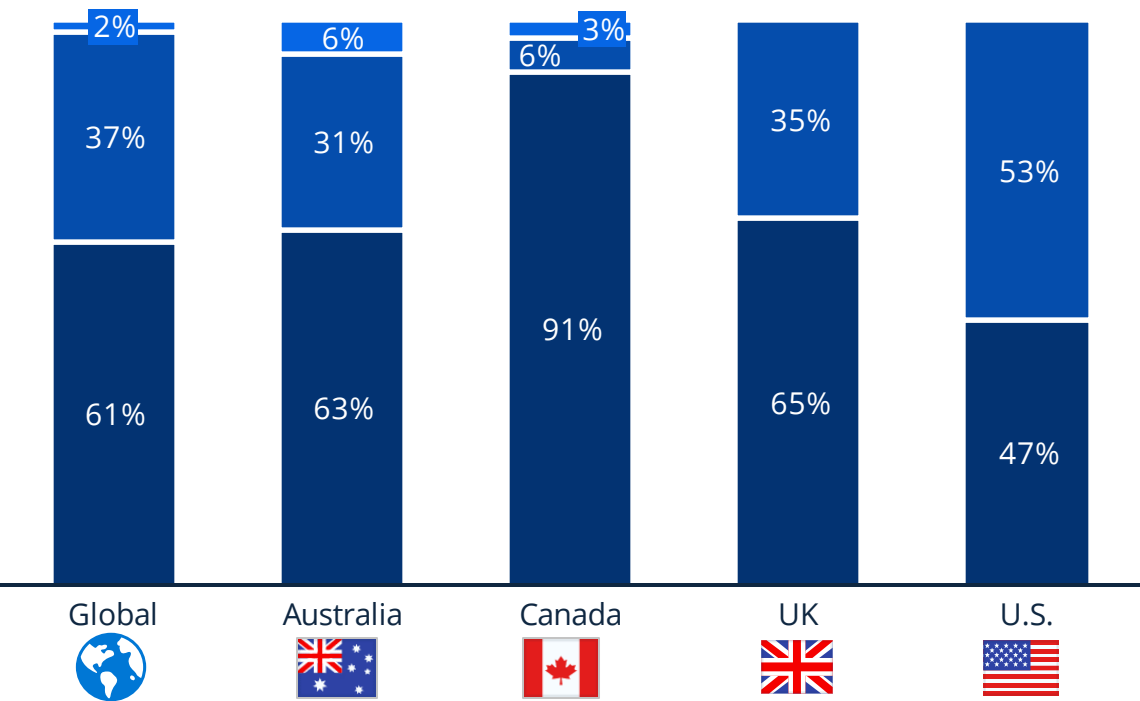
Process of programmatic advertising



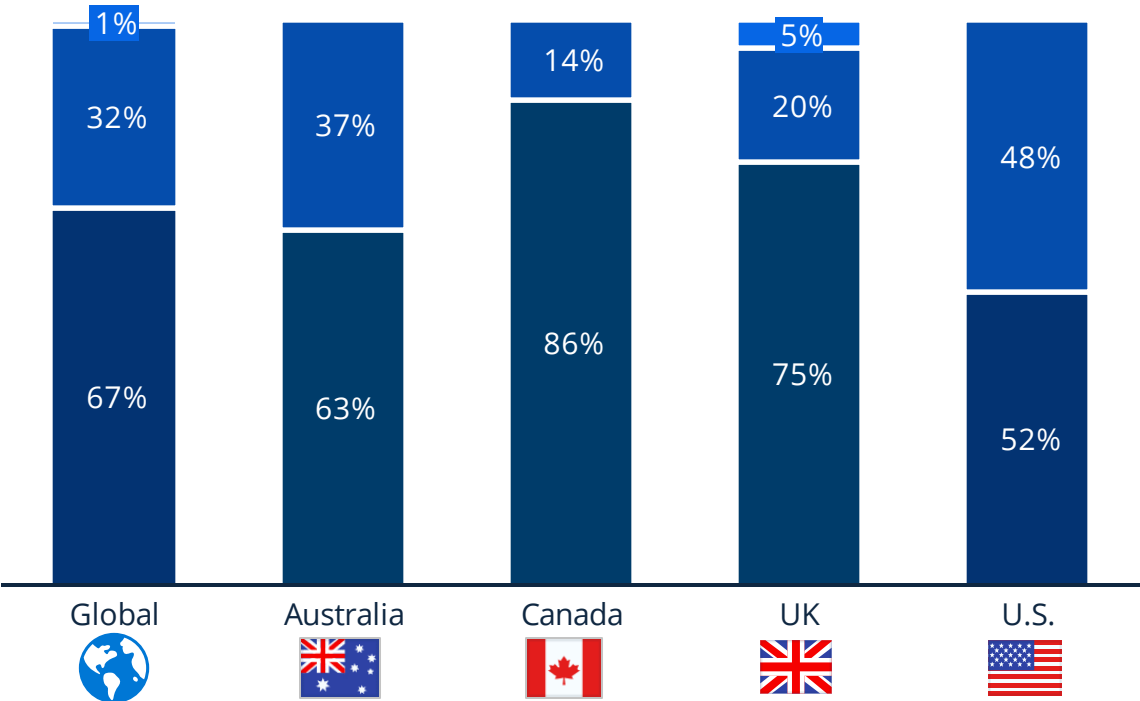
Marketers have had increased interest in spending more on programmatic advertising campaigns

Deep dive: Programmatic advertising (4/4)

Campaign spending projection for programmatic video in 2022



Campaign spending projection for programmatic audio in 2022

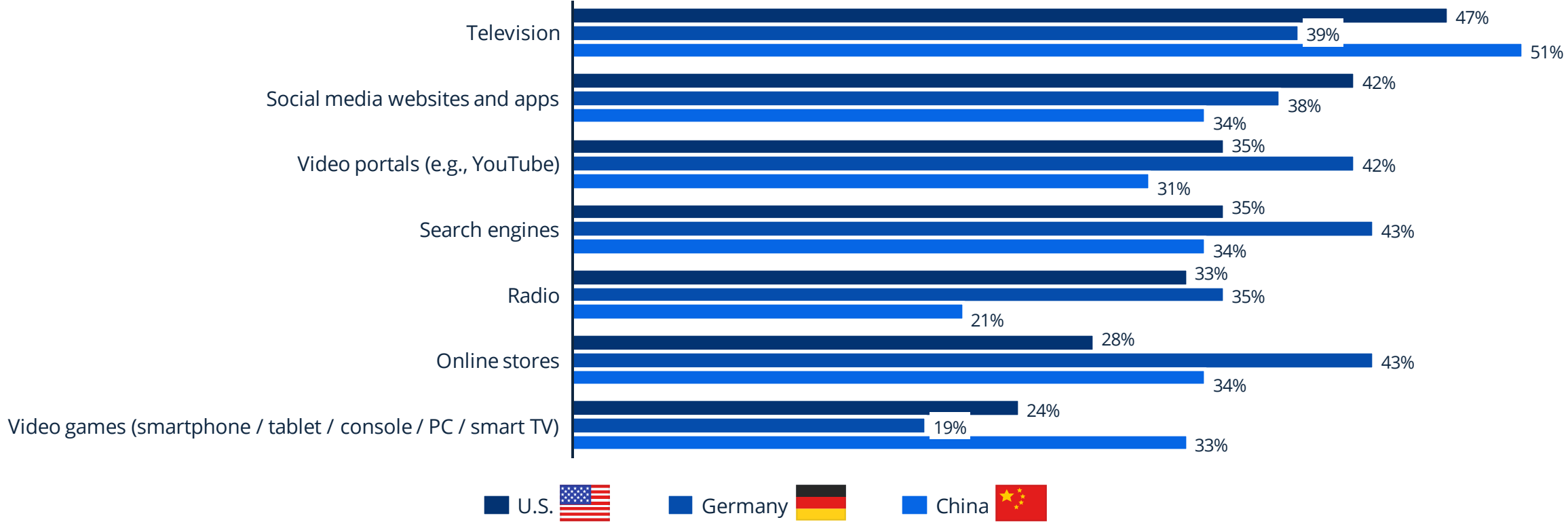


■ Increase ■ Constant ■ Decrease

While television is still the dominant advertising touchpoint in the U.S. and China, Germany has been overtaken by online stores and video portals

Deep dive: Advertising touchpoints

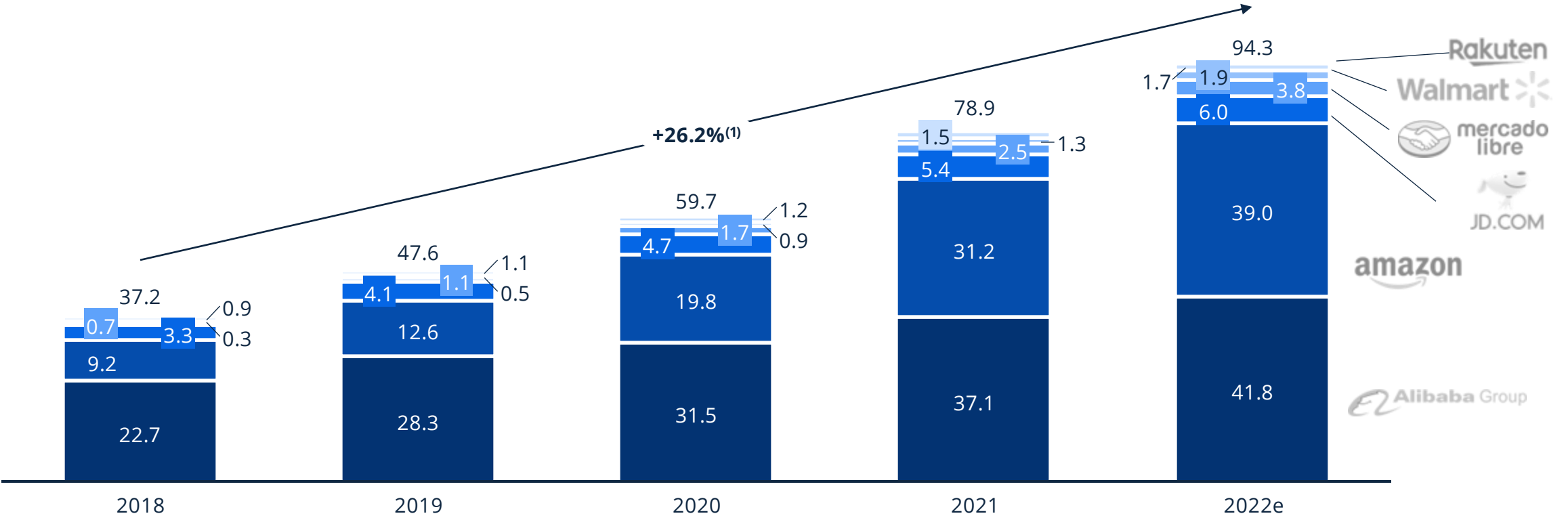
Encountering advertisements in the past 4 weeks, by touchpoint



Advertising is becoming an important revenue source for eCommerce; selected players will reach nearly US\$100 billion in 2022, with a 26.2% CAGR⁽¹⁾

Deep dive: Advertising in eCommerce

Global advertising revenue of selected eCommerce players, in billion US\$



A sufficient digital infrastructure is the necessary basis for developing digital markets

Key market indicators: Digital infrastructure overview

Global numbers for 2023



INTERNET PENETRATION



75.8% of the global population uses the internet on a monthly basis. Increasing internet penetration builds the base for using digital media.



CONNECTION SPEED



27.4 Mbit/s is the global average internet connection speed. As connection speeds improve, services such as high-quality videos and 3D simulation become available.



MOBILE BROADBAND SUBSCRIPTION



86.1 subscriptions per 100 capita was the global number for mobile broadband subscriptions, which is a crucial indicator for establishing digital services.



SMARTPHONE PENETRATION

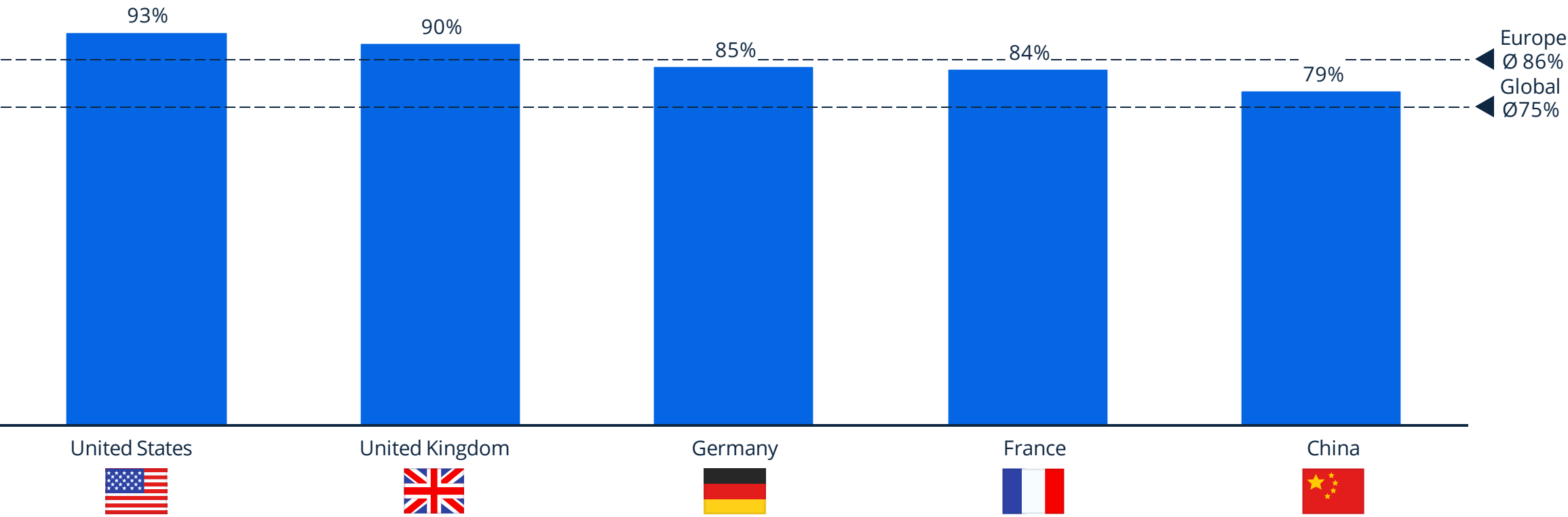


55% of the global population use a smartphone on a monthly basis. Unlike smartphones, smart devices (e.g., smartwatches) are enabled with digital connectivity.

Internet penetration is especially high in some European countries and the U.S., but China falls behind

Key market indicators: Internet penetration

Internet penetration in 2023



Various further factors influence the Digital Advertising market

Key market indicators: Socioeconomic and consumer electronics overview

Global numbers for 2023



INTERNET USERS



Globally, **5,828 million people** use the internet. The number of internet users in a country is a key indicator for the market size.



URBAN POPULATION



57.8% of the global population lives in urban areas. The gradual shift of the population from rural to urban areas is a constant phenomenon. The most urbanized regions generally have a high demand for digital media.



CONSUMER SPENDING



The average consumer spending per capita of private households was **US\$20,826**. Knowing the expenditure per capita gives necessary insights into price developments and the average willingness to pay.



DEMOGRAPHICS

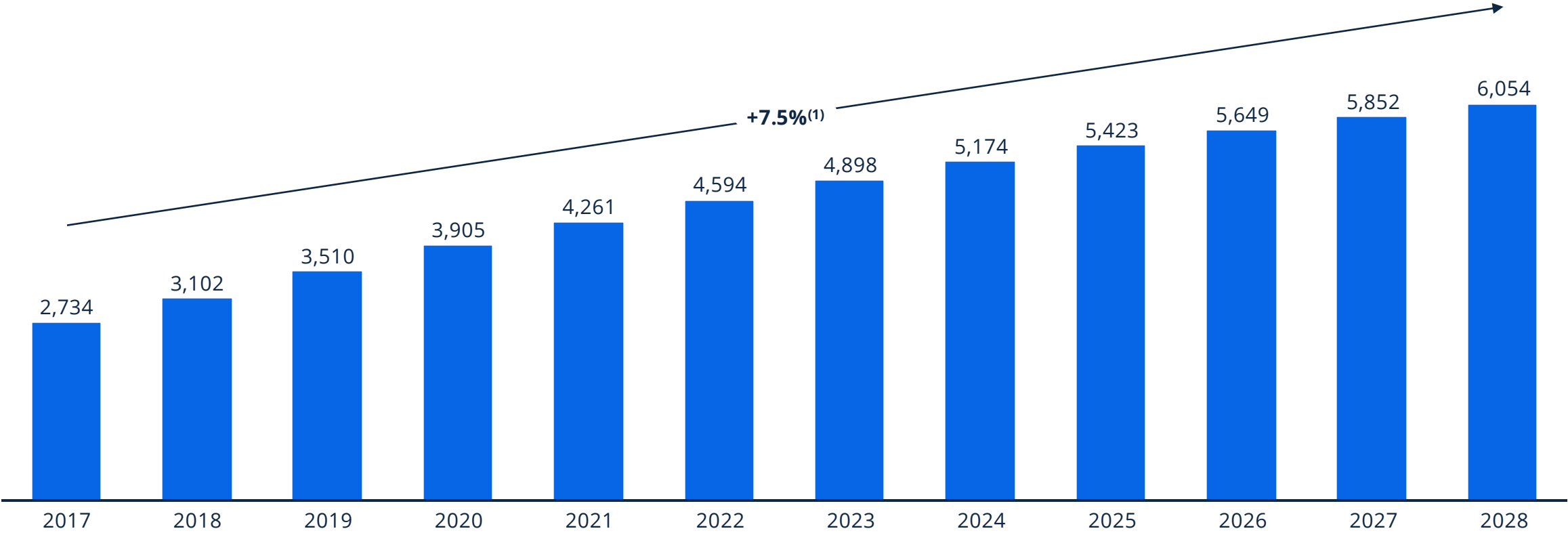


In addition to the increasing share of **older people** in the population, the ratio of females to males is also shifting toward a larger female share of the population.

The userbase of social media users is seeing steady growth

Key market indicators: Social media users

Number of worldwide social media users, in million



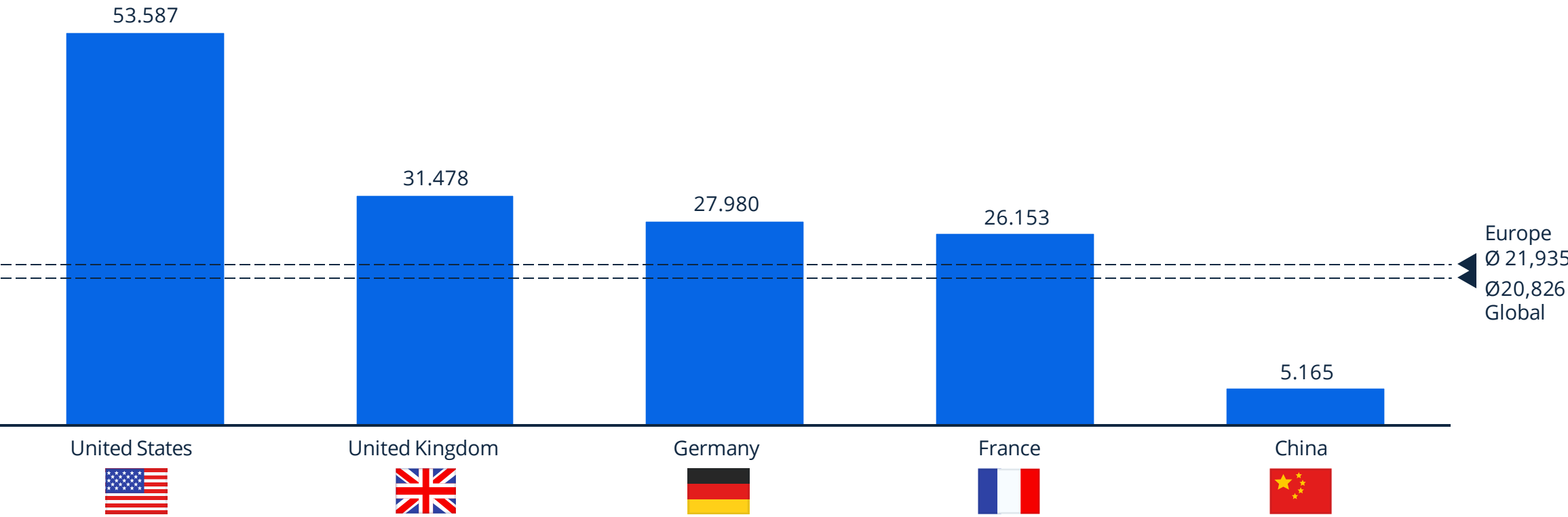
37 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: [Statista Market Insights](#) 2023

Per-head consumption expenditure in the U.S. is about 10 times higher than in China

Key market indicators: Consumer spending









Consumer spending per capita in 2023, in US\$



Global brands and corporations have been leaving Russia in 2022

Russia-Ukraine war impact: A list of global brands that have pulled out of Russia (3/3)

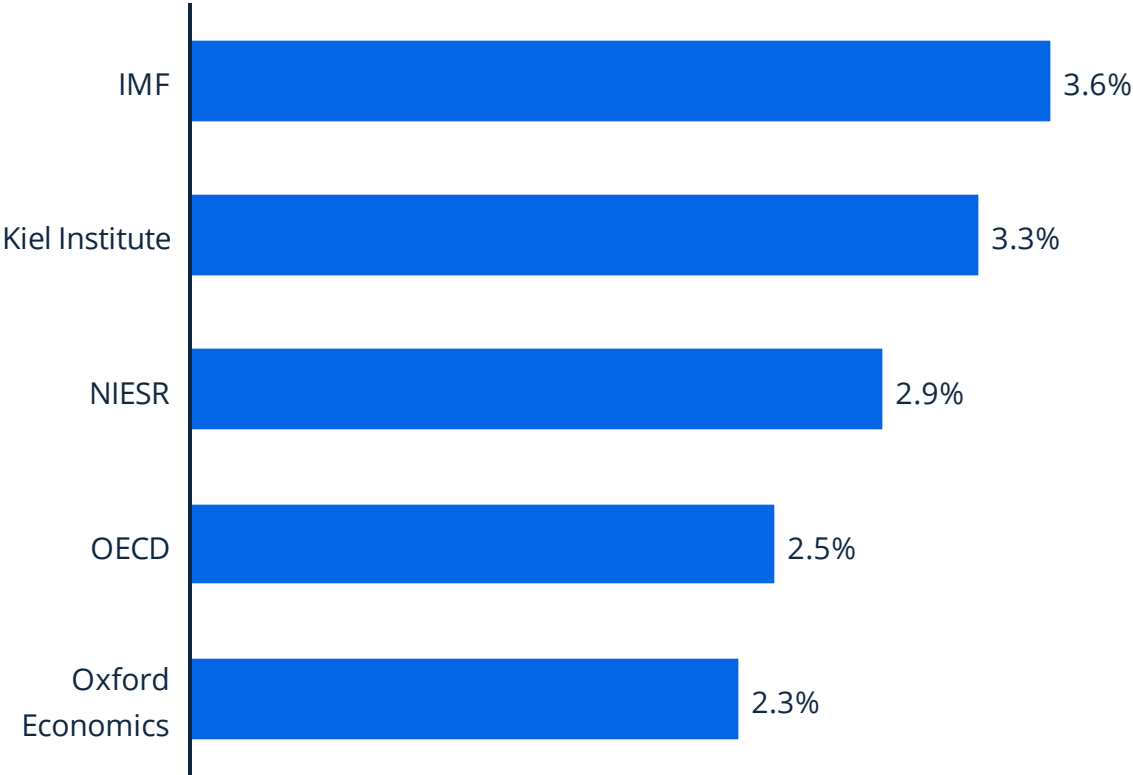
A list of major brands and corporations that have pulled out of Russia since February 2022

<div>Consumer goods and retail</div> <div></div>	<div>Tech</div> <div></div>	<div>Energy</div> <div></div>	<div>Media</div> <div></div>
<div>Food</div> <div></div>	<div>Travel and logistics</div> <div></div>	<div>Finance</div> <div></div>	<div>Professional services</div> <div></div>

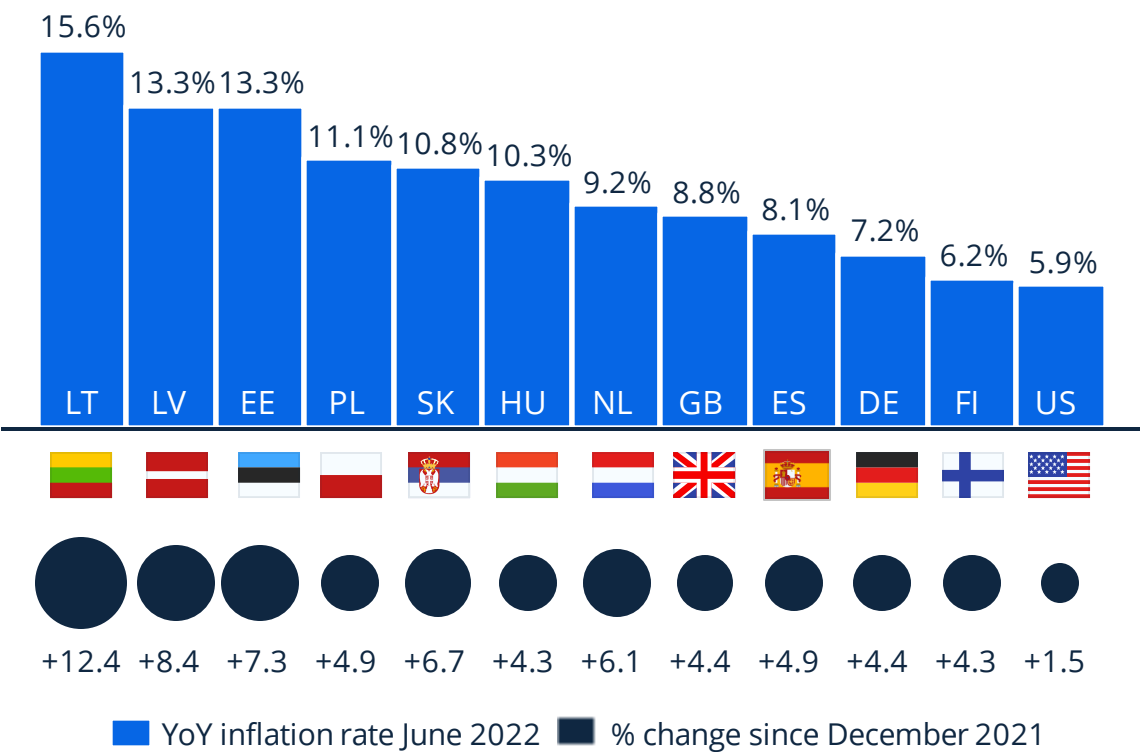
Due to the war, the global economy is also facing substantial inflationary consequences

Russia-Ukraine war impact: Inflation

Global inflation revision by selected institutions, in percentage points



YoY inflation rate in 2022⁽¹⁾



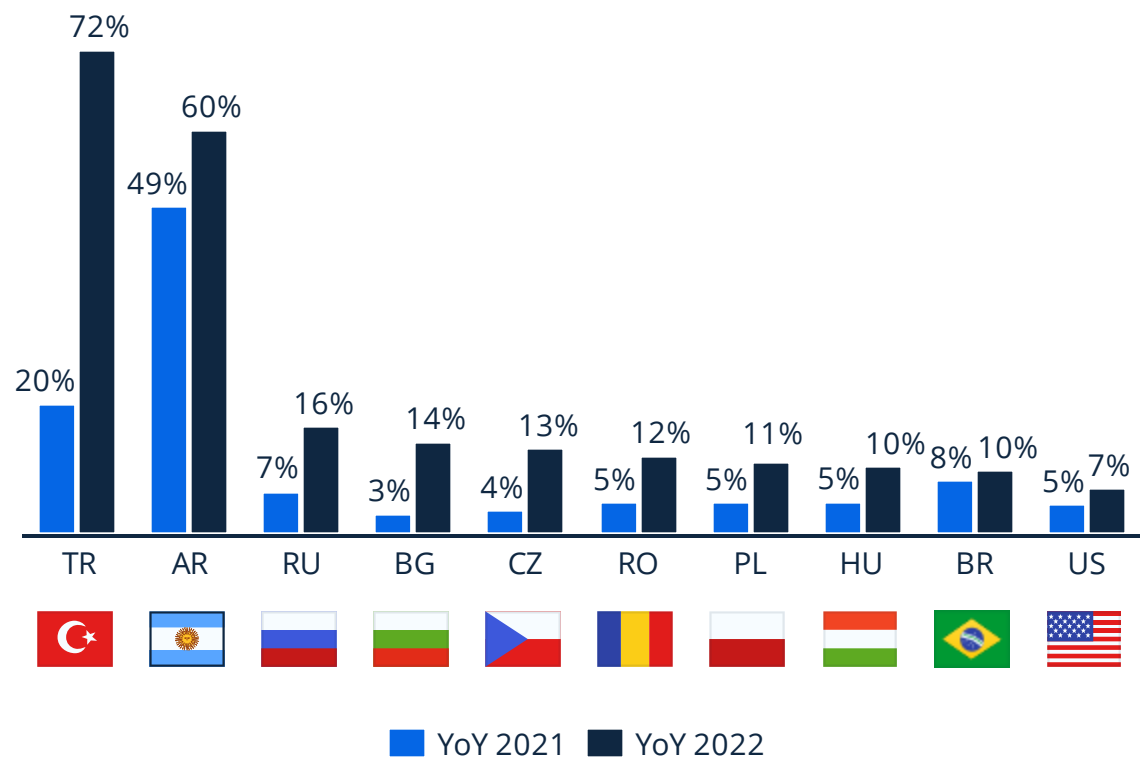
40 Notes: (1) Projections as of June 2022

Sources: OECD; IMF; Kiel Institute; NIESR; Oxford Economics

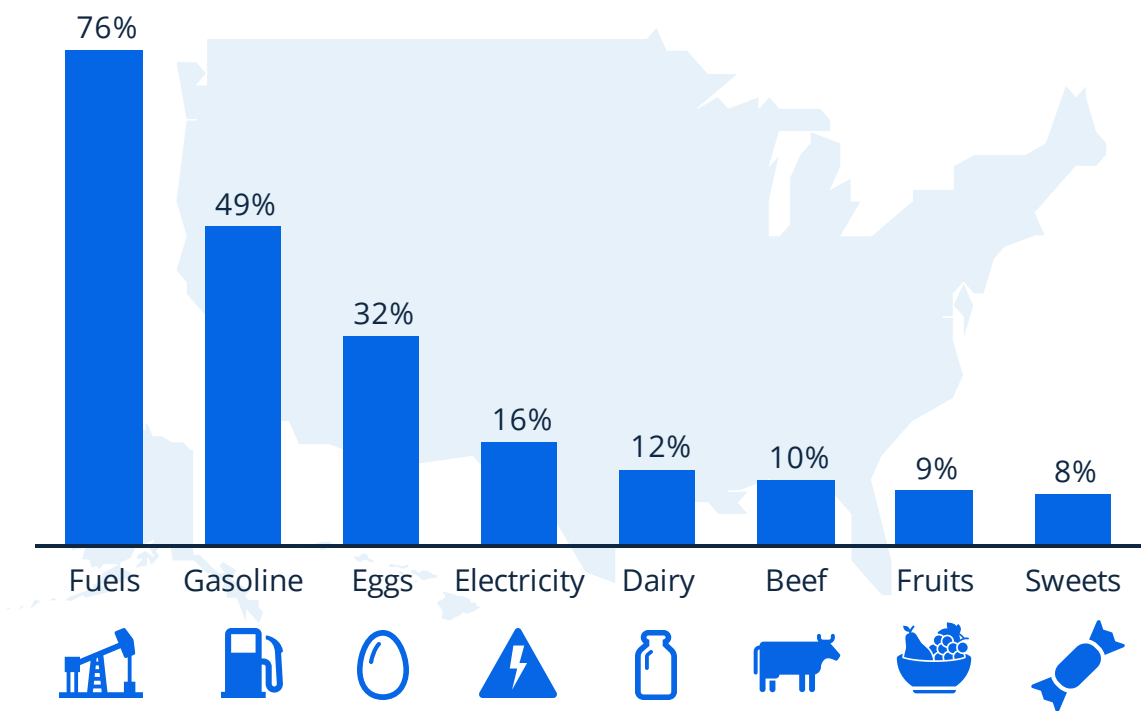
A significant price increase of commodity products became apparent mid-2022 and is expected to remain high in the medium term

Russia-Ukraine war impact: Consumer price index

YoY consumer price index⁽¹⁾ change



12-month consumer price index change in the U.S. in May 2022, by category



CHAPTER 2

Market Numbers



INDUSTRIES & MARKETS

Banner Advertising: market data & analysis

Market Insights report

Market Insights
by statista 



CHAPTER 1

Overview



The Banner Advertising market has experienced significant growth and development due to the expansion of internet access and smart device usage

Overview: Summary

Summary

On October 27, 1994, the first digital banner advertisement with the text “Have you ever clicked your mouse right HERE? YOU WILL” in colorful font was released. Since then, digital banner advertising has grown in popularity and evolved from displaying ads in predetermined places to targeting by using consumer data and finally, to remarketing, in which ads are shown repeatedly based on consumer behavior and interest. Marketers continue to utilize digital banner advertising because it is an effective way to raise brand awareness, generate leads, and retarget an audience.

The expansion of digital banner advertising is primarily due to the improved internet infrastructure and technology, as well as the decreasing prices of smart devices such as computers, tablets, and smartphones. In the past years, the internet infrastructure has seen considerable change and is now faster and cheaper. Furthermore, because internet-enabled devices have become more affordable, allowing more people to purchase them and use them daily, digital banner advertising is expected to grow significantly.

Before the COVID-19 pandemic, digital banner advertising was showing signs of steady growth. The pandemic accelerated digital adoption, resulting in exponential growth in digital advertising, especially digital banner advertising. The most recent digital banner advertising strategy is remarketing, which has proven to be more accurate and less complicated than others, which contributes to the strategy’s success. We predict consistent growth in digital banner advertising in the coming years.

Banner advertising is an effective form of digital advertising that uses visuals to attract and direct a large and diverse audience to a landing page

Overview: Market definition

Market definition

Banner Advertising is one of the first digital advertisements published on the internet. Banner ads allow anyone to advertise on websites, apps, or social media by using attractive images, shapes, and sizes of displays. The main purpose is to direct the traffic of the targeted audience to a specific website. Banner Advertising includes skyscrapers, wallpapers, interstitials, or pop-ups which are usually linked to the advertiser's landing page.

The market comprises advertising spending, users, and average revenue per user. The market only displays B2B spending. Figures are based on advertising spending and exclude agency commissions, rebates, production costs, and taxes. For more information on the data displayed, use the info button right next to the boxes.

Banner Advertising accounted for 23.81% of the Digital Advertising market revenue in 2023

Overview: Key Takeaways and in scope / out of scope

Key Takeaways

Ad spending in the Banner Advertising market is projected to reach US\$161.8bn in 2023.

Ad spending is expected to show an annual growth rate (CAGR 2023-2028) of 6.11%, resulting in a projected market volume of US\$217.6bn by 2028.

In global comparison, most ad spending will be generated in the United States (US\$62,710m in 2023).

The average ad spending per internet user in the Banner Advertising market is projected to amount to US\$30.4 in 2023.

In the Banner Advertising market, US\$161.3bn of total ad spending will be generated through mobile in 2028.

In scope

This market includes:

- Banners on websites, in apps or social media
- Rich media ads on websites, in apps or social media
- Videos on websites or in apps that are displayed instead of banners
- Native advertising

Out of scope

This market excludes:

- Overlays within web- or app-based video players
- Pre-roll, mid-roll, post-roll video ads within web- or app-based video players

CHAPTER 2

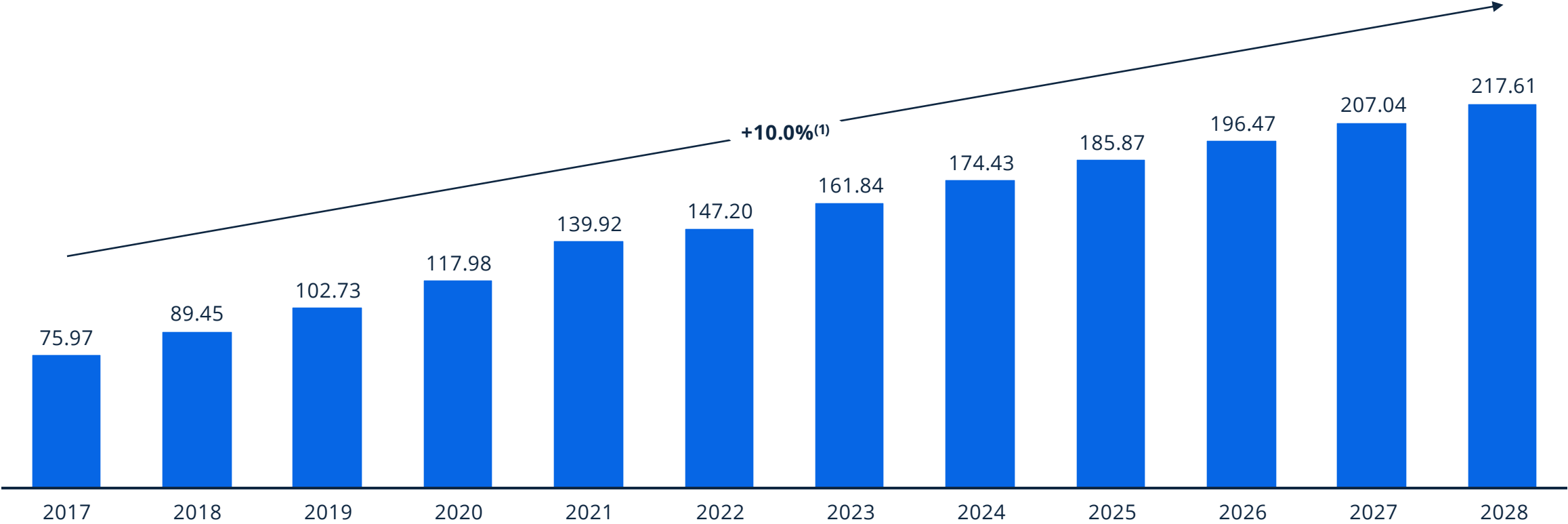
Market Numbers



Banner Advertising ad spending is estimated to increase at a CAGR⁽¹⁾ of 10.0% from 2017 to 2028

Market Size: Global

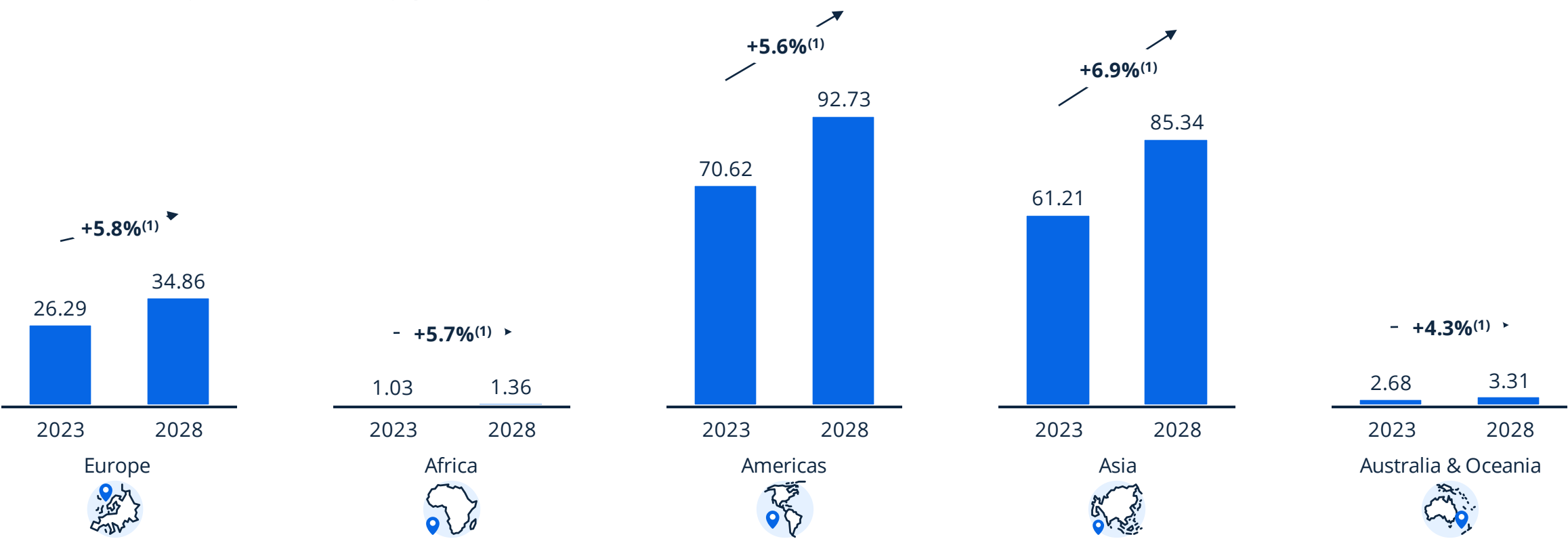
Banner Advertising market: Advertising spending forecast in billion US\$



With ad spending of US\$70.62 billion, the Americas is the biggest market among selected regions in 2023

Market Size: Regional comparison (1/2)

Banner Advertising market: Advertising spending forecast in billion US\$



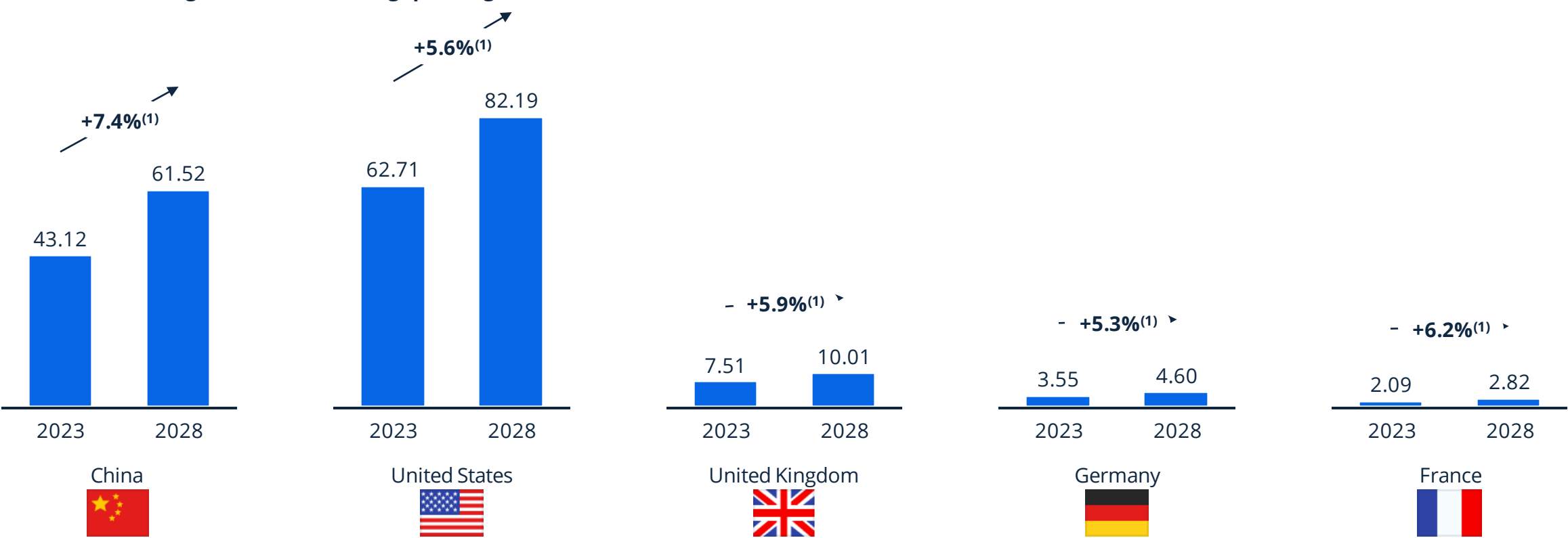
50 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

With ad spending of US\$62.7 billion, the United States is the biggest market among selected countries in 2023

Market Size: Regional comparison (2/2)

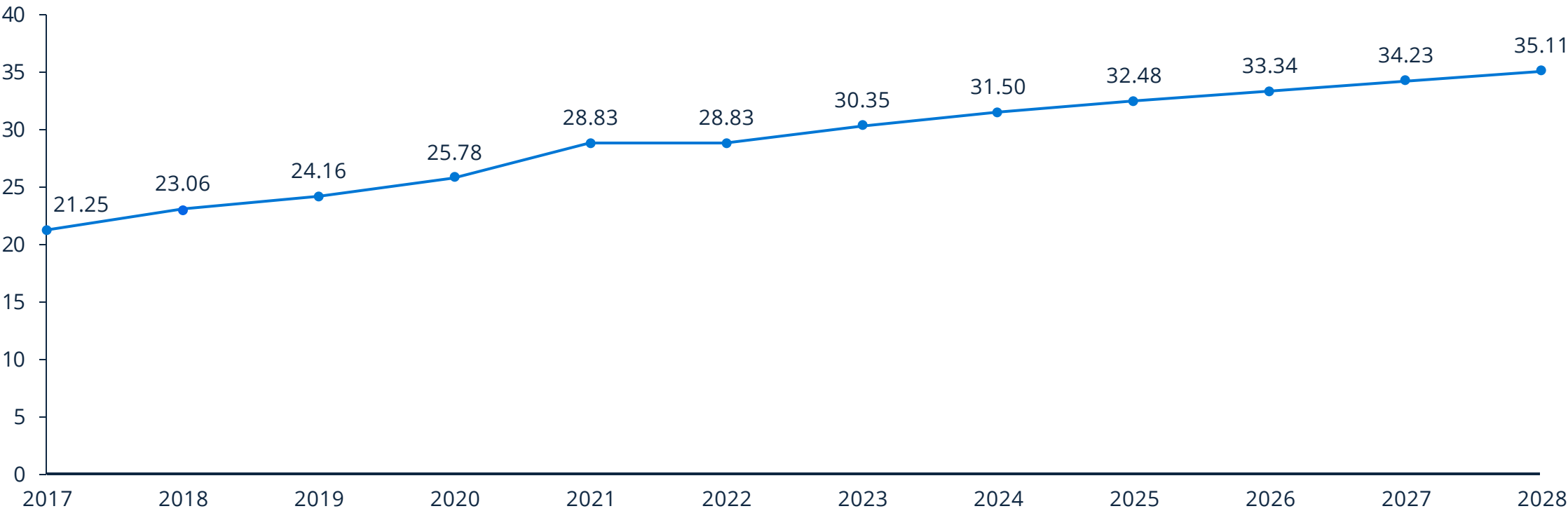
Banner Advertising market: Advertising spending forecast in billion US\$



Banner Advertising average ad spending per internet user is estimated to increase from 2017 to 2028

Market Size: Global

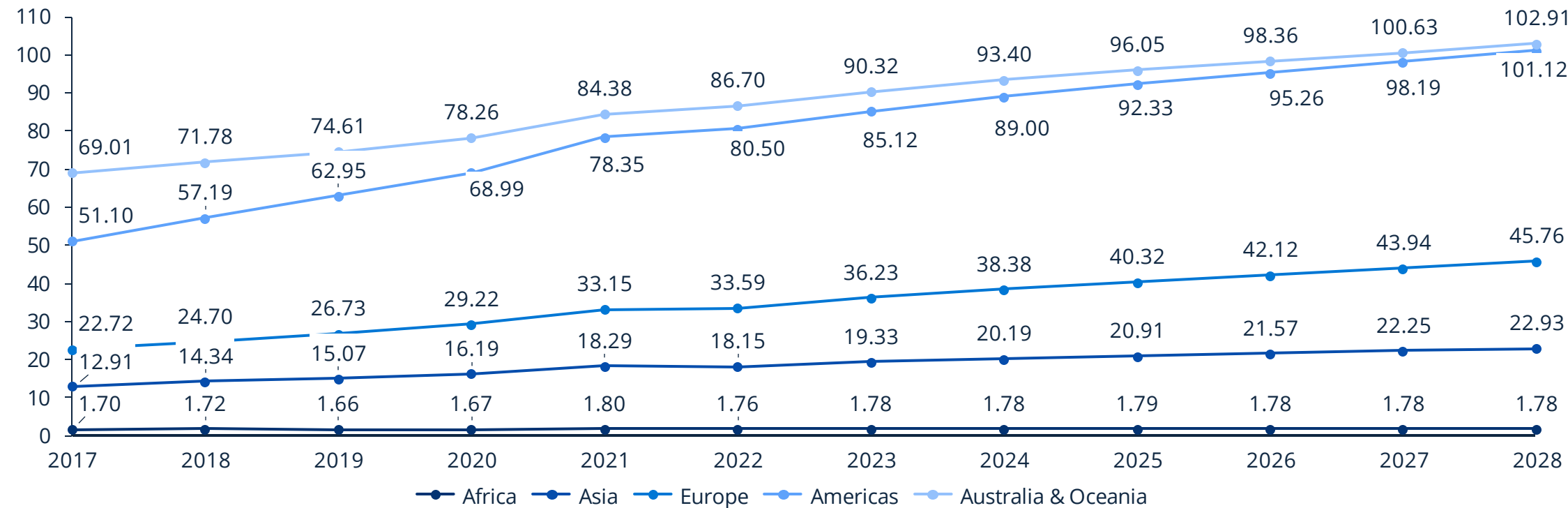
Banner Advertising market: Average ad spending per internet user forecast in US\$



Australia & Oceania has the biggest market in Banner Advertising average ad spending per internet user in 2028

Market Size: Regional comparison (1/2)

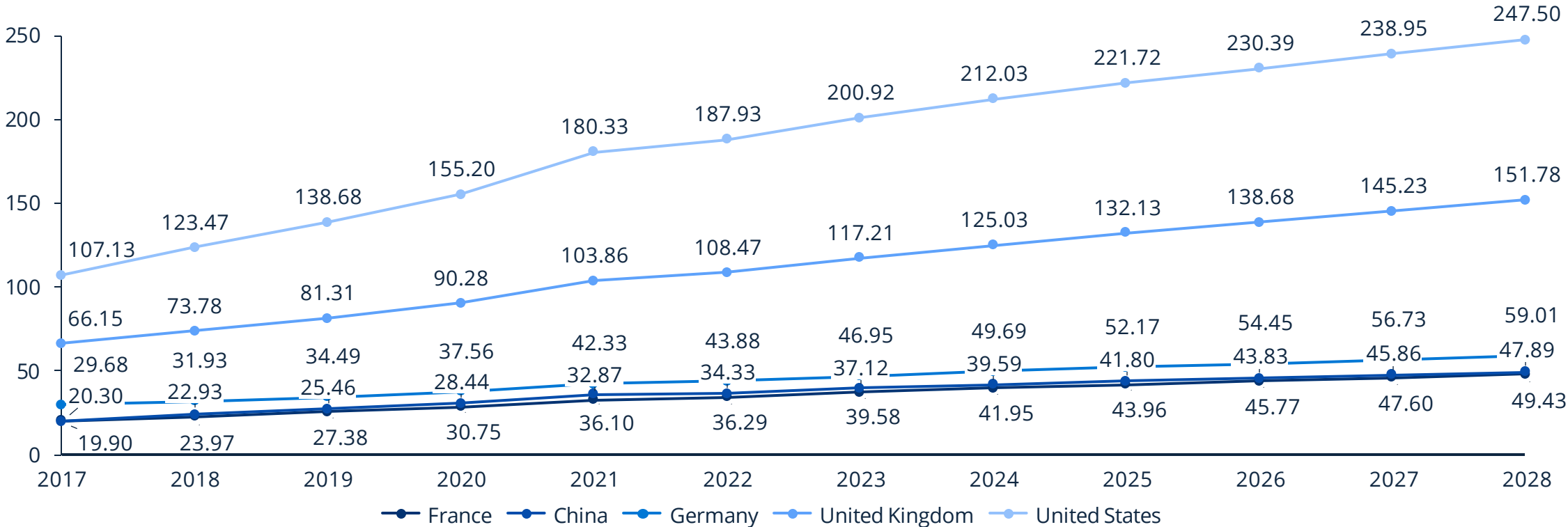
Banner Advertising market: Average ad spending per internet user forecast in US\$



With average ad spending per internet user of US\$200.9, the United States is the biggest market among selected countries in 2023

Market Size: Regional comparison (2/2)

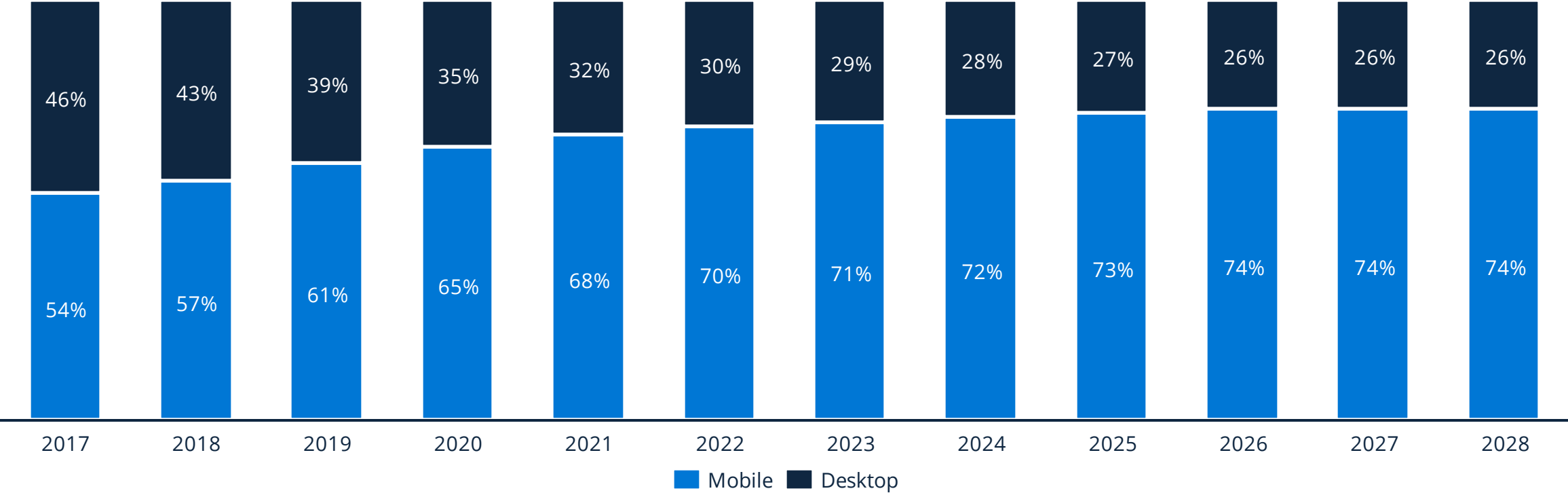
Banner Advertising market: Average ad spending per internet user forecast in US\$



In the Banner Advertising market, mobile ad spending's share reached 71% in 2023

Distribution by Device: Global

Banner Advertising market: Share by device



The Trade Desk provides artificial intelligence to increase an advertising campaign's success while protecting customer data privacy

Company profile: The Trade Desk



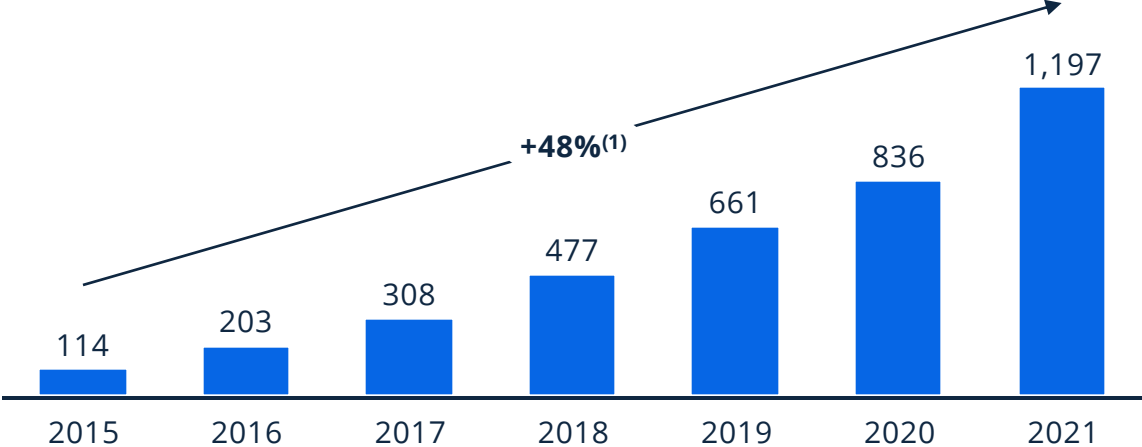
The Trade Desk

The Trade Desk was founded by the industry's real-time bidding pioneers Jeff Green and Dave Pickles and has become one of the fastest-growing demand-side platforms in the industry. Customers can create personalized advertising experiences across various channels and devices and with it, take advantage of advanced omnichannel targeting and online and offline attribution.

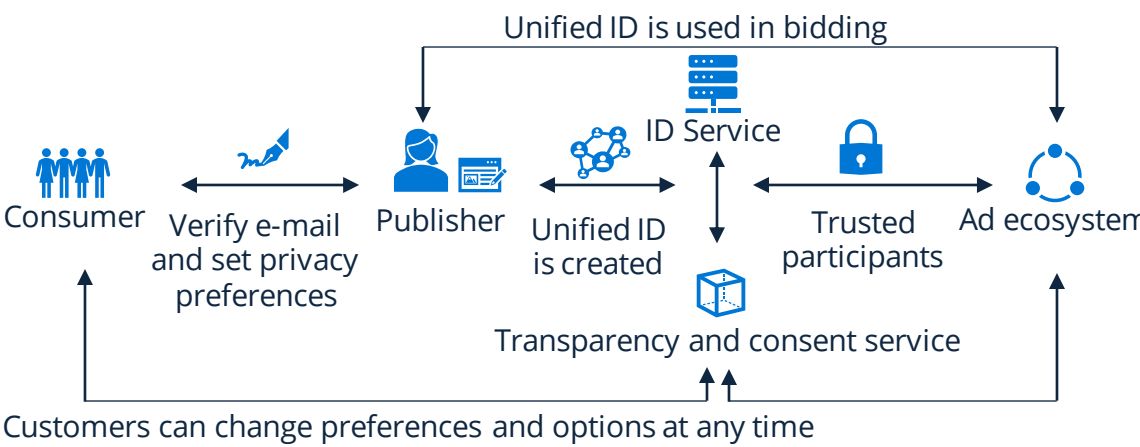
Advertising targeting tool for the open internet developed by The Trade Desk

The Trade Desk developed an open-source advertising targeting tool called Unified ID 2.0 (UID2). UID2 is a tool that has high data security and transparency and is designed to reduce dependency on third-party cookies. Traditionally, advertisers have relied on third-party cookies to identify customer targets. As customer data privacy is becoming more protected in the advertising industry, UID2 provides an alternative solution for advertisers.

Revenue in million US\$



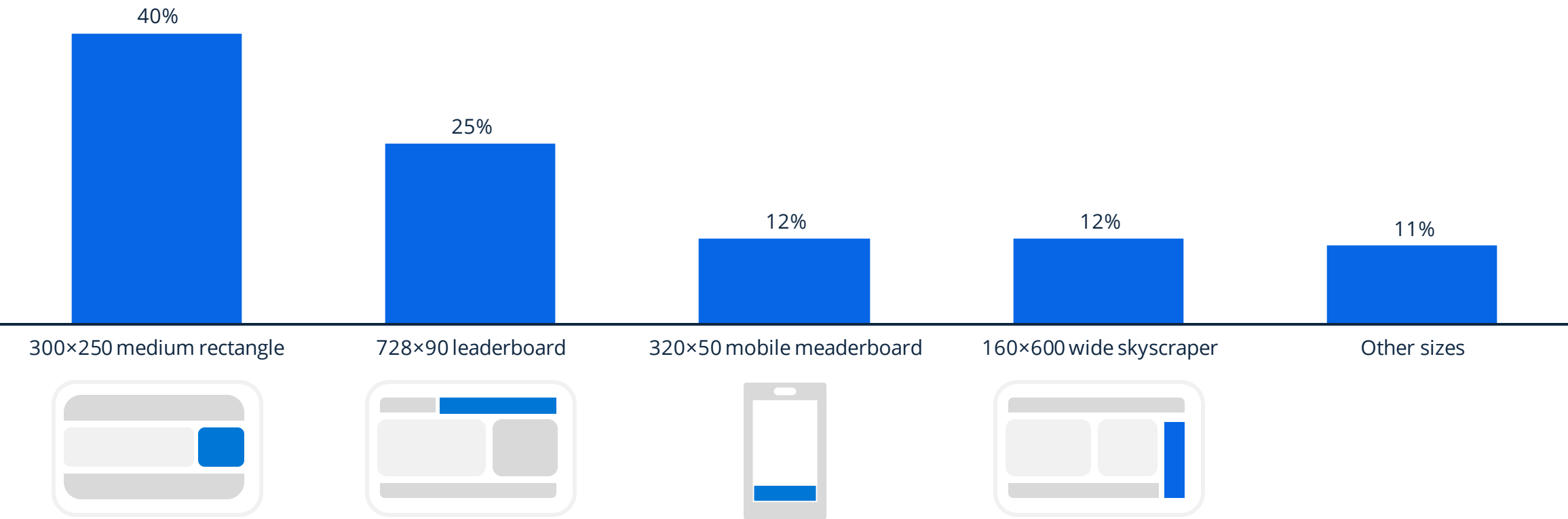
Unified ID 2.0 workflow



Nearly 90% of all online banner ad impressions are from four banner sizes

Deep dive: Top banner size

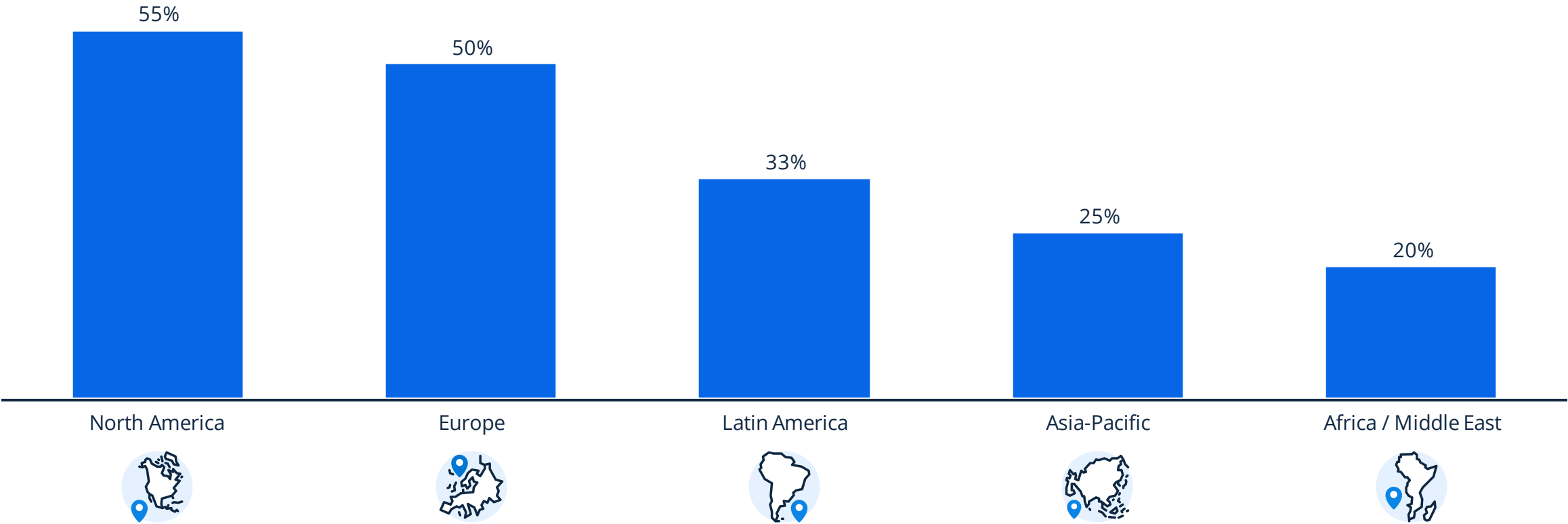
Global top online banner sizes in 2022, by frequency of use



While 55% of respondents in North America took no action on banner ads, only 20% in Africa and the Middle East ignored them

Deep dive: Consumer action on banner advertising format

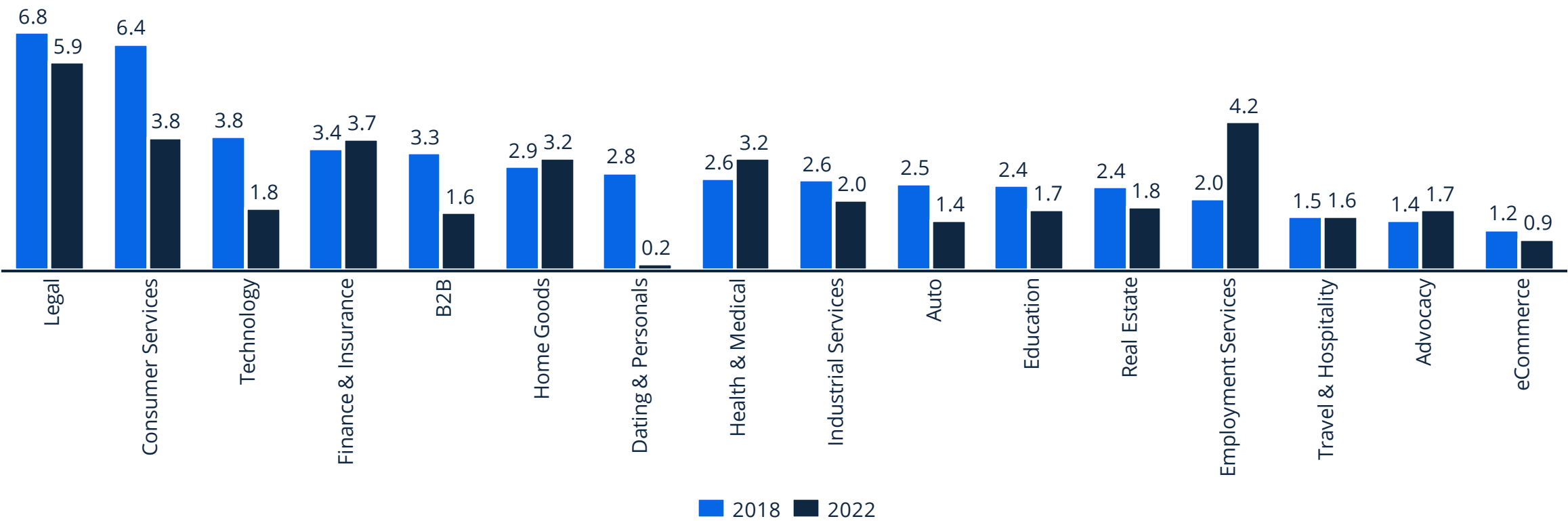
Consumers who took no action on online banner ad formats in 2021, by region



The CPCs⁽¹⁾ in the consumer services, technology, and dating & personals industries have significantly declined in the past four years

Deep dive: Cost of banner advertising (1/2)

Average cost per click (CPC)⁽¹⁾, in US\$



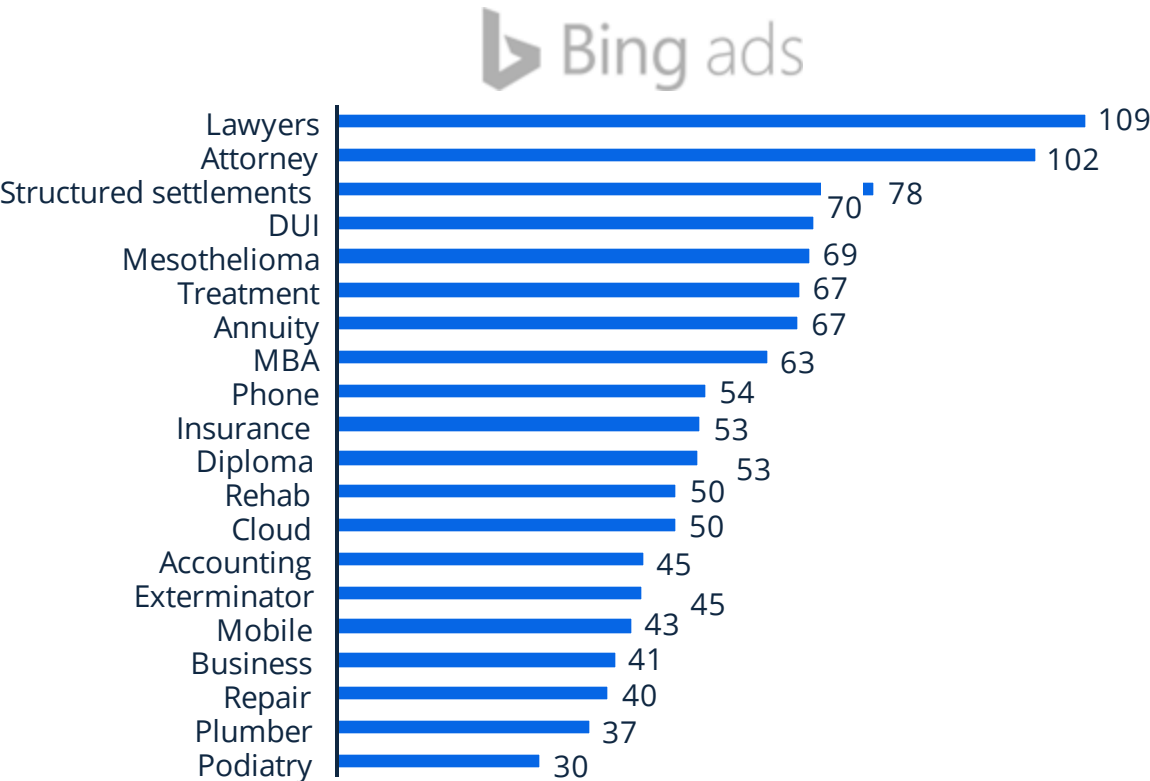
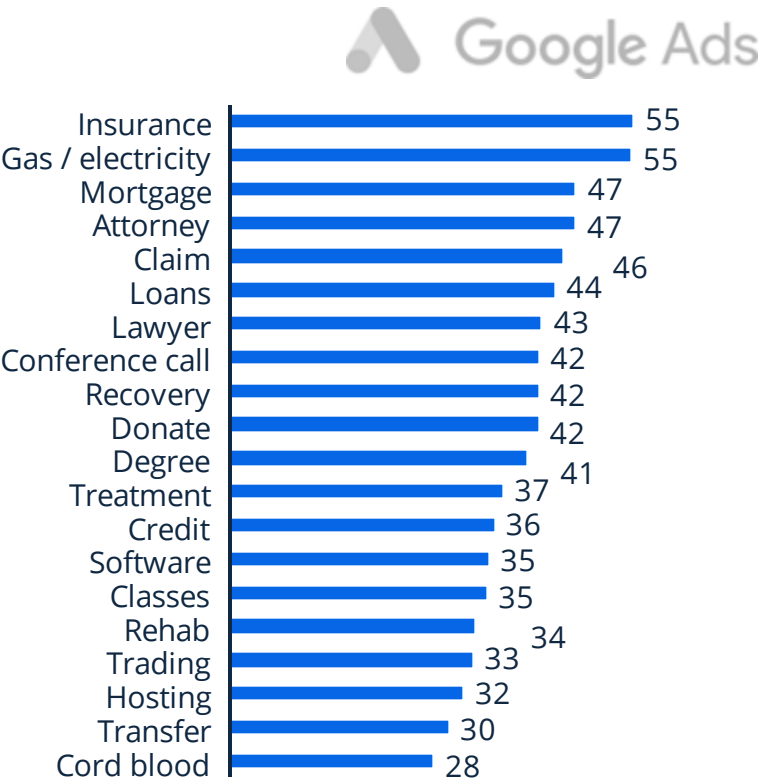
59 Notes: (1) Cost per click describes a method used by digital advertising platforms to bill advertisers based on the number of times website visitors clicked on an advertisement

Sources: WordStream

For most of the top keywords, Google Ads CPCs⁽¹⁾ are lower than Bing Ads

Deep dive: Cost of banner advertising (2/2)

Average CPC⁽¹⁾ of top-bidding keywords from Google Ads and Bing Ads



60 | Notes: (1) Cost per click describes a method used by digital advertising platforms to bill advertisers based on the number of times website visitors clicked on an advertisement

Sources: WordStream

INDUSTRIES & MARKETS

Classifieds: market data & analysis

Market Insights report

Market Insights
by statista 



CHAPTER 1

Overview



Digital classifieds advertising is a low-cost and effective way of reaching local targets, and it has grown steadily due to the increase in internet adoption

Overview: Summary

Summary

In the early 2000s, there was a significant shift in the advertising strategies for classifieds. Offline classifieds advertising was once the most popular and effective advertising strategy. For example, people used classifieds in newspapers to look for local deals. However, as the digital era has progressed, digital classifieds have surpassed all classifieds categories (real estate, automotive, jobs, and general) due to reduced costs, shorter processing times, higher return on investment, and more precise targeting.

Moreover, technology has experienced significant developments in the past years, resulting in changed usage behavior by both the advertisers and their target audiences. Internet-enabled devices have become everyday products for many people, and the internet infrastructure has become faster and more affordable. Therefore, digital tools have become a popular choice for advertisers to reach specific target groups.

Digital classifieds advertising grew the least of all digital advertising strategies (digital banner, digital video, search, and social media advertising), although it still

showed a positive trend. The cost of digital classifieds advertising is significantly lower compared to other strategies, and it keeps advertisers focused on the business and its location to target consumers who are more likely to make a purchase. With these advantages, digital classifieds advertising is expected to continue developing in the coming years.

Classifieds advertising, which lists products and services in categories and aims to target local audiences, is an important part of digital advertising

Overview: Market Definition

Market definition

Classifieds refer to online advertising posts that list products and services in categories. Advertising spending on Classifieds includes the fees advertisers pay to display an online ad and to list it in a specific category. The fee must be paid by the advertiser regardless of the outcome of the ad and does not depend on factors such as the ad's position, size, or display duration.

Advertising spending on Classifieds is separated into four categories:

- Jobs covers ads by businesses offering permanent employment (e.g., Indeed, Monster)
- Motor covers ads by companies or consumers offering vehicles for purchase (e.g., Cars.com)
- Real Estate covers ads by companies or consumers offering real estate for rent or purchase (e.g., Roofstock)
- General covers all forms of ads that are not included in the other categories,

including consumers (private individuals) looking for other private individuals to complete small-scale, non-permanent jobs (such as contractor services) for them (e.g., TaskRabbit)

The Classifieds market comprises advertising spending, users, and average revenue per user. The market only displays B2B spending. Figures are based on advertising spending and exclude agency commissions, rebates, production costs, and taxes. For more information on the data displayed, use the info button right next to the boxes.

Classifieds accounted for 3.1% of the Digital Advertising market revenue in 2023

Overview: Key Takeaways and in scope / out of scope

Key Takeaways

- Ad spending in the Classifieds market is projected to reach US\$21.1bn in 2023.
- Ad spending is expected to show an annual growth rate (CAGR 2023-2028) of 2.15%, resulting in a projected market volume of US\$23.4bn by 2028.
- In global comparison, most ad spending will be generated in China (US\$7,190m in 2023).
- The average ad spending per internet user in the General classifieds market is projected to amount to US\$1.1 in 2023.
- In the Classifieds market, 50% of total ad spending will be generated through mobile in 2028.

In scope

This market includes:

- Fees paid by advertisers in order to display an online ad or listing around a specific vertical

Out of scope

This market excludes:

- Other advertisements (e.g., banners) on classifieds websites

CHAPTER 2

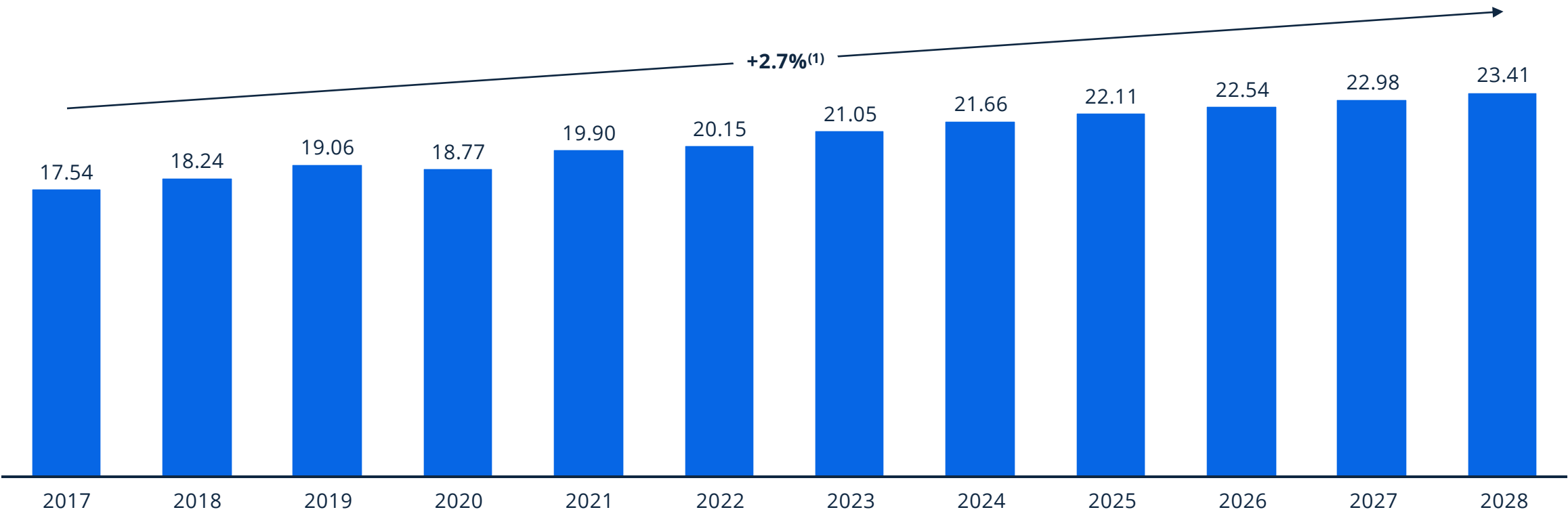
Market Numbers



Classifieds ad spending is estimated to increase at a CAGR⁽¹⁾ of 2.7% from 2017 to 2028

Market Sizes: Global

Classifieds market: Advertising spending forecast in billion US\$



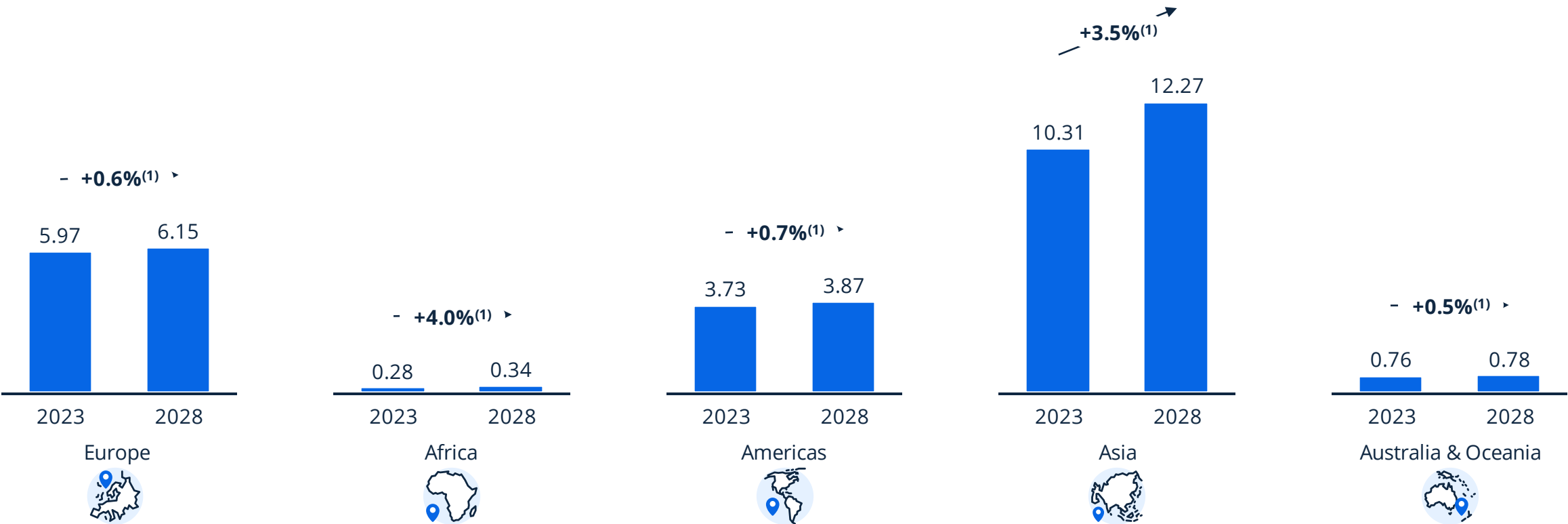
67 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: [Statista Market Insights](#) 2023

With ad spending of US\$10.3 billion, Asia is the biggest market among selected regions in 2023

Market Sizes: Regional comparison (1/2)

Classifieds market: Advertising spending forecast in billion US\$



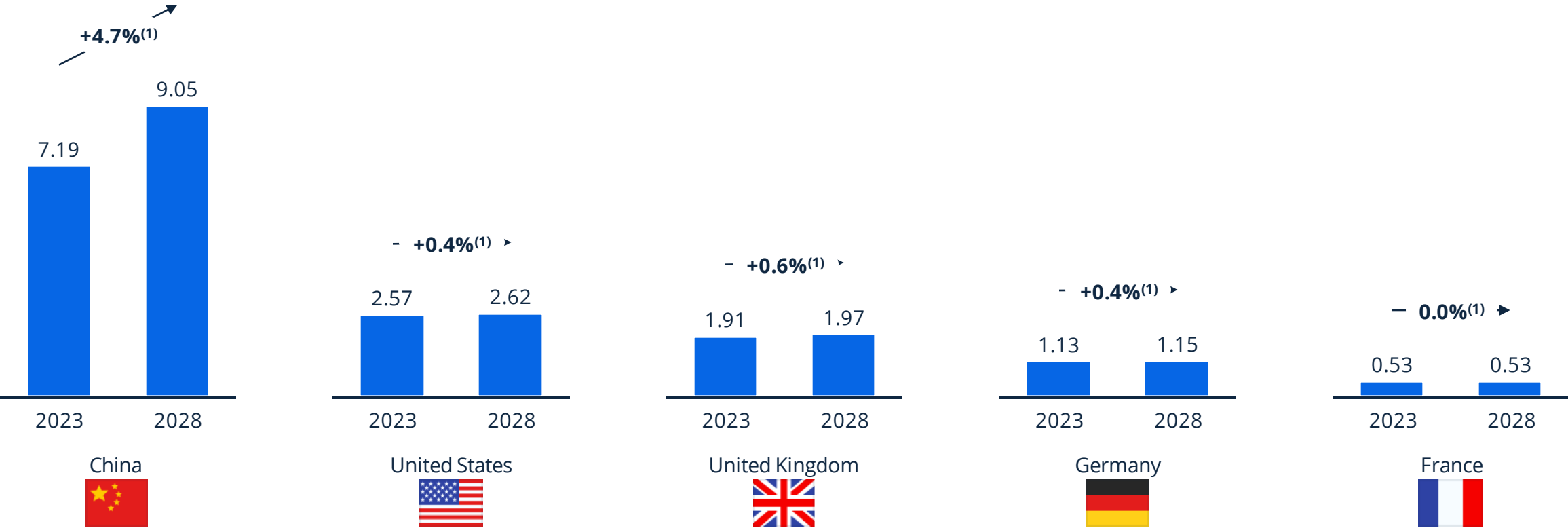
68 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

With ad spending of US\$7.2 billion, China is the biggest market among selected countries in 2023

Market Sizes: Regional comparison (2/2)

Classifieds market: Advertising spending forecast in billion US\$



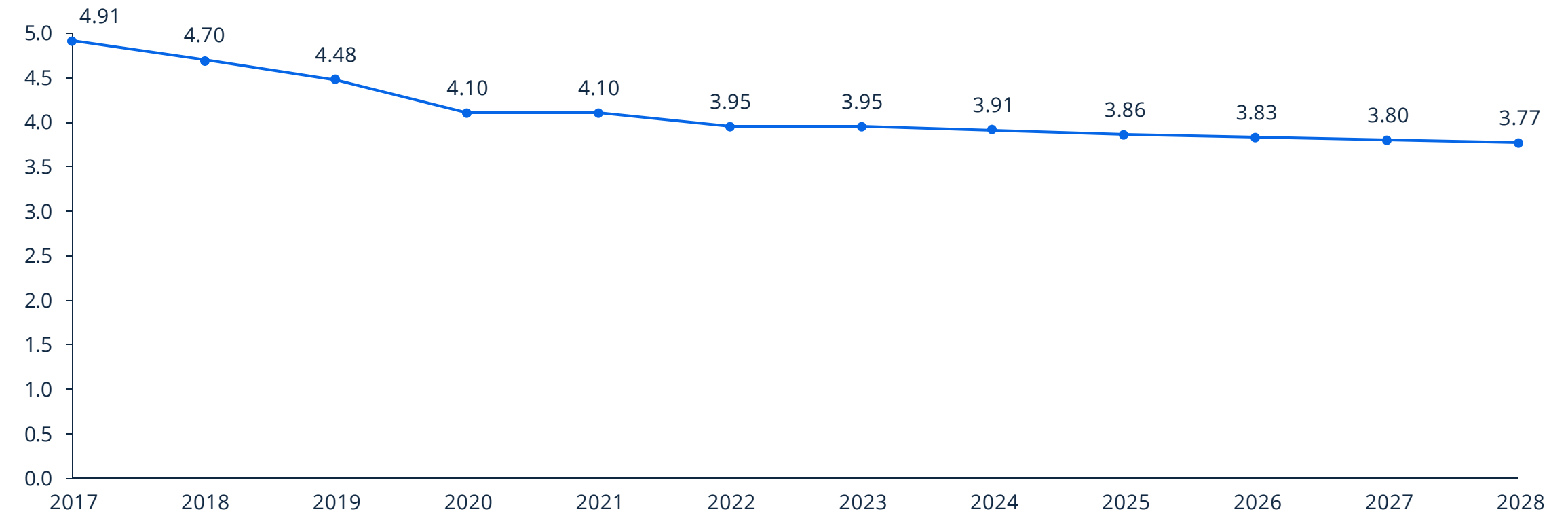
69 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

Classifieds average ad spending per internet user is estimated to decrease from 2017 to 2028

Market Sizes: Global

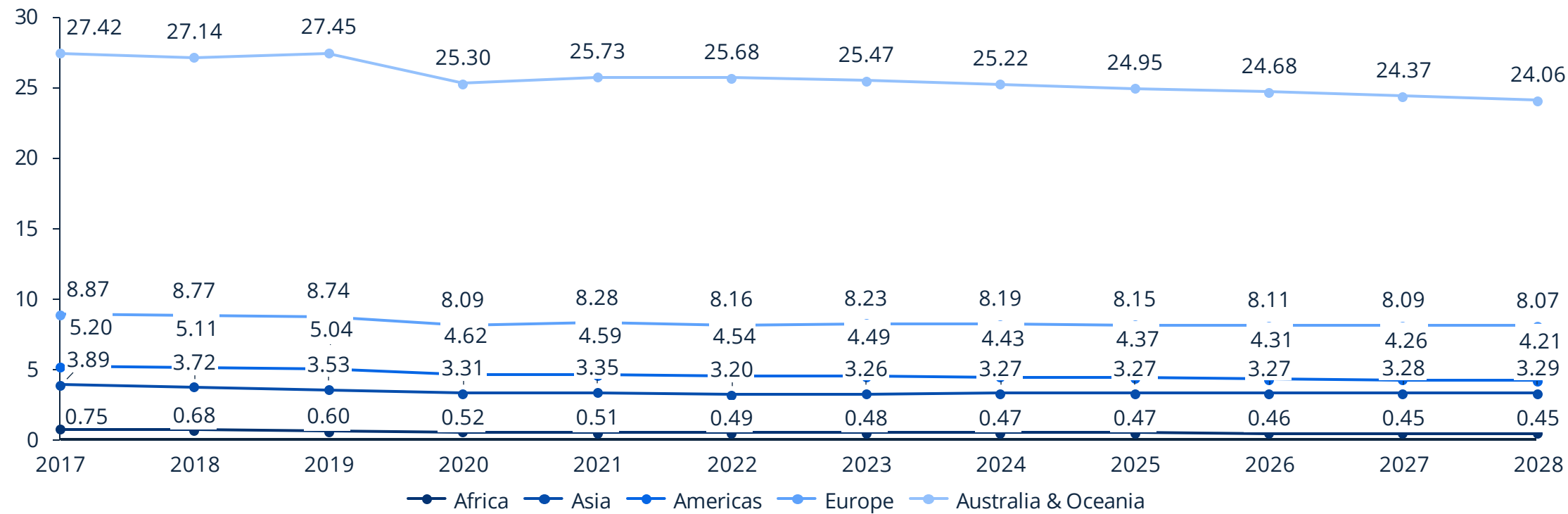
Classifieds market: Average ad spending per internet user forecast in US\$



Australia & Oceania has the biggest market in Classifieds average ad spending per internet user in 2028

Market Size: Regional comparison (1/2)

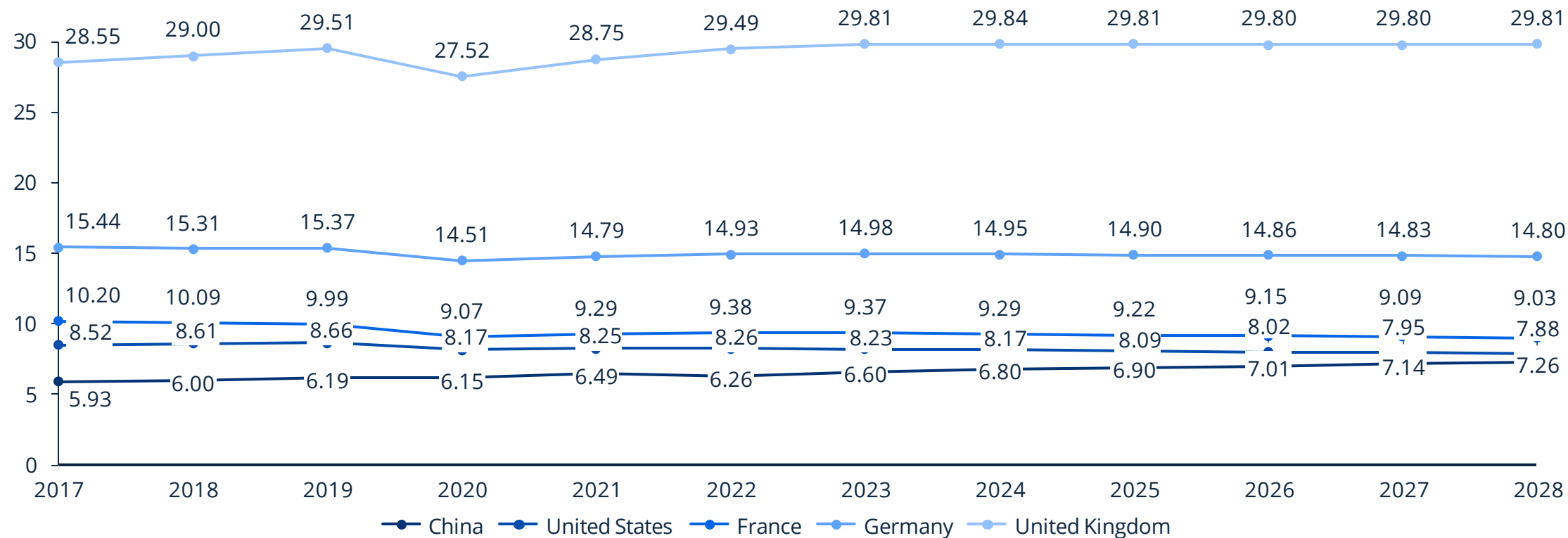
Classifieds market: Average ad spending per internet user forecast in US\$



With average ad spending per internet user of US\$29.8, the United Kingdom is the biggest market among selected countries in 2023

Market Size: Regional comparison (2/2)

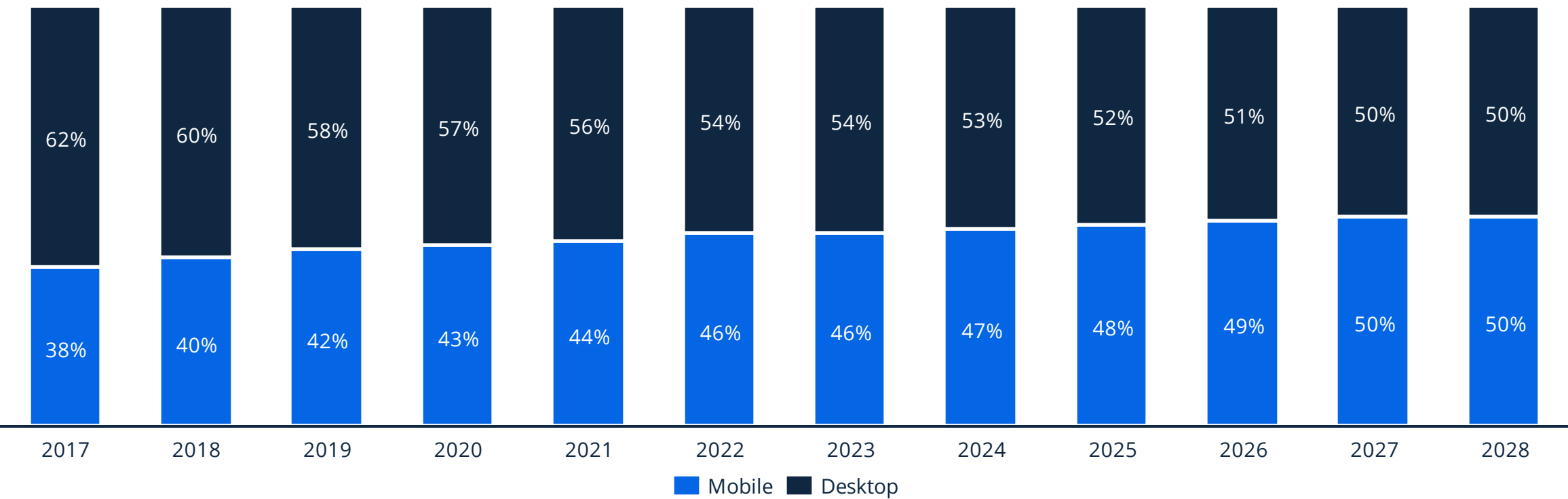
Classifieds market: Average ad spending per internet user forecast in US\$



In the Classifieds market, mobile ad spending's share reached 46% in 2023

Distribution by Device: Global

Classifieds market: Share by device



With its network of partner websites, StepStone reaches up to 16.6 million monthly visitors

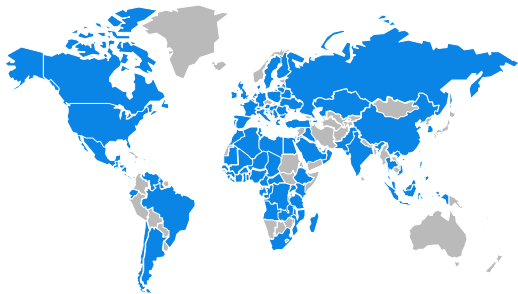
Company profile: StepStone



StepStone key facts

Revenue: US\$730.8 million (2019)	CAGR⁽¹⁾: 7.4% (2019-2020)
Employees: 3,500 (2019)	Number of job ads: 29 million (2019)
Founded: 1996	Headquarters: Düsseldorf, Germany

Availability of StepStone



Product: online job board

Originally founded under the name of Jobshop in Oslo, Sweden, the company entered the German market in 1998. For a fee, businesses can post digital job offers and promote their vacancies. The company was eventually rebranded to StepStone in 2000 and went public in the same year. Nine years later, Axel Springer acquired the online job board and delisted it from all stock exchanges in 2010.

Today, StepStone operates on some of the world's biggest digital classifieds websites and networks with 67 million monthly visits and more than 60,000 companies posting vacancies.

StepStone's advertising strategy

In contrast to other digital classifieds websites, posting job offers on StepStone always entails paying a fixed fee. Customers can choose between three packages, including different features such as customizable classifieds, the embedding of company videos, a better positioning in the website's search results, or the classified's inclusion into user newsletters. Moreover, all job classifieds are also displayed on up to 450 other websites StepStone is partnering with, including partners in the IT, finance, pharma, medical, and logistics industries and 50 universities. Thus, advertisers benefit from a range of 16.6 million monthly visitors.

INDUSTRIES & MARKETS

Digital Audio Advertising: market data & analysis

Market Insights
by statista 



CHAPTER 1

Overview



Better audience targeting and more personalized campaigns become possible with digital audio advertising

Overview: Summary

Summary

Digital audio advertising started to gain popularity in the early 2010s when streaming audio services such as Pandora and Spotify emerged. With the rise in digital audio users, advertisers began to see the potential of reaching targeted audiences through audio streaming platforms. However, the ad formats and targeting capabilities were limited compared to what we see today. Advertisers mostly relied on display ads and pre-roll audio ads that were not tailored to listener preferences.

Today, digital audio advertising across the globe has grown tremendously thanks to the explosion of streaming services like Spotify, YouTube Music, Apple Music, Amazon Music, and Tencent Entertainment Music. These services use location-based targeting, device targeting, programmatic advertising, and demographic targeting, among others, to reach their selected audience accurately and personalize their campaigns in real time for better optimization.

Digital audio advertising has a promising future with the continued growth of streaming users, the emergence of podcast users and services, and the increasing popularity of smart speakers. Advertisers will be able to identify more target audiences and expand the numbers of these user bases. Smart speakers are ideally positioned to generate higher engagement by integrating voice-activated ads and smart speaker ads.

Audio Advertising reaches a large audience through music and podcast streaming services, making it an important part of the digital advertising market

Overview: Market Definition

Market definition

Audio Advertising includes all ad revenue generated through pre- and in-stream audio ads that appear in music (music also includes all kinds of radio services) and podcast streaming services. Formats can be single spots, tandem spots, or popular special advertising formats such as presenting, on-air promotions, and infomercials, directly embedded in the audio file or dynamically inserted. Music streaming advertising is ad-supported on music streaming services. Podcast advertising is ad supported for ads placed within podcast channels

Audio Advertising comprises advertising spending, users, and average revenue per user. The market only displays B2B spending. Figures are based on advertising spending and exclude agency commissions, rebates, production costs, and taxes. Key players in Audio Advertising include Amazon Music, Apple Music, YouTube Music, Tencent Music, and Spotify. For more information on the data displayed, use the info button right next to the boxes.

Audio Advertising accounted for 1.49% of the Digital Advertising market revenue in 2023

Overview: Key Takeaways and in scope / out of scope

Key Takeaways

Ad spending in the Audio Advertising market is projected to reach US\$10.1bn in 2023.

Ad spending is expected to show an annual growth rate (CAGR 2023-2028) of 5.43%, resulting in a projected market volume of US\$13.2bn by 2028.

In global comparison, most ad spending will be generated in the United States (US\$5,870m in 2023).

The average ad spending per listener in the Audio Advertising market is projected to amount to US\$7.6 in 2023.

In the Audio Advertising market, 77% of total ad spending will be generated through mobile in 2028.

+ In scope

This market includes:

- Digital Audio Advertising through pre- and in-Stream Audio Ads that appear in music and podcast streaming services

- Out of scope

This market excludes:

- Banner or Video ads included only in the web player of the streaming service

CHAPTER 2

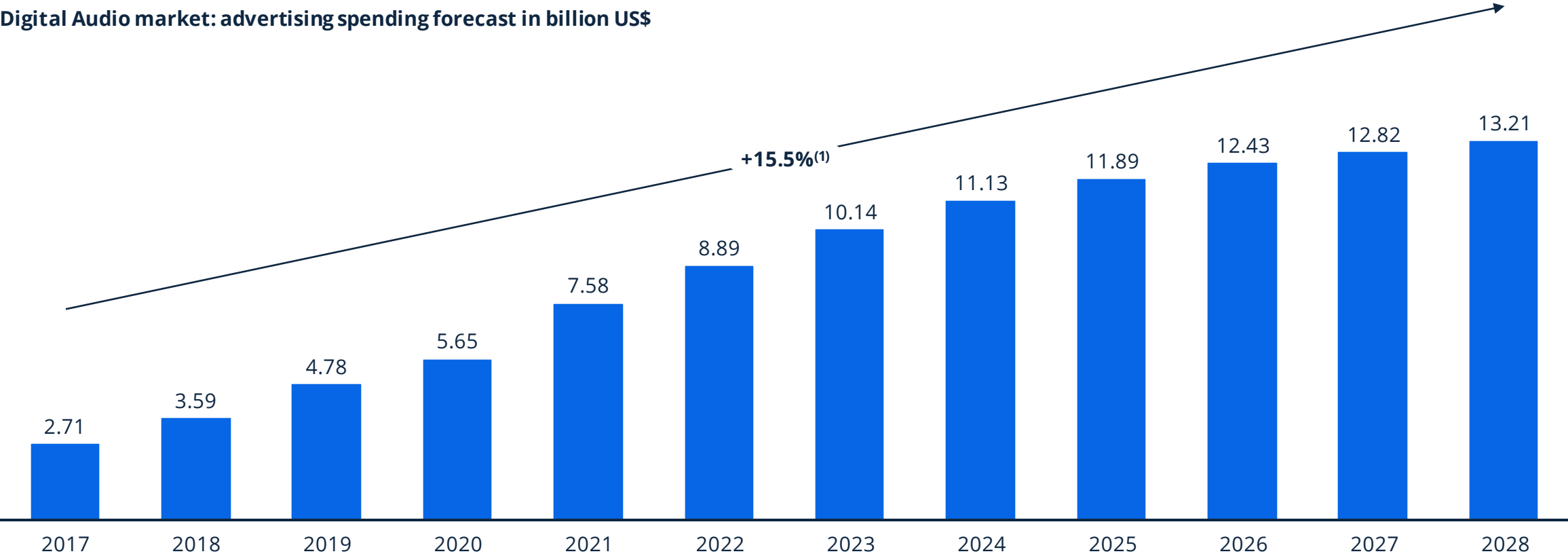
Market Numbers



It is estimated that ad spending in the Digital Audio market will increase at a CAGR⁽¹⁾ of 15.5% from 2017 to 2028

Market Size: Global

Digital Audio market: advertising spending forecast in billion US\$



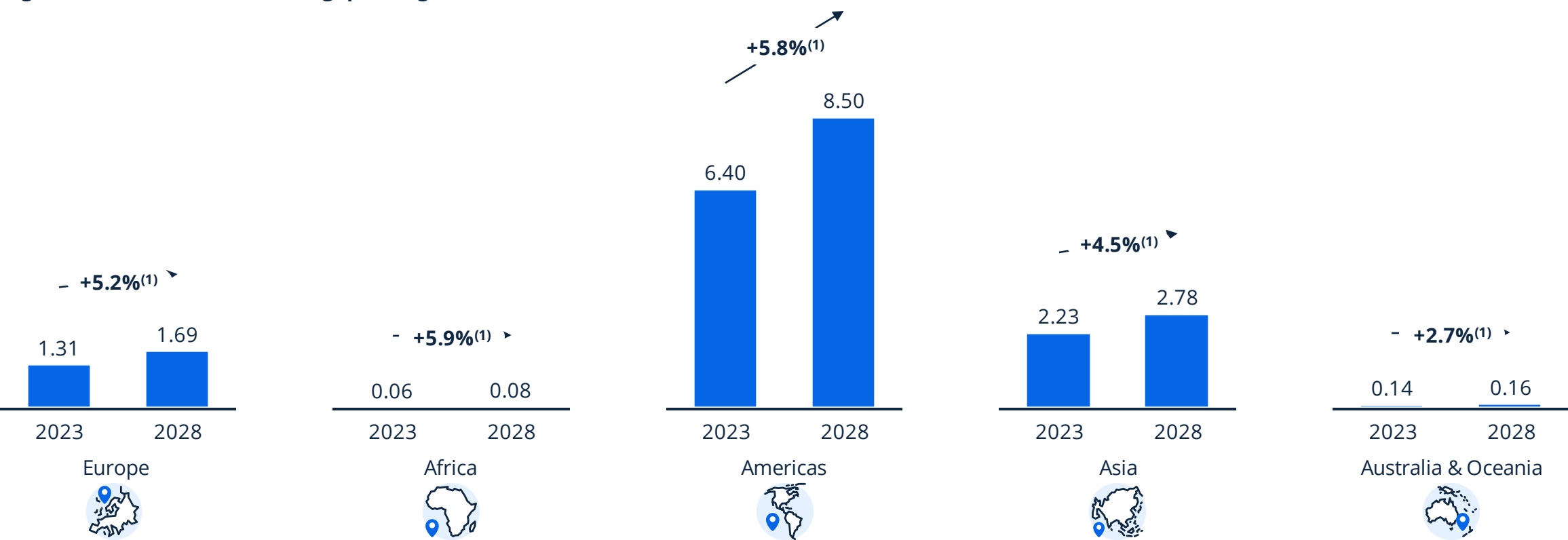
81 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

With ad spending of US\$6.4 billion, the Americas is the biggest market among selected regions in 2023

Market Size: Regional comparison (1/2)

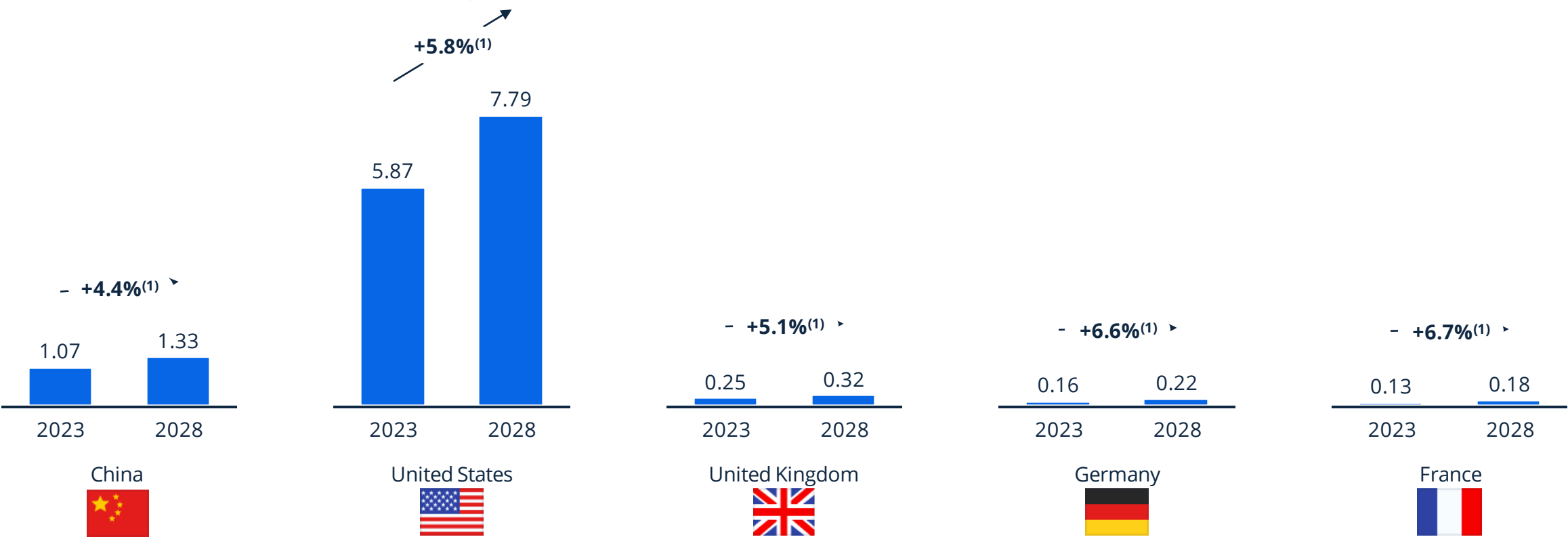
Digital Audio market: advertising spending forecast in billion US\$



With ad spending of US\$5.87 billion, the United States is the biggest market among selected countries in 2023

Market Size: Regional comparison (2/2)

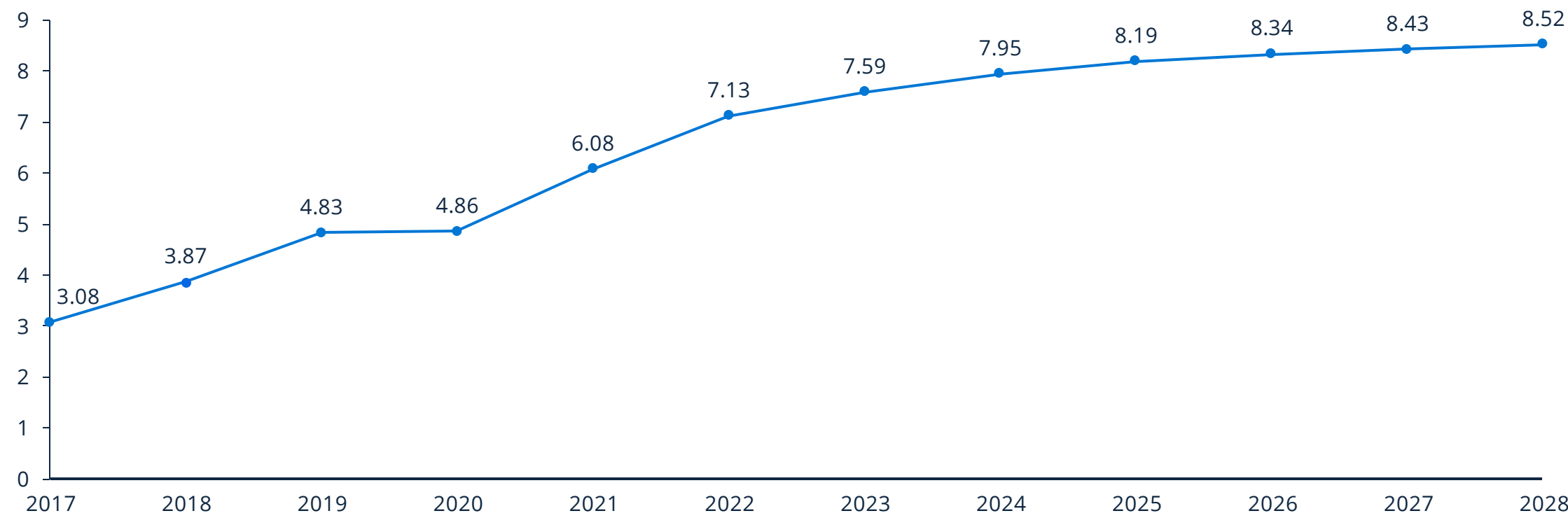
Digital Audio Advertising market: advertising spending forecast in billion US\$



Audio Advertising average ad spending per listener is estimated to increase from 2017 to 2028

Market Size: Global

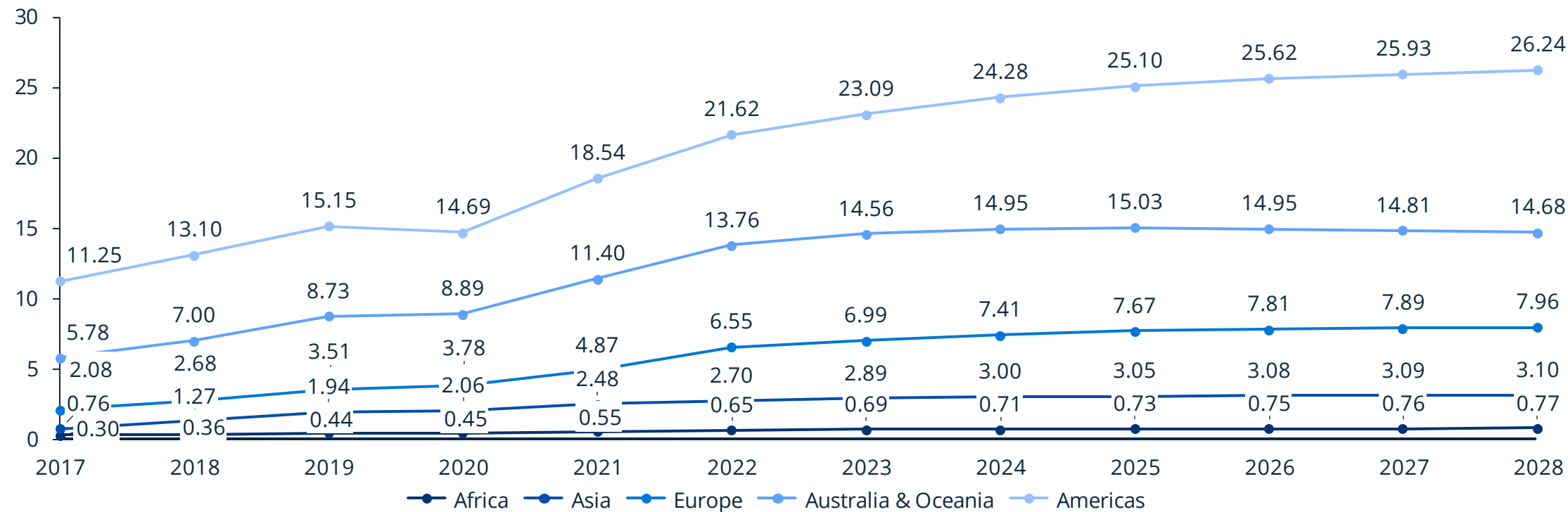
Digital Audio Advertising market: Average ad spending per user forecast in US\$



The Americas has the biggest market in Audio Advertising average ad spending per listener in 2028

Market Size: Regional comparison (1/2)

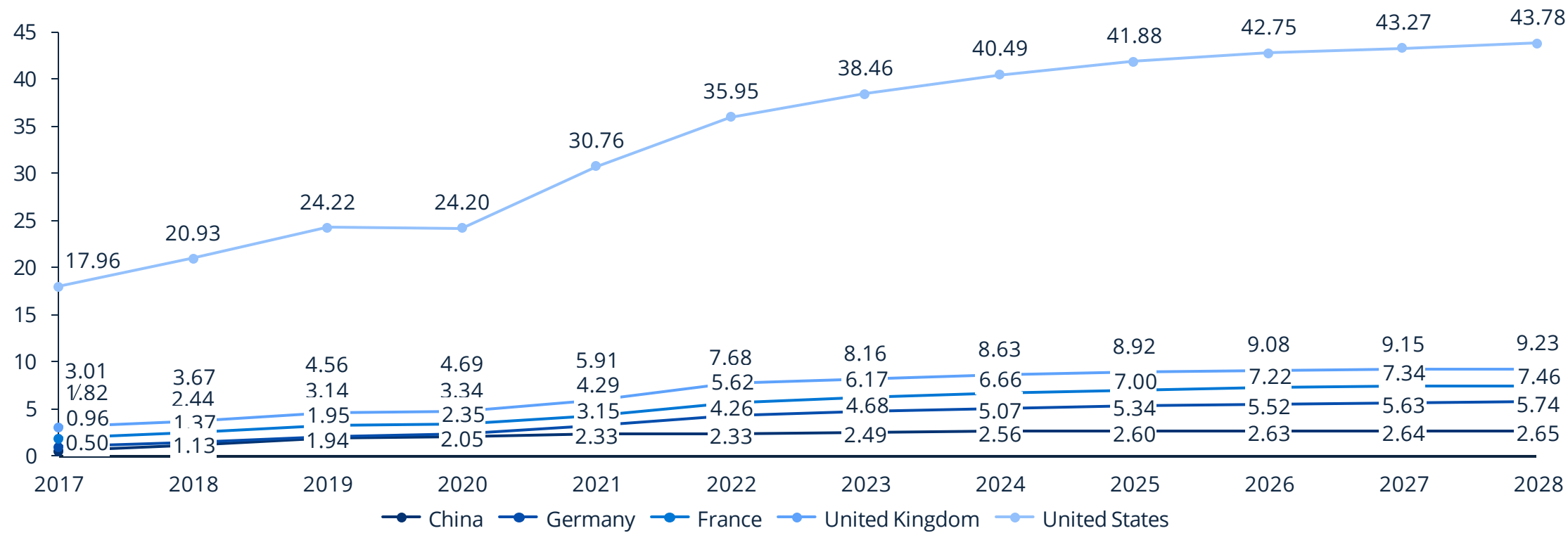
Digital Audio Advertising market: Average ad spending per user forecast in US\$



With average ad spending per listener of US\$39.7, the United States is the biggest market among selected countries in 2023

Market Size: Regional comparison (2/2)

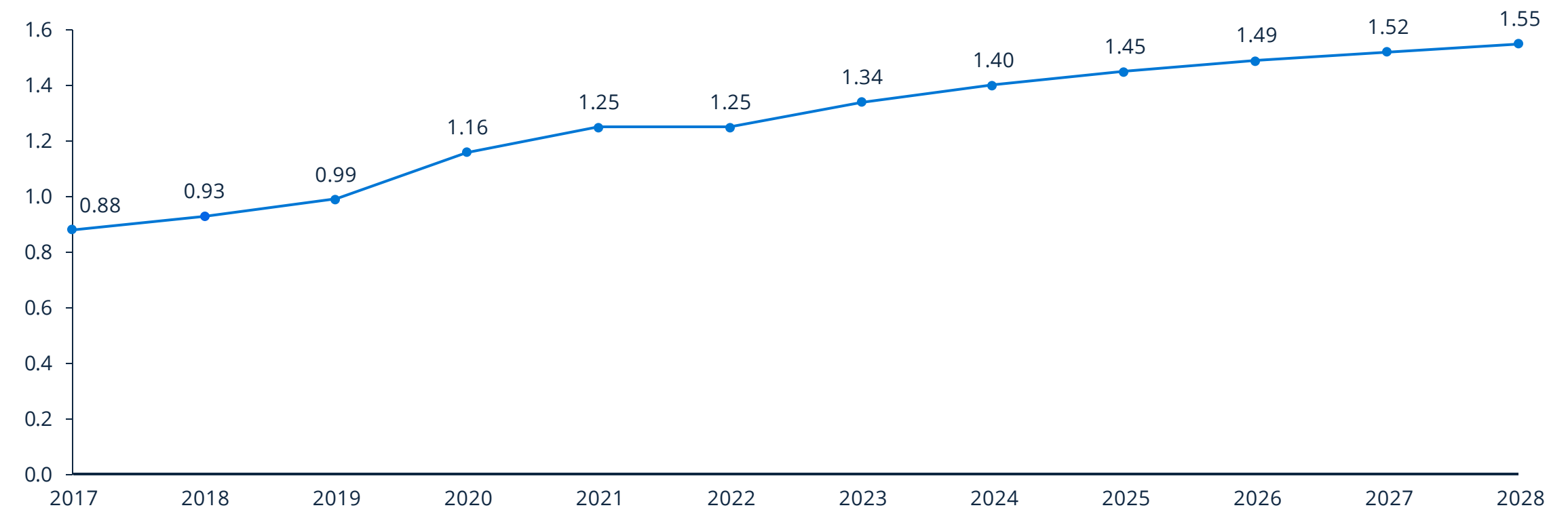
Digital Audio Advertising market: Average ad spending per user forecast in US\$



It is estimated that the Digital Audio Advertising market will reach 1.55 billion people by 2028

Market Size: Global

Digital Audio Advertising market: forecasted users⁽¹⁾ in billion



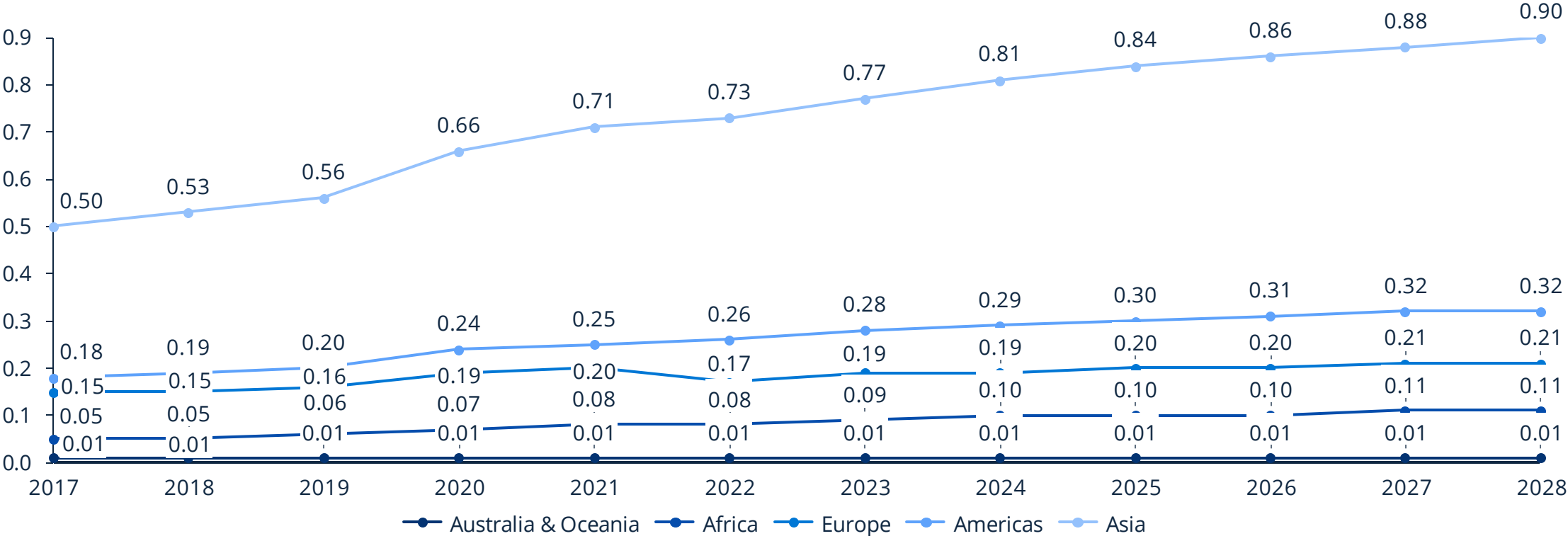
87 | Notes: (1) Total users refer to aggregated users which include streaming users, podcast users, as well as those who use both streaming and podcast services.

Sources: Statista Market Insights 2023

It is projected that Digital Audio Advertising will reach 900 million users in Asia by 2028

Market Size: Regional comparison (1/2)

Digital Audio Advertising market: forecasted users⁽¹⁾ in billion



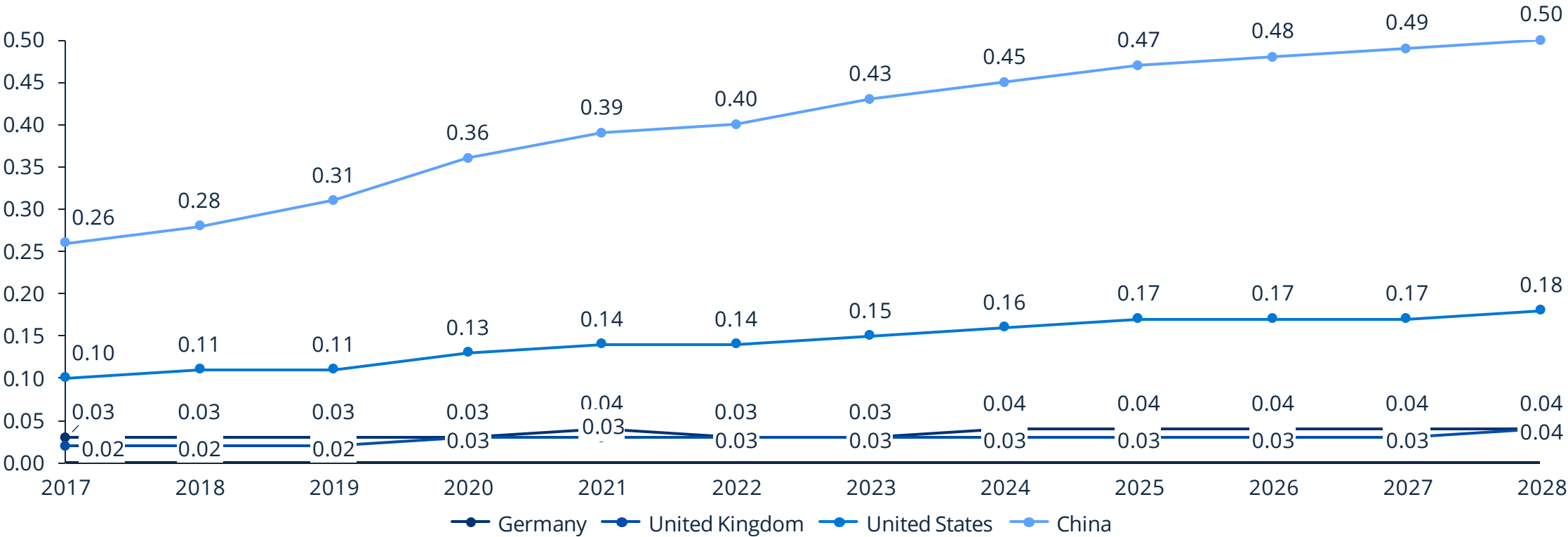
88 Notes: (1) Total users refer to aggregated users which include streaming users, podcast users, as well as those who use both streaming and podcast services.

Sources: Statista Market Insights 2023

With digital audio users of 0.43 billion, China is the biggest market among selected countries in 2023

Market Size: Regional comparison (2/2)

Digital Audio Advertising market: forecasted users⁽¹⁾ in billion



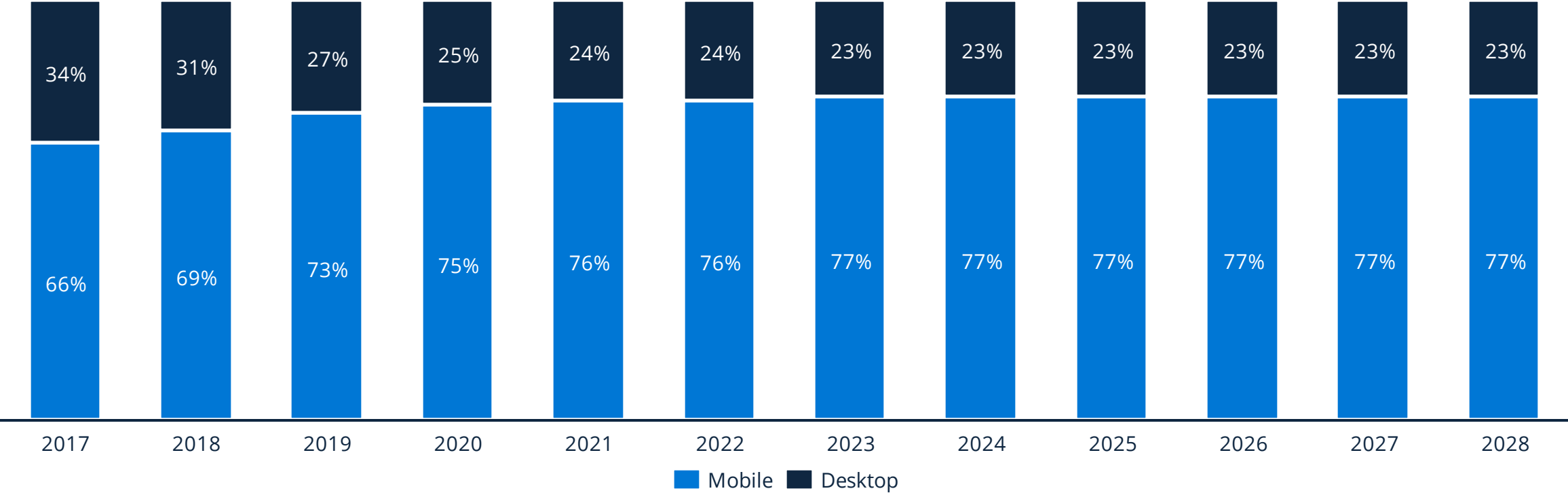
89 Notes: (1) Total users refer to aggregated users which include streaming users, podcast users, as well as those who use both streaming and podcast services.

Sources: Statista Market Insights 2023

In the Audio Advertising market, desktop ad spending's share reached 23.0% in 2023

Distribution by Device: Global

Digital Audio Advertising market: Share by device

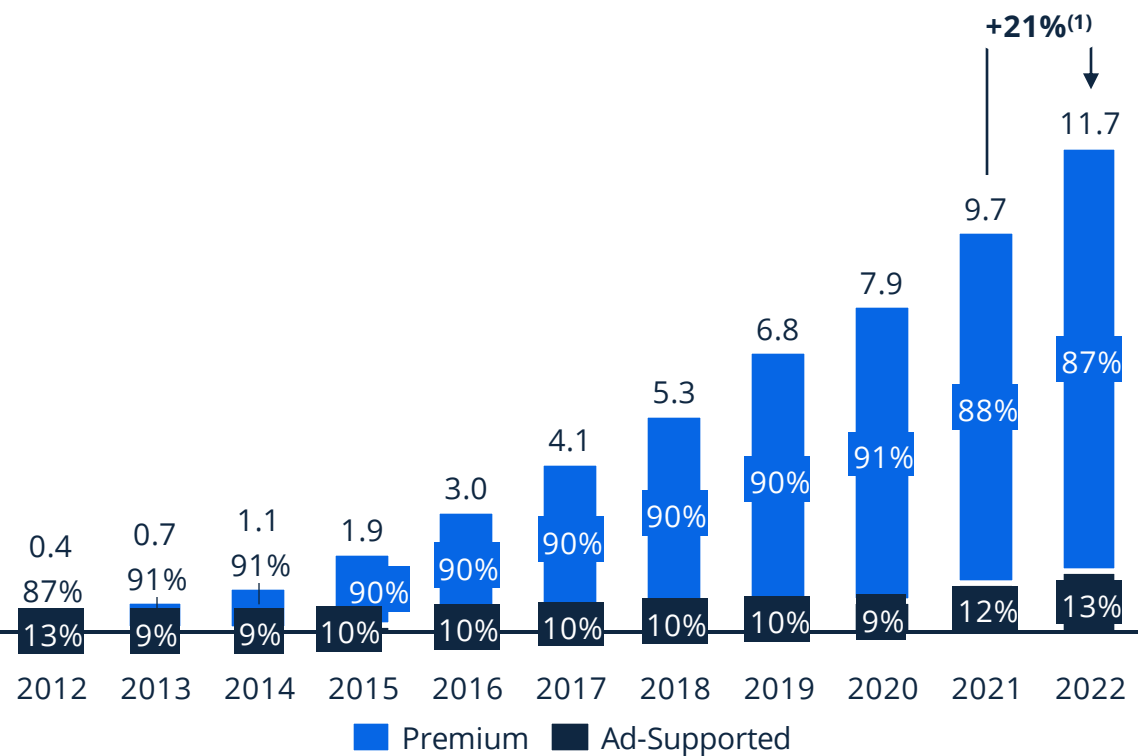


In 2022, Spotify's premium and ad-supported income grew by 21% despite a significant change to its organization

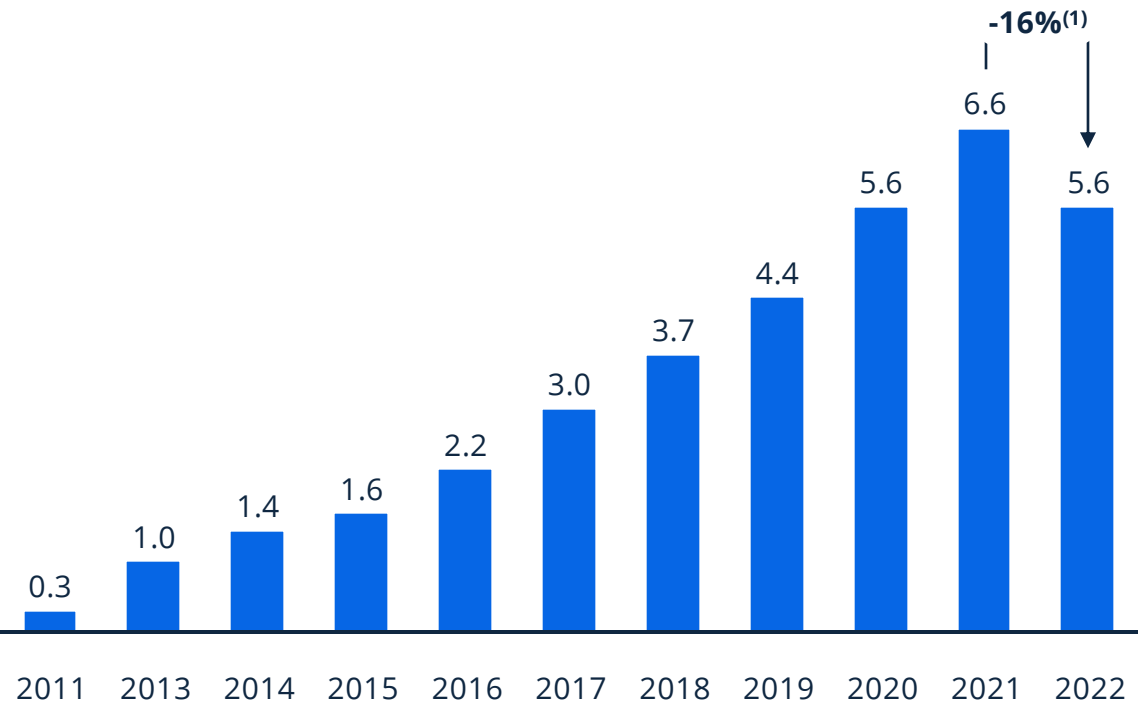
Company profile: Spotify



Spotify's advertising and premium revenue, in billion US\$



Number of Spotify employees



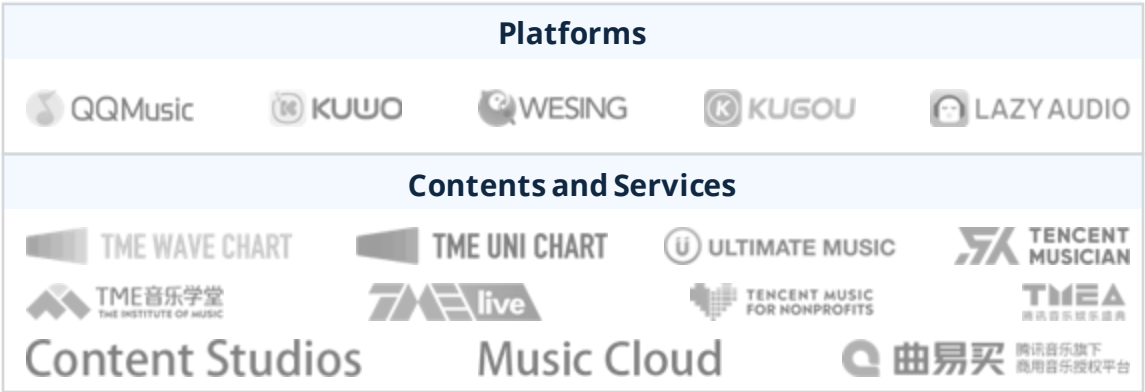
TME, the leading digital audio player in China, has expanded its core business beyond music streaming platforms

Company profile: Tencent Music Entertainment

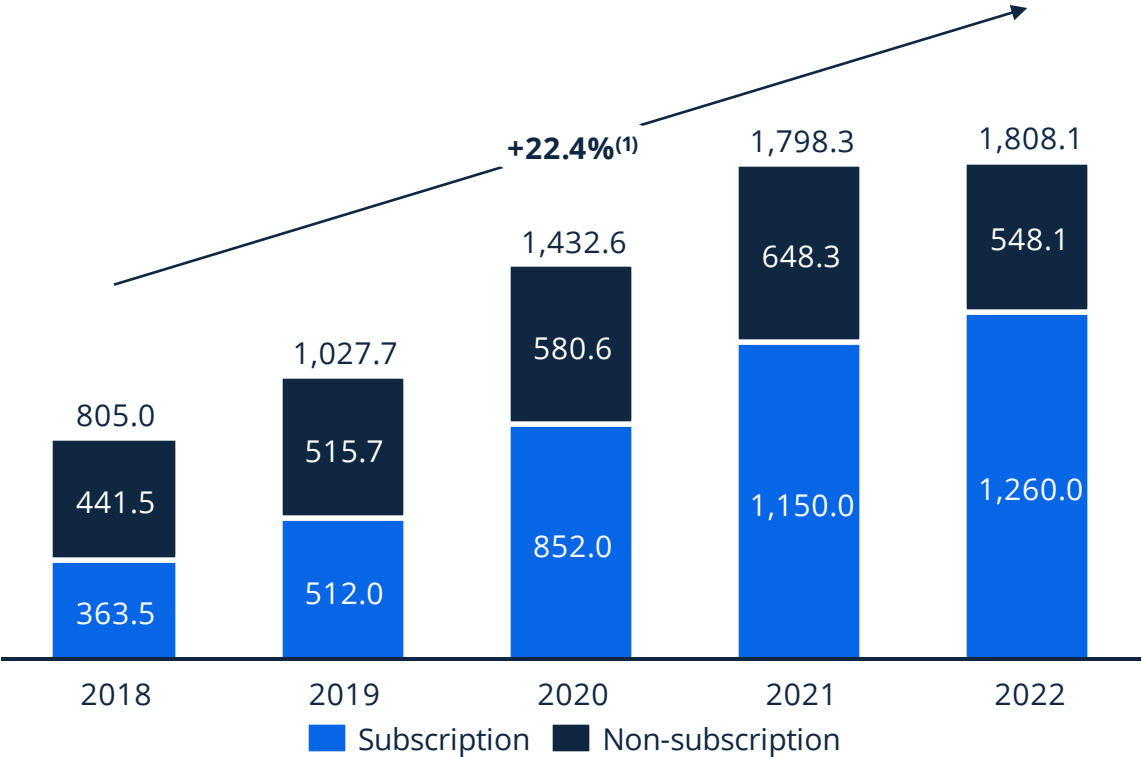


Tencent Music Entertainment's Core Business

Tencent Music Entertainment (TME) is one of the largest online music entertainment platforms in China with over 800 million monthly active users in 2021. The company is truly an all-in-one online music and audio entertainment destination. TME's core business is divided into Platforms with QQ Music (music content), Kugou Music (online music entertainment), Kuwo Music (music companionship), WeSing (music entertainment social platform), and Lazy Audio (audio reading services) and Content & Services with TME UniChart (music charts), TME Wave Chart (music ranking), and Ultimate Music (services for smart devices).



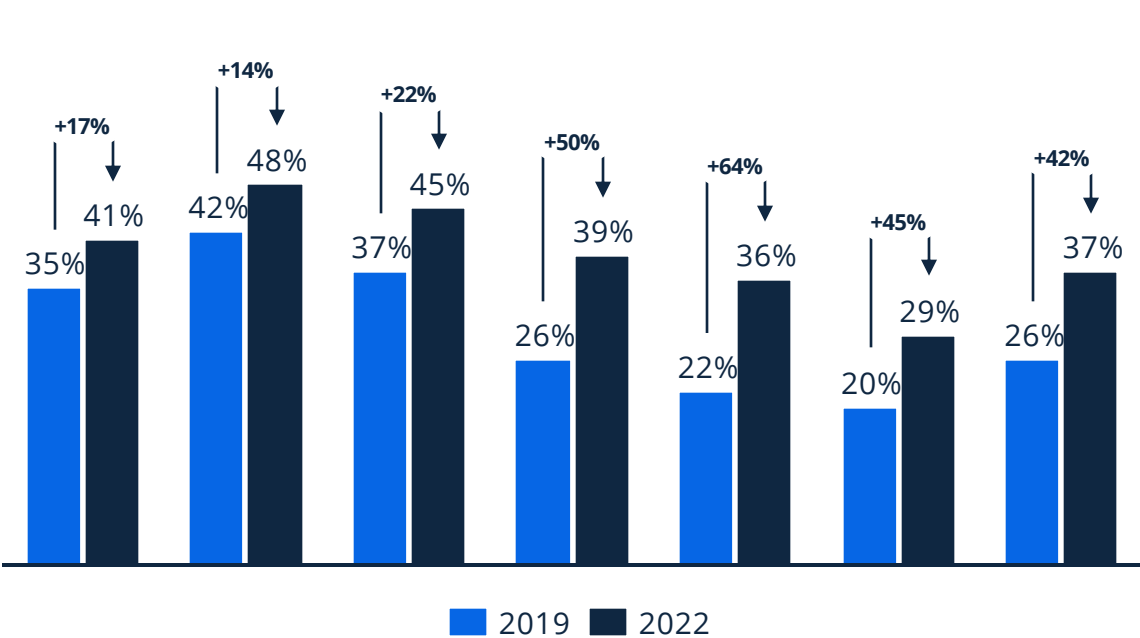
Tencent Music Entertainment Online Music Revenue, in million US\$



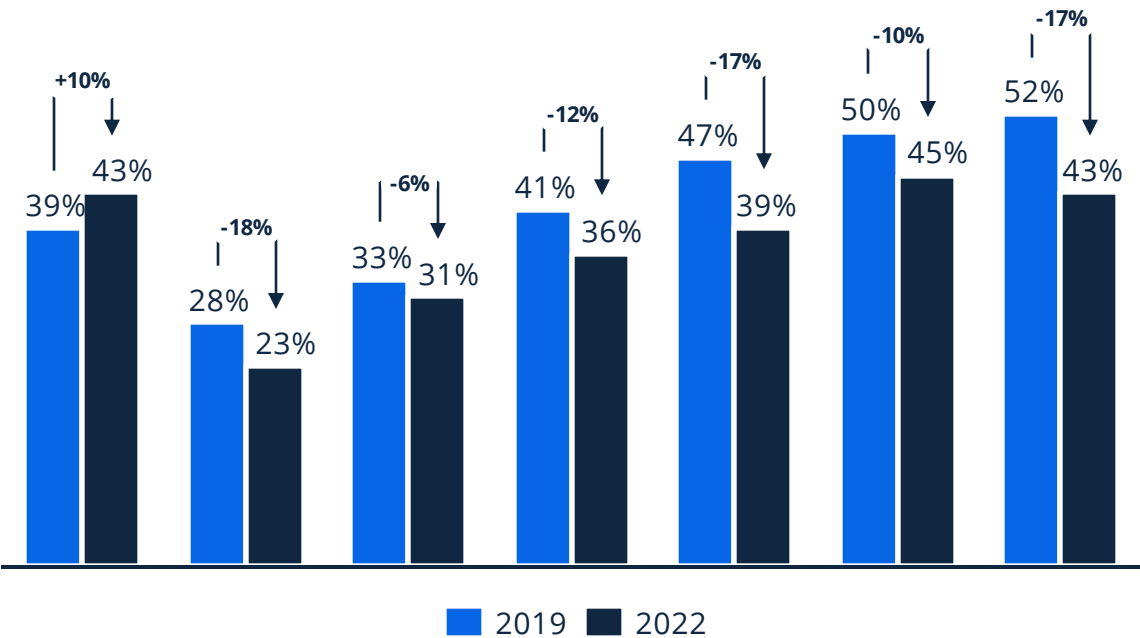
Germany, France, Italy, and Spain had high conversion rates from ad-supported to subscription-based digital audio between 2019 and 2022

Deep dive: User engagement with subscription versus ad-supported services

Subscription-based digital audio, user engagement in %



Ad-supported digital audio, user engagement in %



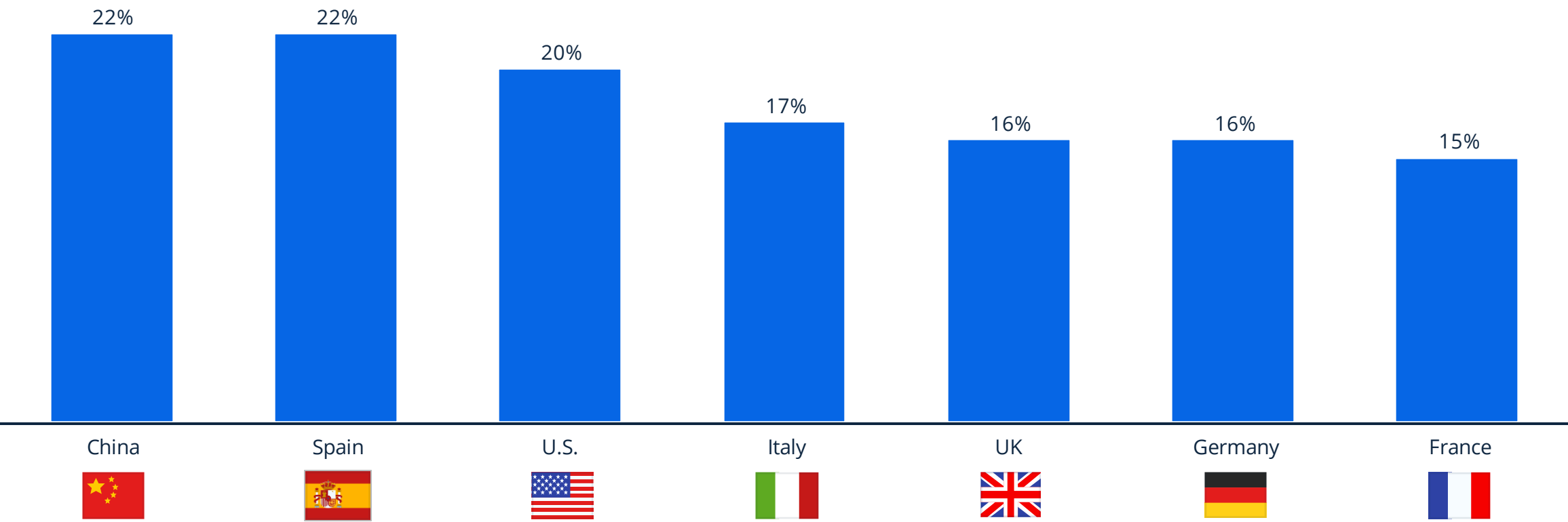
93 Notes: "Have you spent money on digital music content or podcasts in the past 12 months?"; Multi Pick; U.S.: n=59,934; China: n=24,123; Germany: n=36,171; France: n=12,195; UK: n=24,191; Italy: n=12,181; Spain: n=12,197

Sources: Statista Consumer Insights, as of November 2023

Compared to the U.S. and other European countries, awareness of digital audio advertisements is highest in China, followed by Spain

Deep dive: Digital advertising touchpoints

Awareness of digital audio advertisements among users in 2022



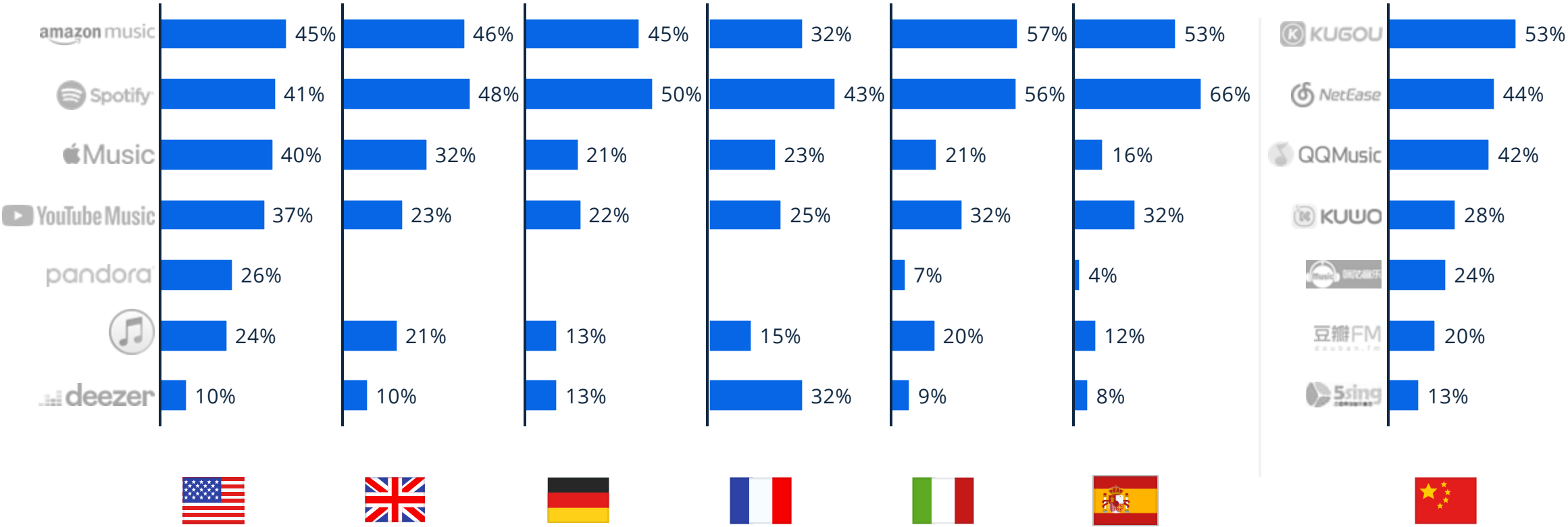
94 **Notes:** "Where have you come across digital advertisements in the past 4 weeks?"; Multi Pick; U.S.: n=59,934; China: n=24,123; Germany: n=36,171; France: n=12,195; UK: n=24,191; Italy: n=12,181; Spain: n=12,197

Sources: [Statista Consumer Insights](#), as of November 2023

Amazon and Spotify are top key players across all countries, except in China, where local players dominate the market

Deep dive: Digital audio purchases by brand

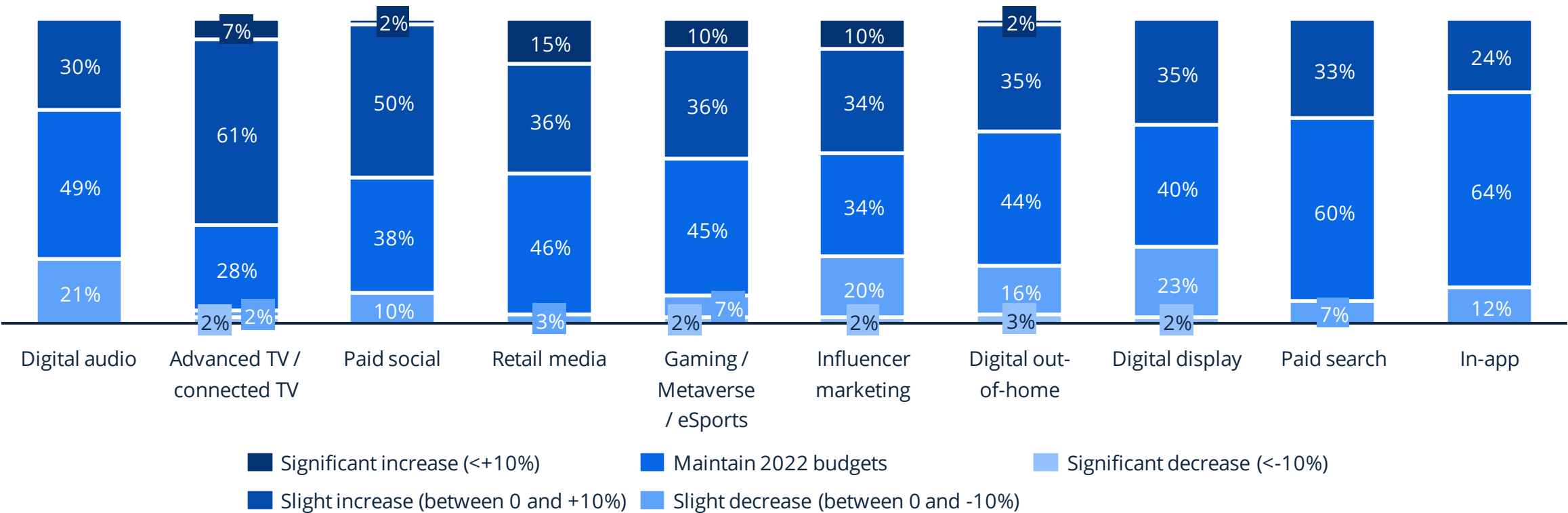
Survey result of digital audio purchases by brand in 2022



As much as a third of marketers are expected to increase their digital audio advertising budget by up to 10% in 2023

Deep dive: Change in digital media budgets

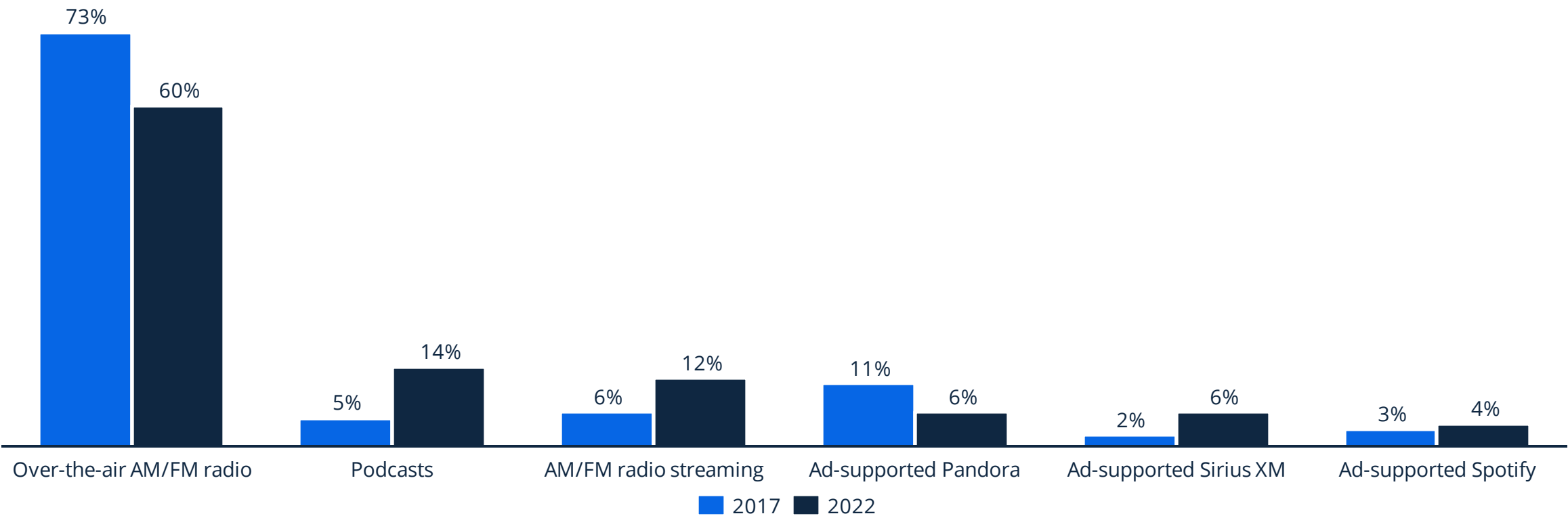
Growth of digital media budgets worldwide 2023, by format



As streaming and podcasts have had an increase in ad-supported audio time, over-the-air radio has experienced significant losses

Deep dive: Share of ad-supported audio time

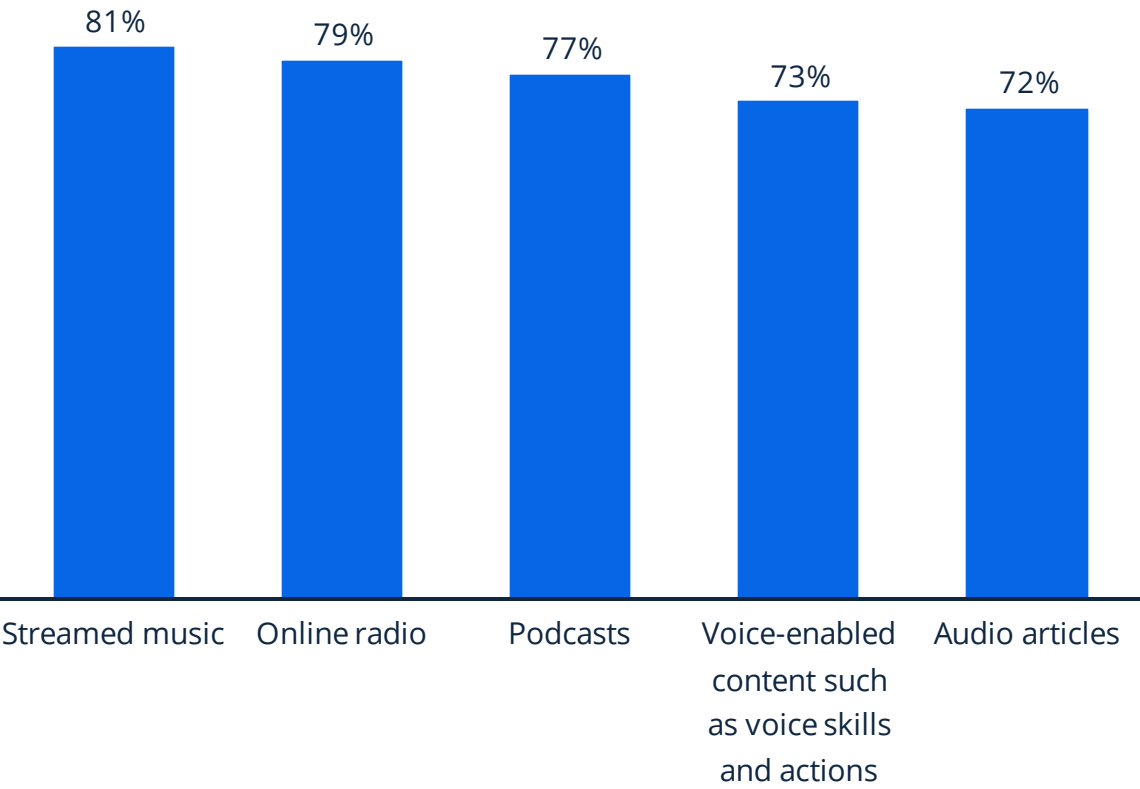
Ad-supported audio time worldwide 2017 vs. 2022, by format



For distributing audio ads, marketers are more likely to choose streamed music over other audio content

Deep dive: Preference of audio ad type and benefits of audio programmatic ads

Likelihood of companies to use audio ads in surrounding content in 2022



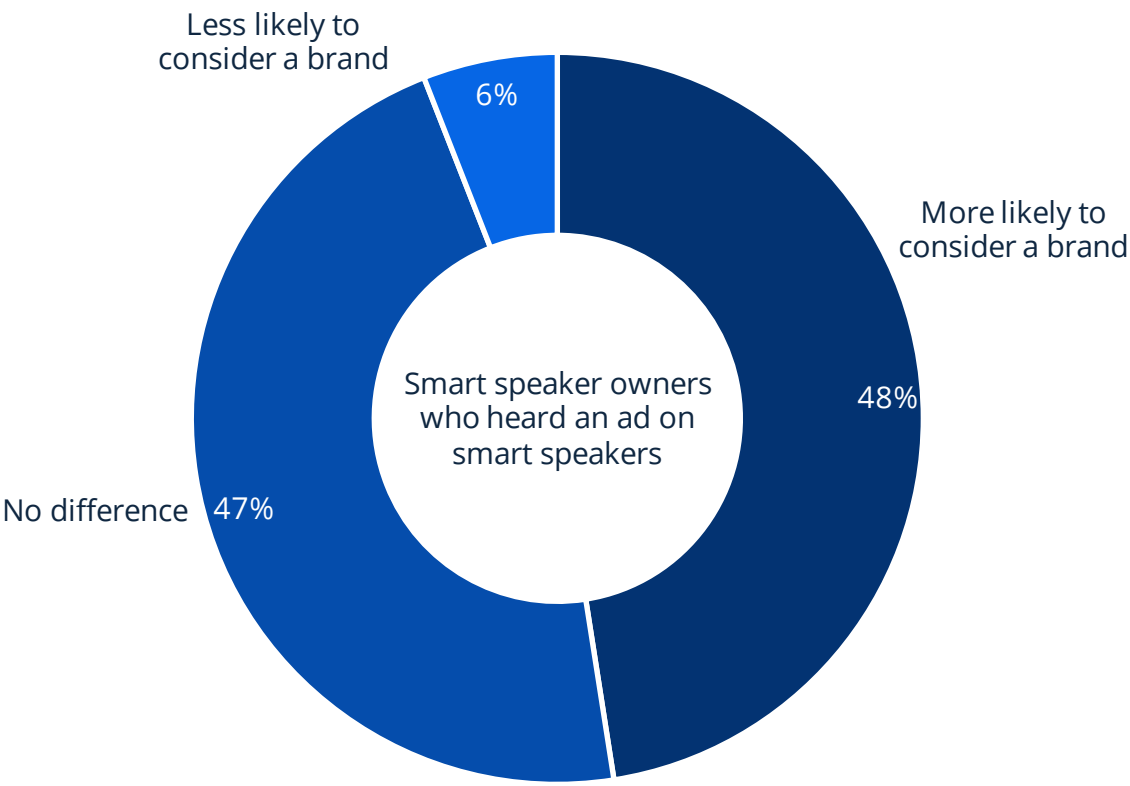
Benefits of programmatic ads in digital audio in 2022



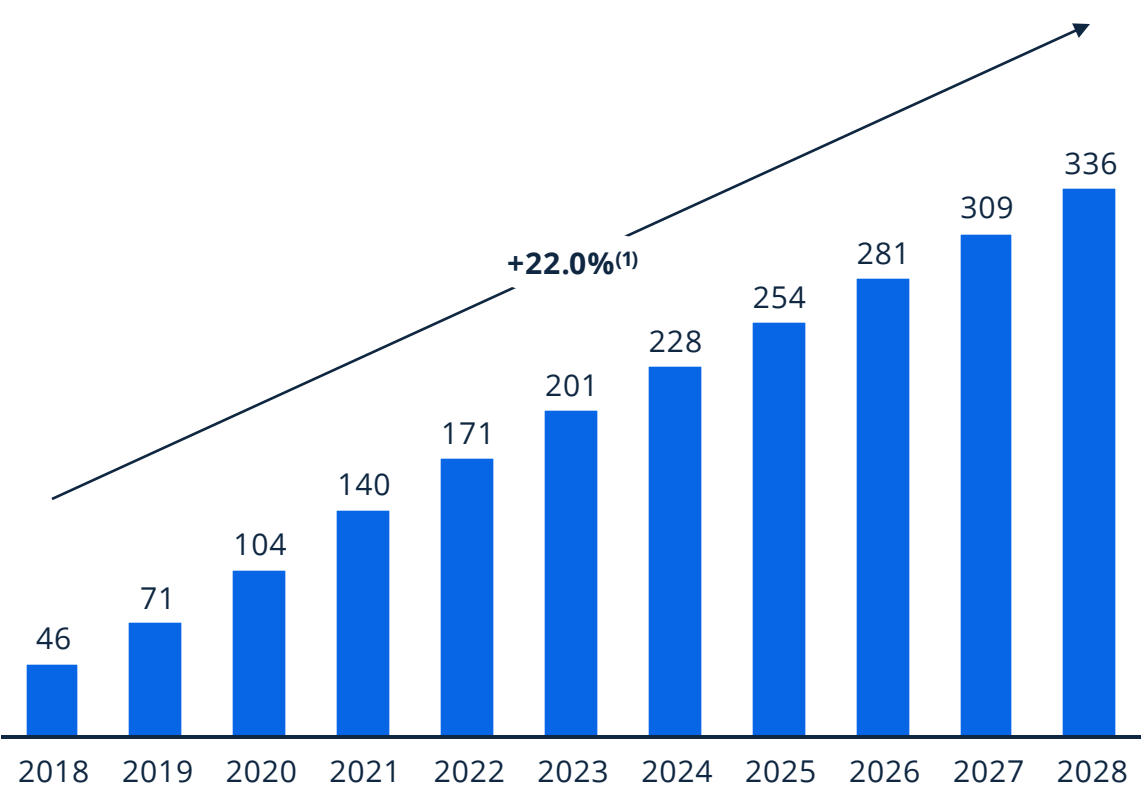
Smart speakers have a high potential to create awareness, as nearly 50% of those with smart speakers are more likely to consider a brand after hearing ads

Deep dive: Smart speaker advertising

Smart speaker owners respond to ads



Global smart speaker volume estimate in million pieces



99 Notes: (1) CAGR: Compound Annual Growth Rate / average growth rate per year

Sources Statista Market Insights 2023; NPR; Edison Research

INDUSTRIES & MARKETS

Influencer Advertising: market data & analysis

Market Insights report

Market Insights
by statista 



CHAPTER 1

Overview



Influencer advertising is a fast-growing type of advertising that leverages social media influencers to endorse brands and products to their followers

Overview: Summary

Summary

Contrary to popular belief that influencers only emerged in the past few decades, they have actually been around since the time of the Roman Empire when gladiators used to endorse products and advertise goods on city billboards. Modern influencer marketing on social media started around 2005 when YouTube was launched. Anyone can now become an influencer on social media and promote brands and products to their followers.

In the modern era of influencers, marketers use influencer advertising because it is effective. They use it to increase traffic, raise brand awareness, reach audiences, increase sales, and improve engagement. Because of its precise targeting and performance monitoring, the influencer marketing technique has been shown to provide a higher return on investment for each campaign.

The market is driven by everyone involved (marketers, influencers, audiences, and social media platforms). There is more demand from marketers because influencer advertising works so well in terms of return on investment (ROI) and organic engagement. Further, the number of influencers has increased

significantly since 2019, particularly on TikTok. Also, the time users spend on social media has been steadily increasing over the past year, and they have become more interested in personalized content that caters to their preferences and interests. This indicates that there will be higher demand for micro and nano influencers who can produce content that appeals to their followers. The growth of social media platforms has also made it easier for marketers to track and measure each influencer's results with whom they collaborate.

Because influencer marketing allows companies to connect with consumers on a deeper level than other forms of advertising, marketers are paying more attention to it. Brands will most likely shift from working with influencers as part of a campaign to working with them more as partners. Influencers can provide content based on personal experiences, which creates more trust between them and their followers. Influencer marketing is expected to continue gaining importance in advertising because of its accurate targeting and high return on investment.

Influencer marketing is a form of advertising that uses social media personalities to promote brands and products to their followers

Overview: Market Definition

Market definition

Influencer Advertising refers to advertising that allows marketers to promote products or services by collaborating with influencers on social media. Influencer Advertising allows marketers to reach targeted audiences based on the influencer's performance and their follower profiles; they also have the ability to measure the performance of campaigns. Influencer Advertising refers to all advertising fees paid directly to influencers (or to their person of trust or representative) for posting or streaming sponsored content (e.g., posts, videos, and/or stories) on social media to promote products or services to their followers. This sponsored content typically includes images, videos, live streams, and/or text.

Influencer Advertising comprises advertising spending, users, and average revenue per user. The market only displays B2B spending. Figures are based on advertising spending and exclude agency commissions, rebates, production costs, and taxes. For more information on the data displayed, use the info button right next to the boxes.

Influencer Advertising accounted for 4.53% of the Digital Advertising market revenue in 2023

Overview: Key Takeaways and in scope / out of scope

Key Takeaways

Ad spending in the Influencer Advertising market is projected to reach US\$30.8bn in 2023.

Ad spending is expected to show an annual growth rate (CAGR 2023-2028) of 11.06%, resulting in a projected market volume of US\$52.0bn by 2028.

In global comparison, most ad spending will be generated in China (US\$16,760m in 2023).

The average ad spending per internet user in the Influencer Advertising market is projected to amount to US\$5.8 in 2023.

In scope

This market includes:

- Advertising spending paid directly to influencers to post sponsored content

Out of scope

This market excludes:

- The values of giveaway products as well as services that influencers receive in exchange for reviews, mentions, or giveaways for their followers
- Advertising spending allocated to paid social media campaigns to boost content
- Affiliate commissions, i.e., the commissions that are paid to influencers when someone makes a purchase based on their content or links
- GMV⁽¹⁾ of transactions from sponsored posts or live streams

CHAPTER 2

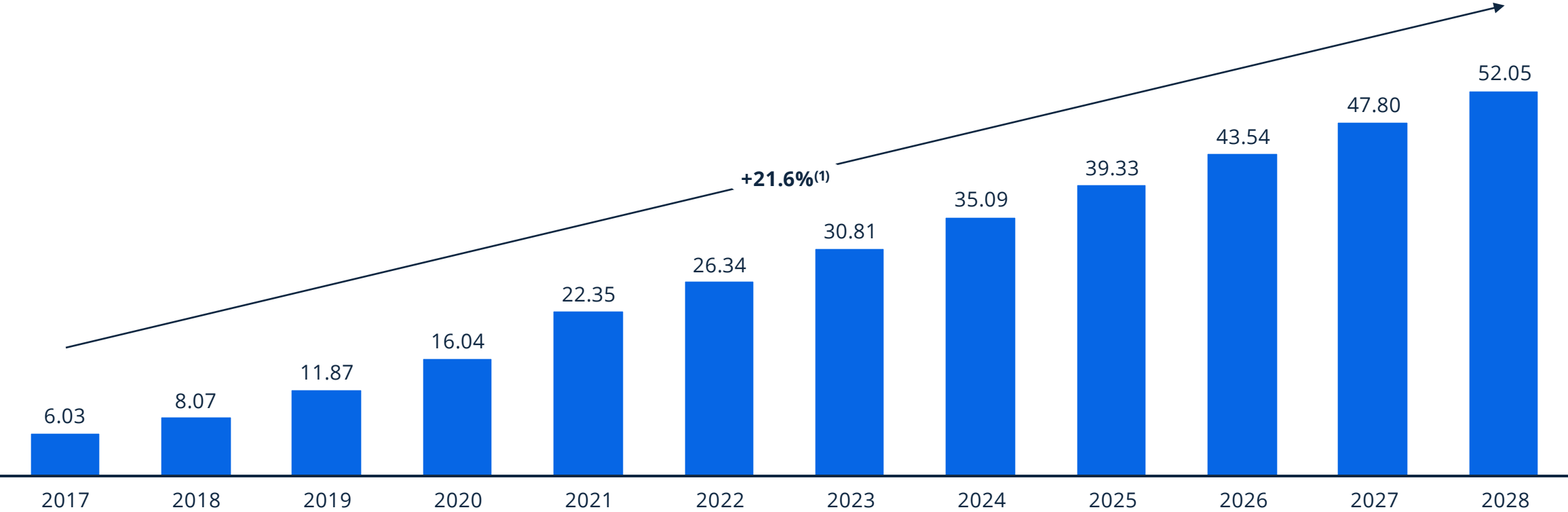
Market Numbers



Influencer Advertising ad spending is estimated to increase at a CAGR⁽¹⁾ of 21.6% from 2017 to 2028

Market Size: Global

Influencer Advertising market: Advertising spending forecast in billion US\$



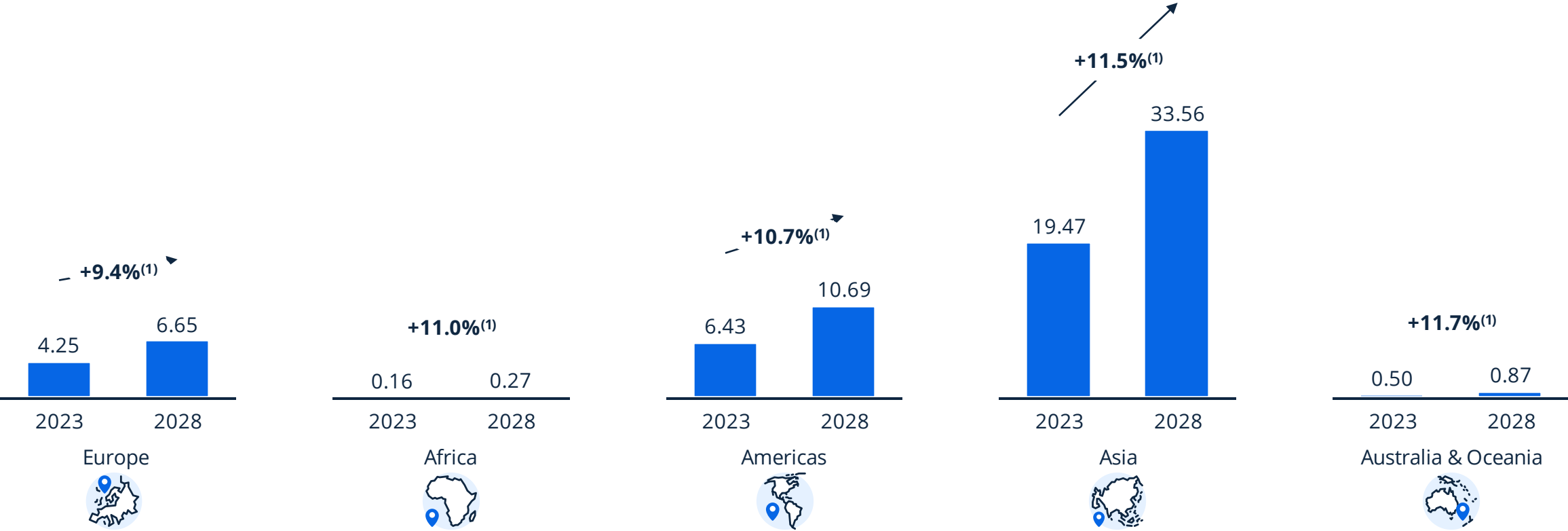
106 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

With ad spending of US\$19.5 billion, Asia is the biggest market among selected regions in 2023

Market Size: Regional comparison (1/2)

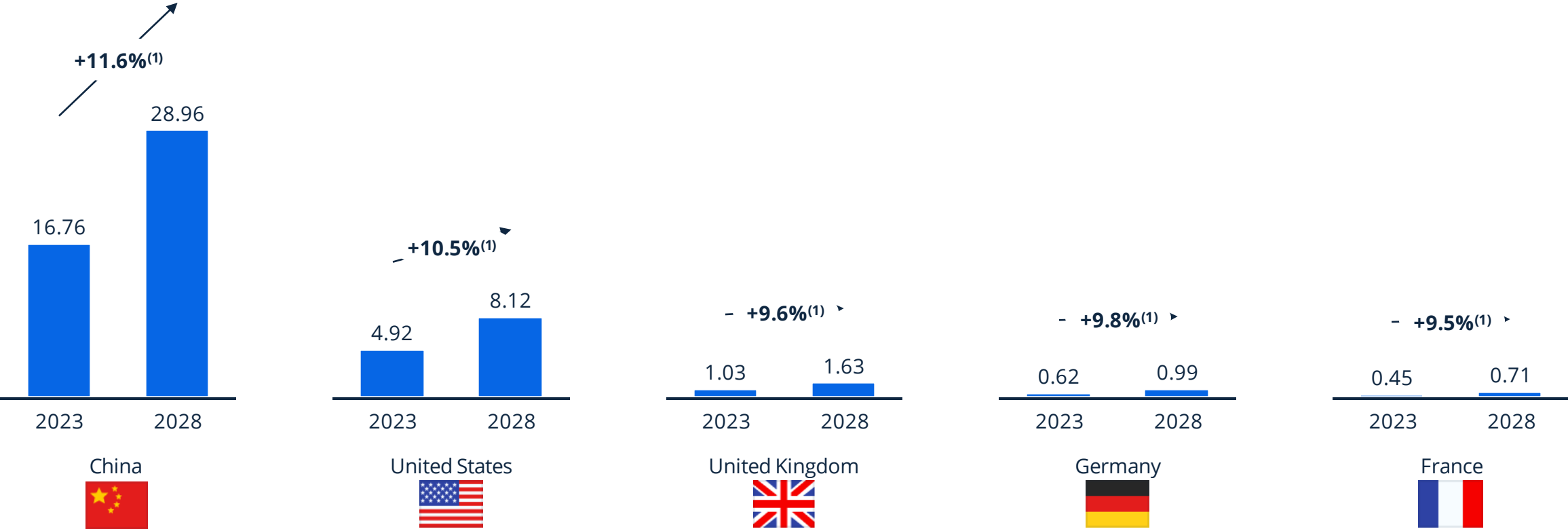
Influencer Advertising market: Advertising spending forecast in billion US\$



With ad spending of US\$16.8 billion, China is the biggest market among selected countries in 2023

Market Size: Regional comparison (2/2)

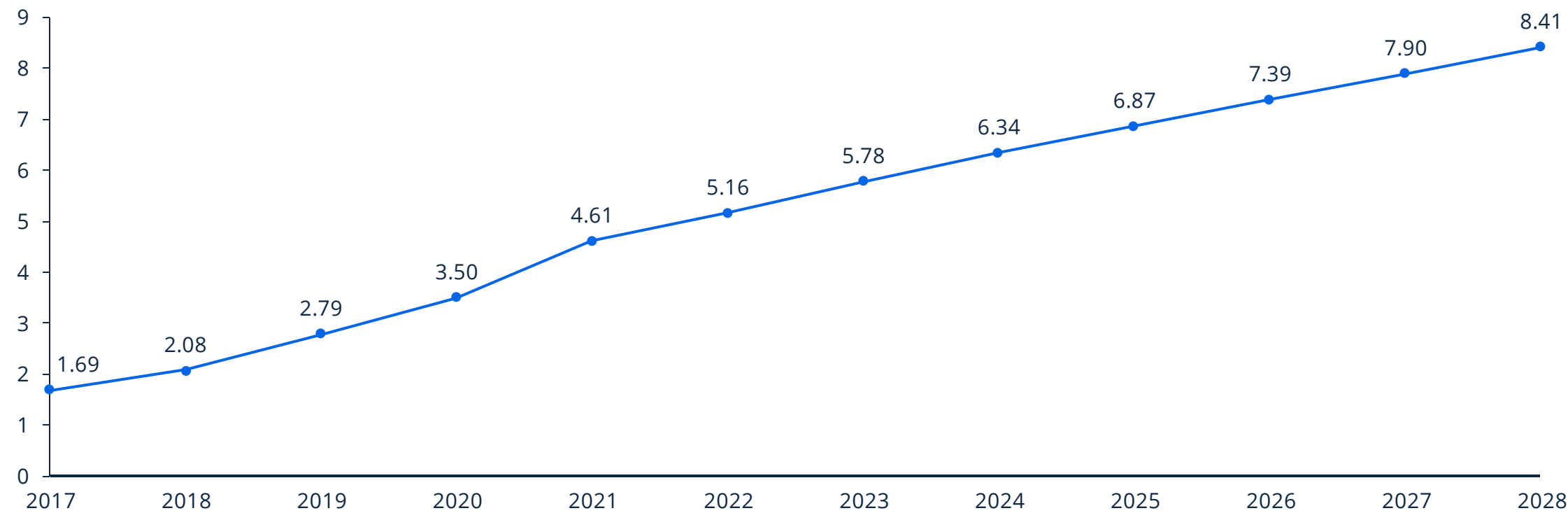
Influencer Advertising market: Advertising spending forecast in billion US\$



Influencer Advertising average ad spending per internet user is estimated to increase from 2017 to 2028

Market Size: Global

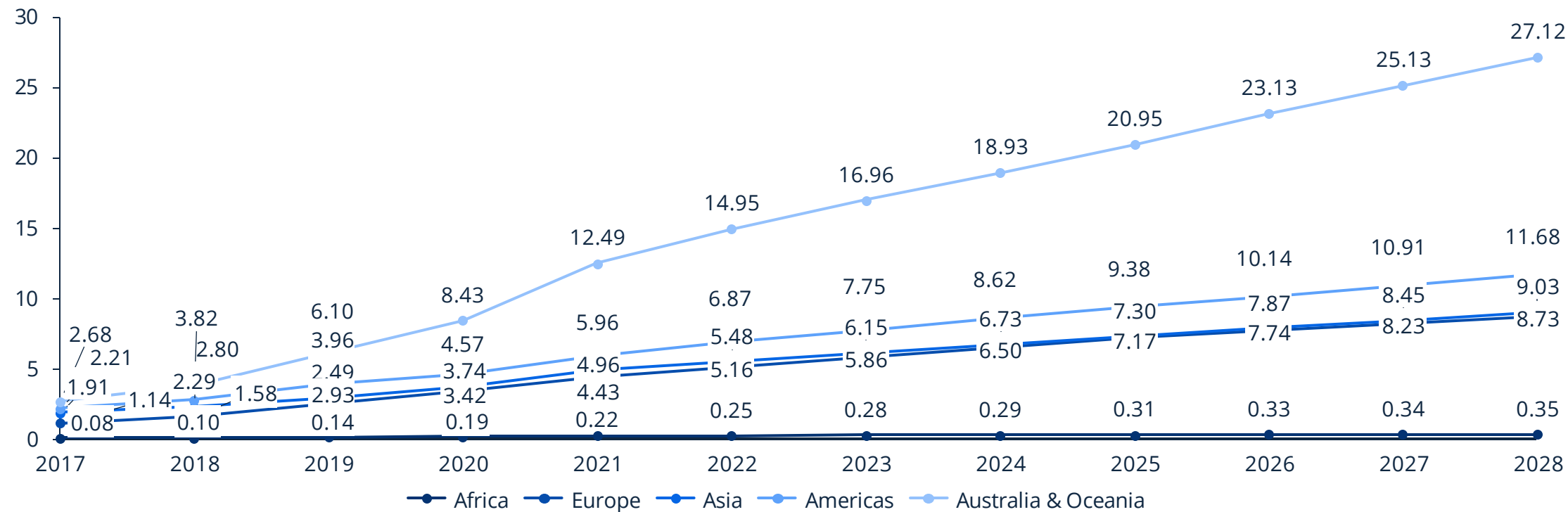
Influencer Advertising market: Average ad spending per social media user forecast in US\$



Australia & Oceania has the biggest market in Influencer Advertising average ad spending per internet user in 2028

Market Size: Regional Comparison (1/2)

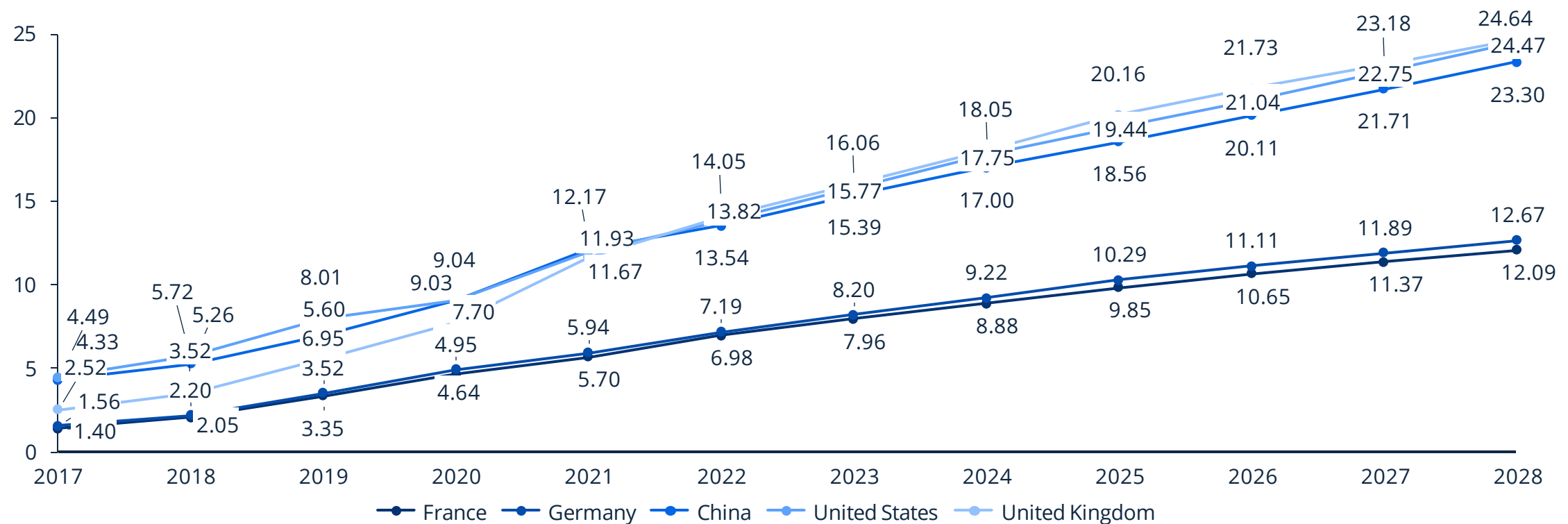
Influencer Advertising market: Average ad spending per social media user forecast in US\$



With average ad spending per internet user of US\$16.1, the United Kingdom is the biggest market among selected countries in 2023

Market Size: Regional Comparison (2/2)

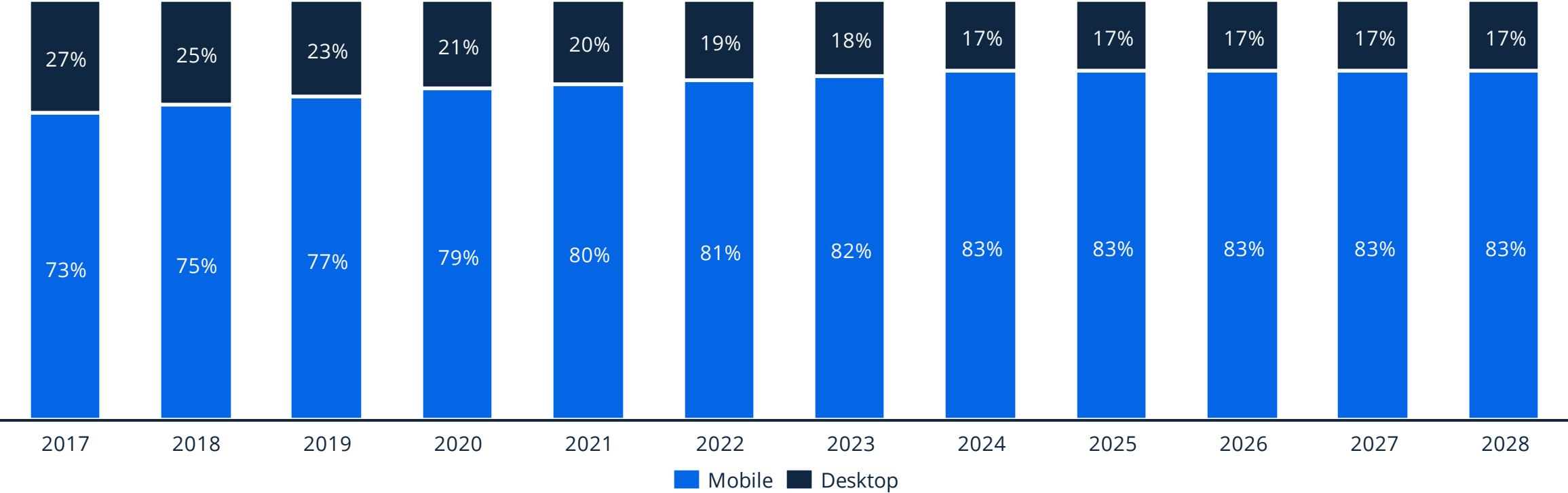
Influencer Advertising market: Average ad spending per social media user forecast in US\$



In the Influencer Advertising market, mobile ad spending's share reached 82% in 2023

Distribution by Device: Global

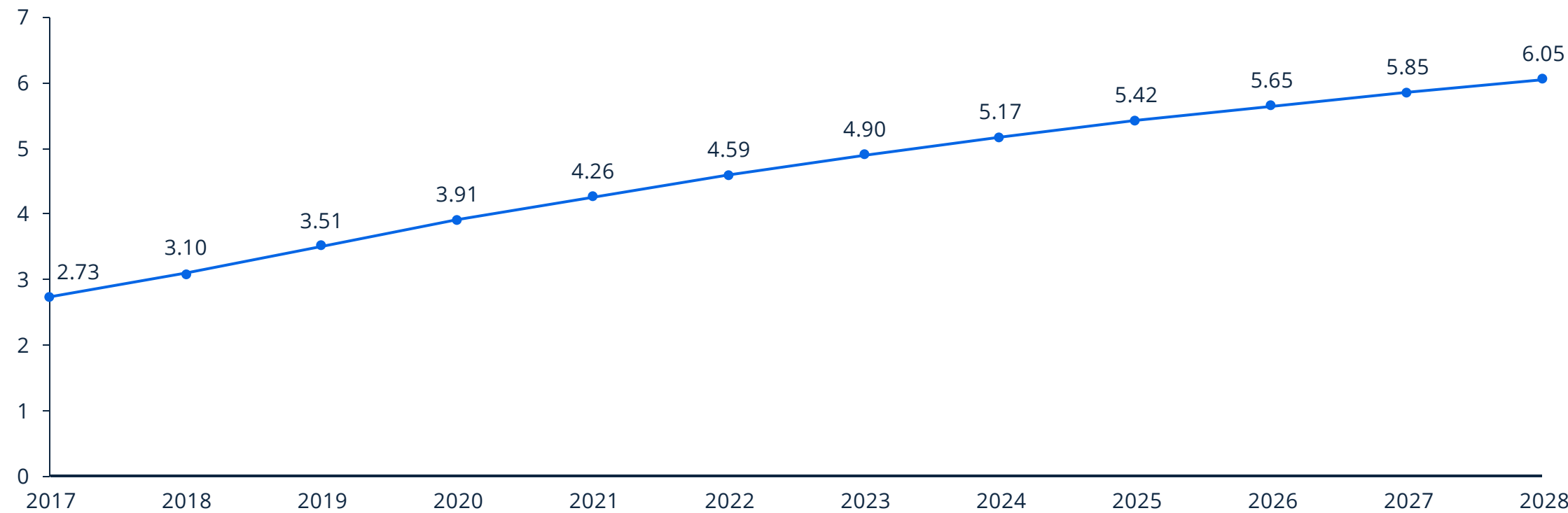
Influencer Advertising market: Share by device



Influencer Advertising reach by social network are estimated to increase from 2017 to 2028

Market Size: Global

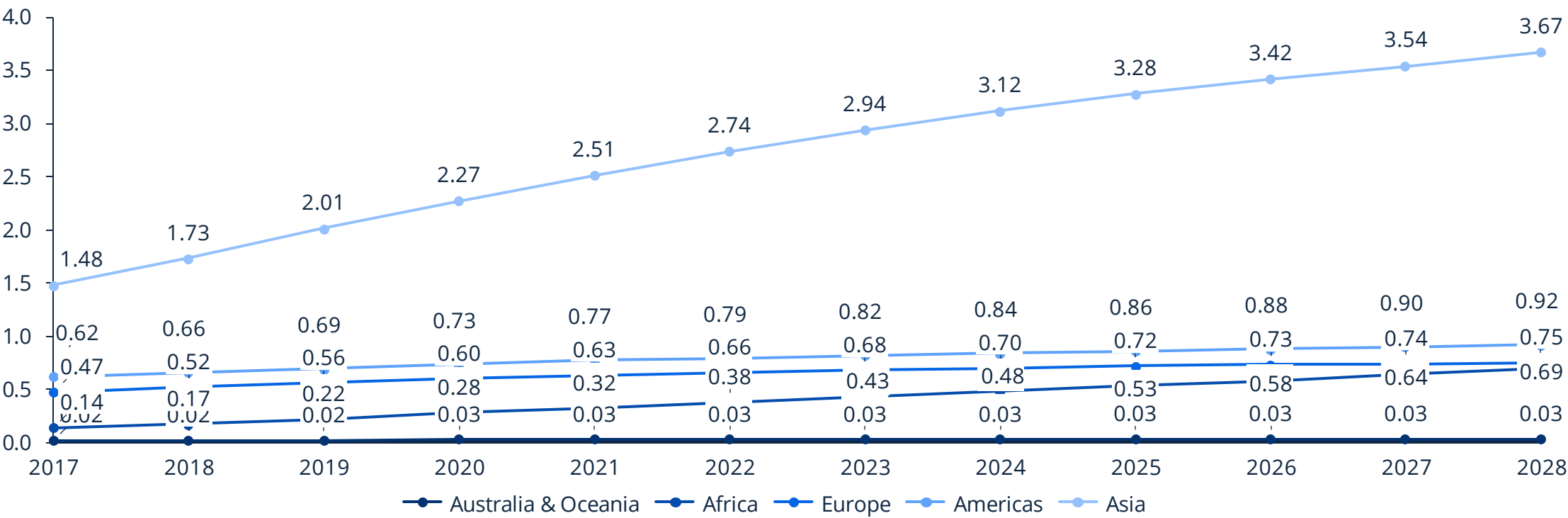
Number of social media users in millions



Asia has the biggest market in Influencer Advertising reach by social network in 2028

Market Size: Regional Comparison (1/2)

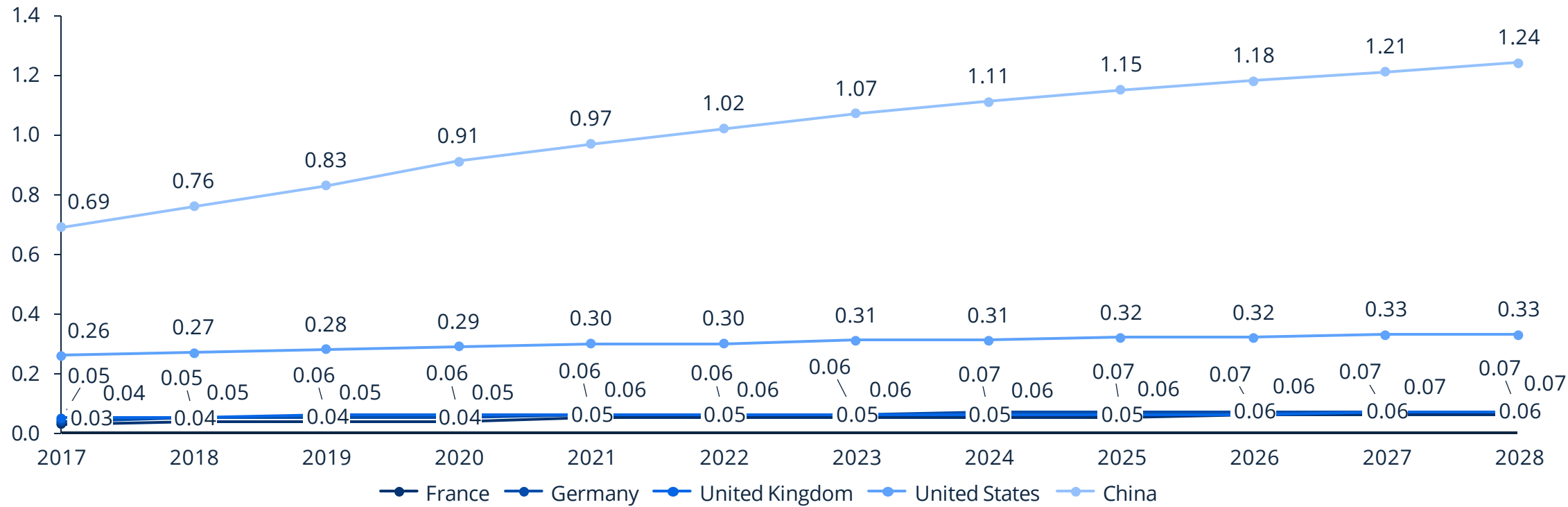
Number of social media users in millions



With reach by social network of 1.1 billion, China is the biggest market among selected countries in 2023

Market Size: Regional Comparison (2/2)

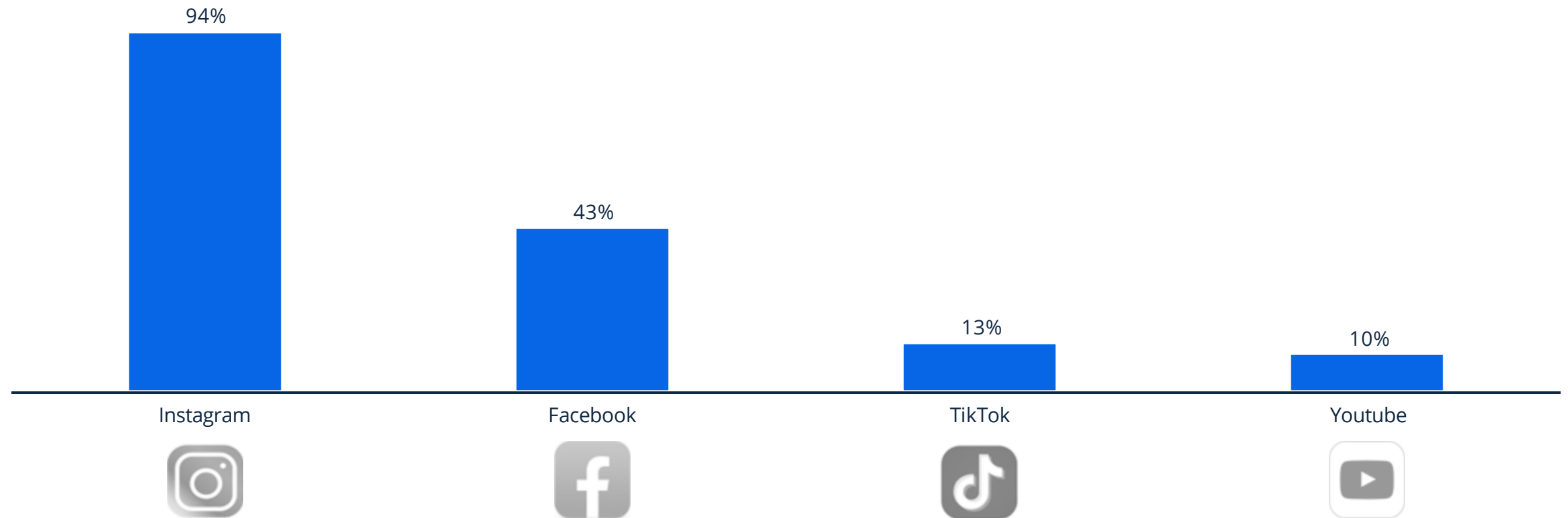
Number of social media users in millions



Instagram is the most widely used platform for influencer campaigns in 2021, with Facebook in a distant second place

Key Player Landscape: Most used platforms

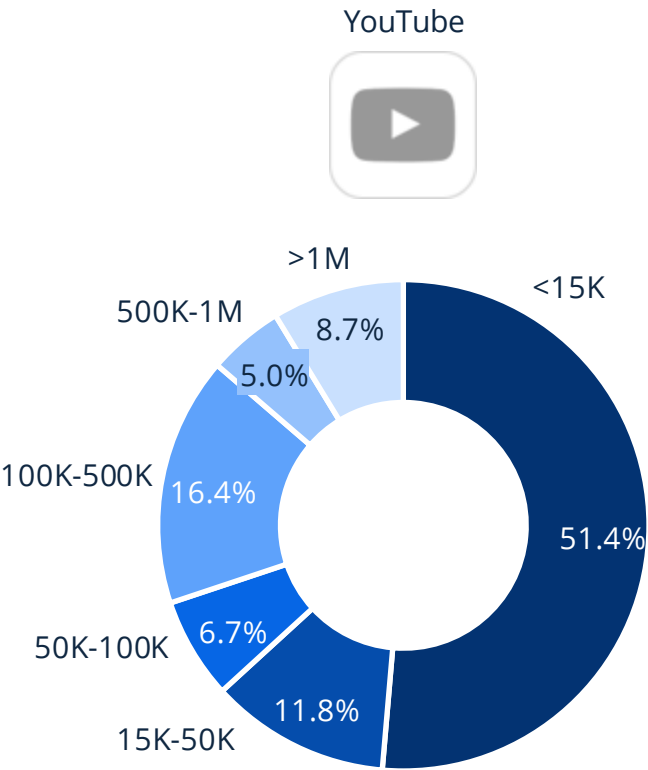
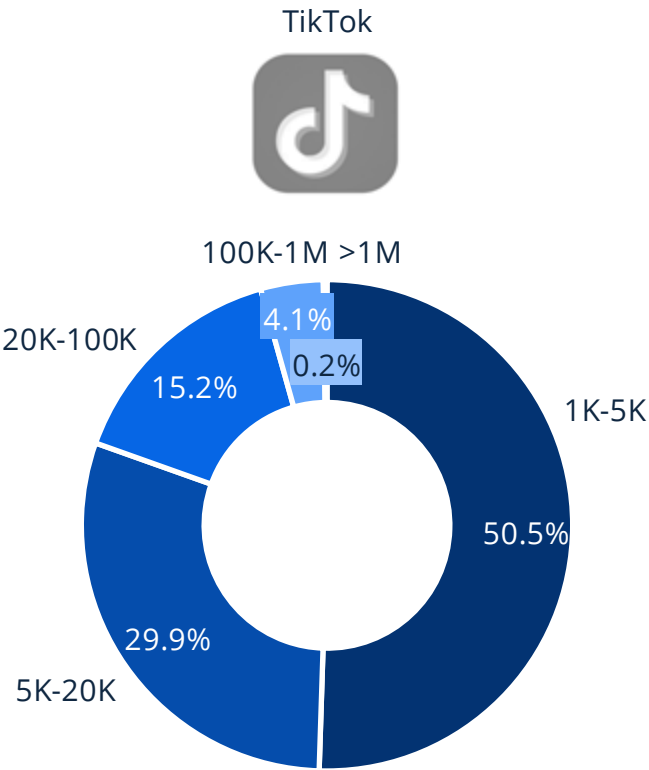
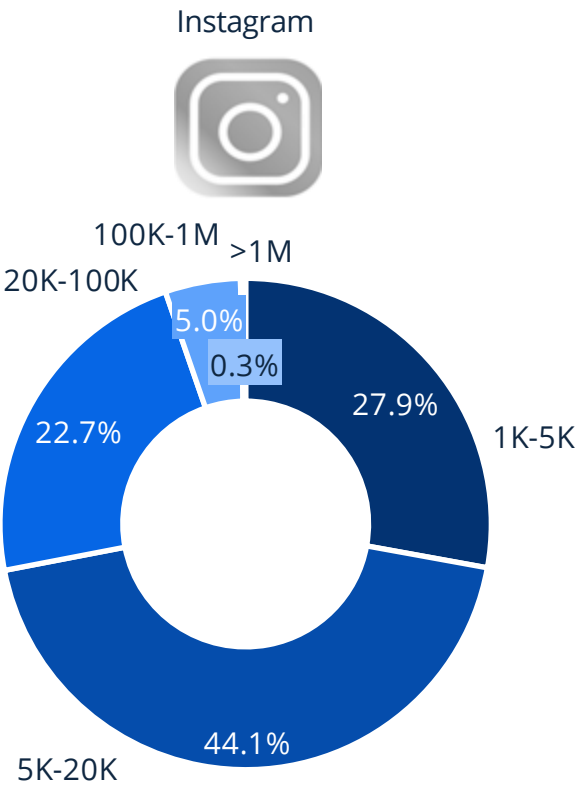
Social media platforms used in influencer campaigns worldwide 2021



Influencers with a moderate number of followers occupied the largest distribution share across all social media platforms in 2021

Key Player Landscape: Distribution of influencers on major platforms

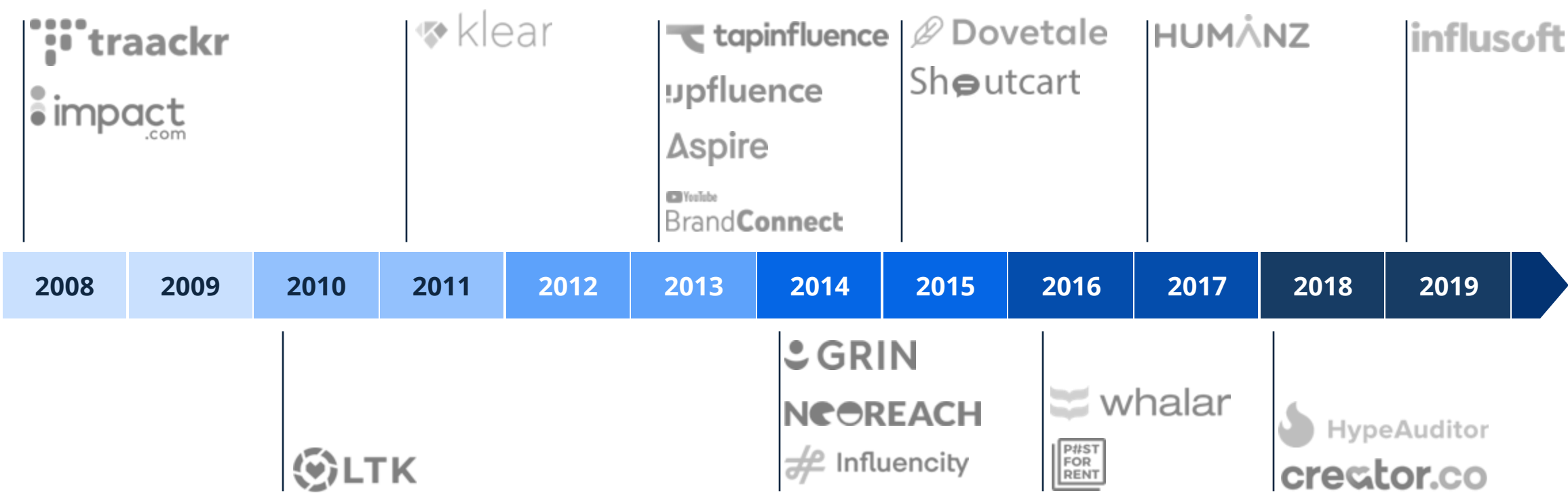
Distribution of influencers worldwide in 2021 by number of followers



Most influencer marketing platforms were established between 2013 and 2016

Key Player Landscape: Influencer marketing platforms

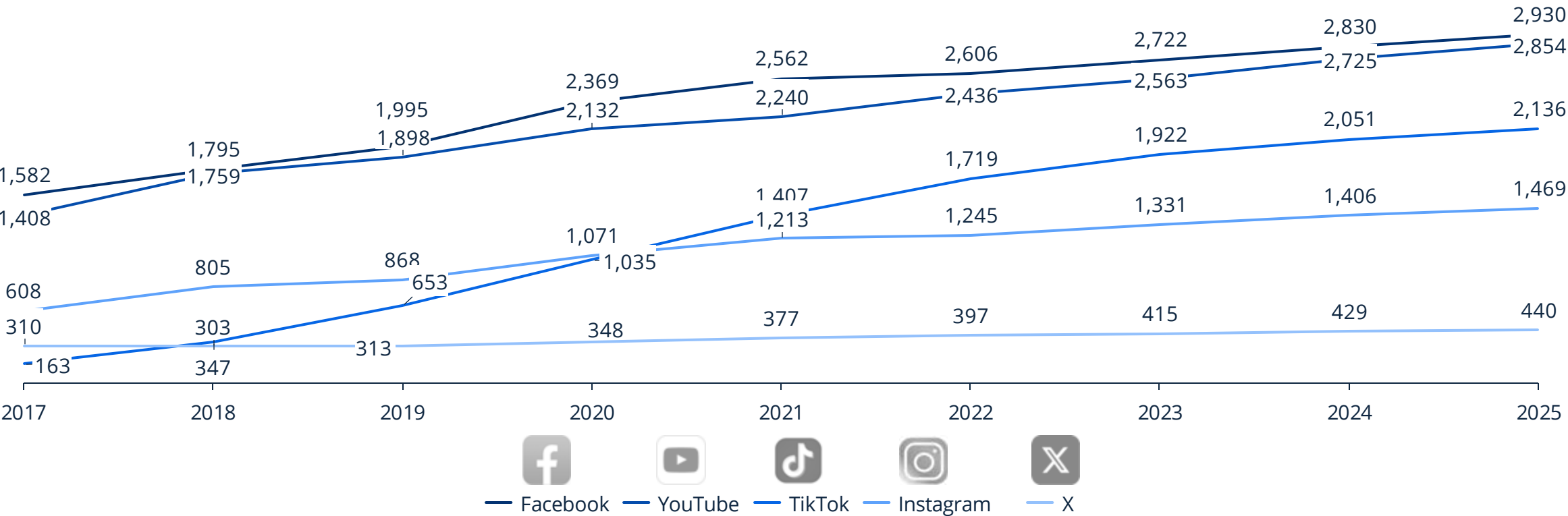
Timeline of influencer marketing platforms



In 2021, Facebook had over 2.5 billion users, whereas TikTok and Douyin combined surpassed the number of Instagram users

Deep Dive: Number of Social Media users

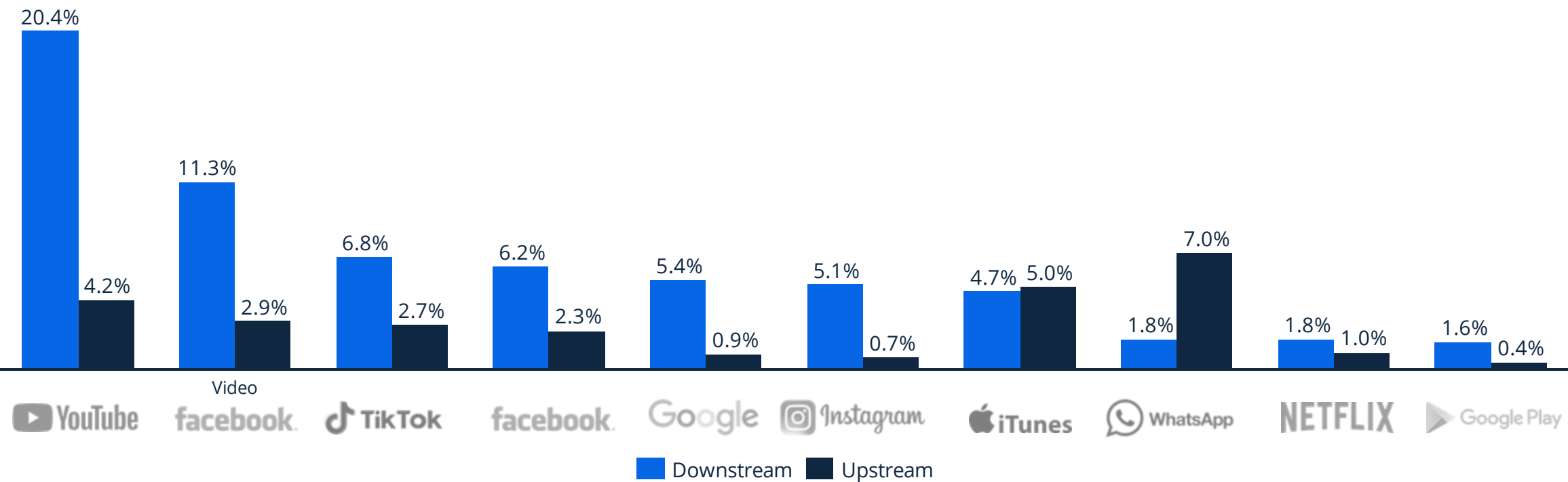
Number of social media users by platform, in millions



Led by YouTube and Facebook Video, video and social media channels have entered the competition for the most mobile internet traffic

Deep Dive: Mobile internet traffic




Global share of mobile internet traffic by application in 2021



On average, influencers earned the most per post on the YouTube platform

Deep Dive: Influencer earnings per post

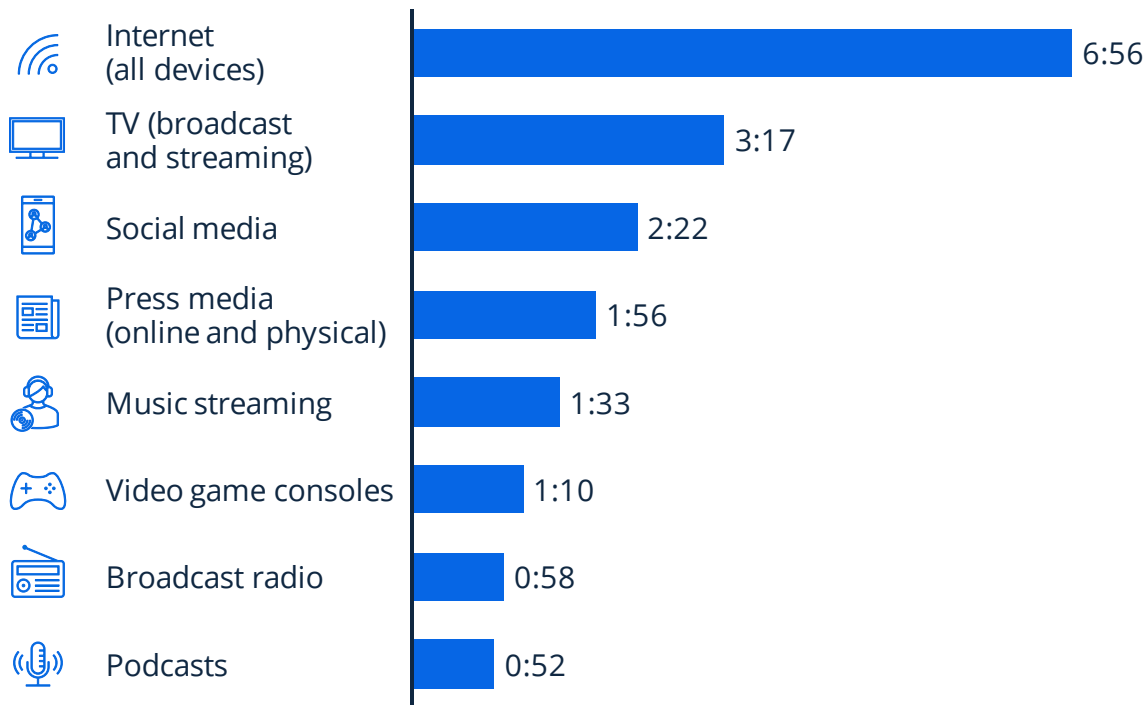
Global average price per post of influencers worldwide in 2021, by number of followers, in US\$

Platform	Price	Nano (1K-5K)	Micro (5K-20K)	Mid (20K-100K)	Macro (100K-1M)	Mega (over 1M)
 Instagram	Average minimum price	10	15	32	185	1200
	Average maximum price	50	110	350	2500	
 TikTok	Average minimum price	4	14	30	151	1034
	Average maximum price	25	50	145	793	
 YouTube	Average minimum price	60	180	389	1105	2500
	Average maximum price	850	1240	1859	6234	

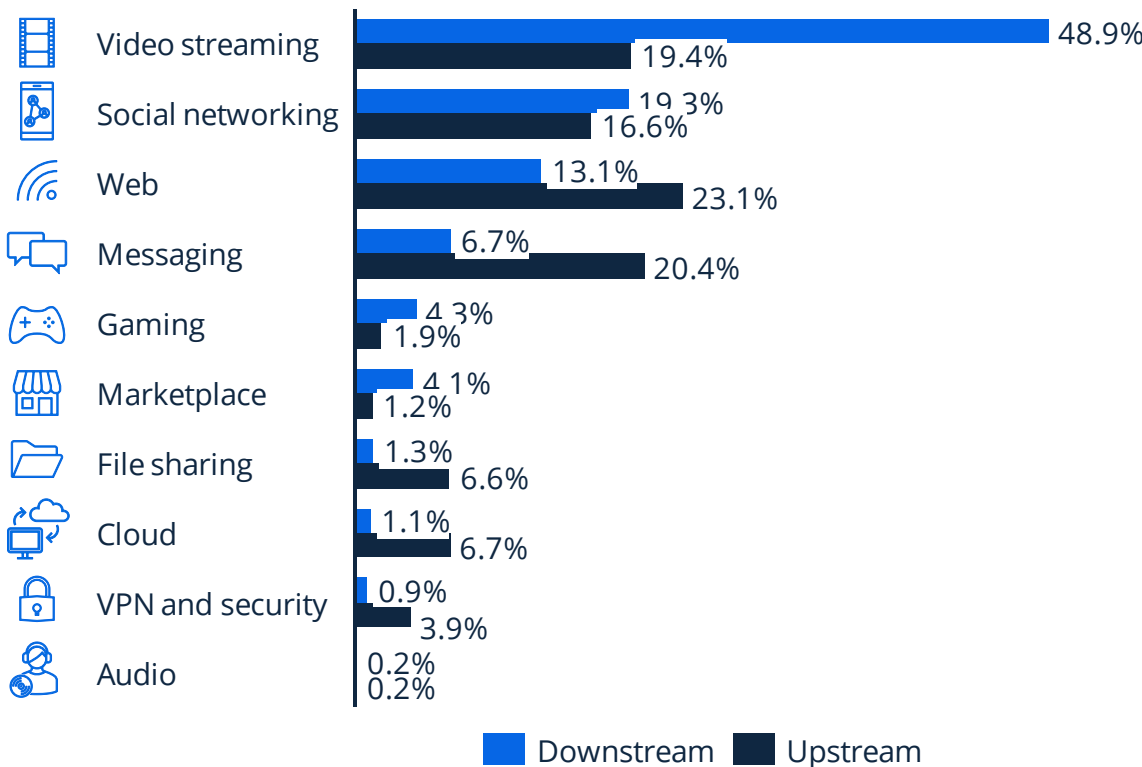
The internet, especially video streaming and social networking, overshadows other media in terms of time usage

Deep Dive: Media time usage and traffic by application type

Average daily amount of time spent (hh:mm) on media type in 2021



Mobile traffic share by application type in 2021



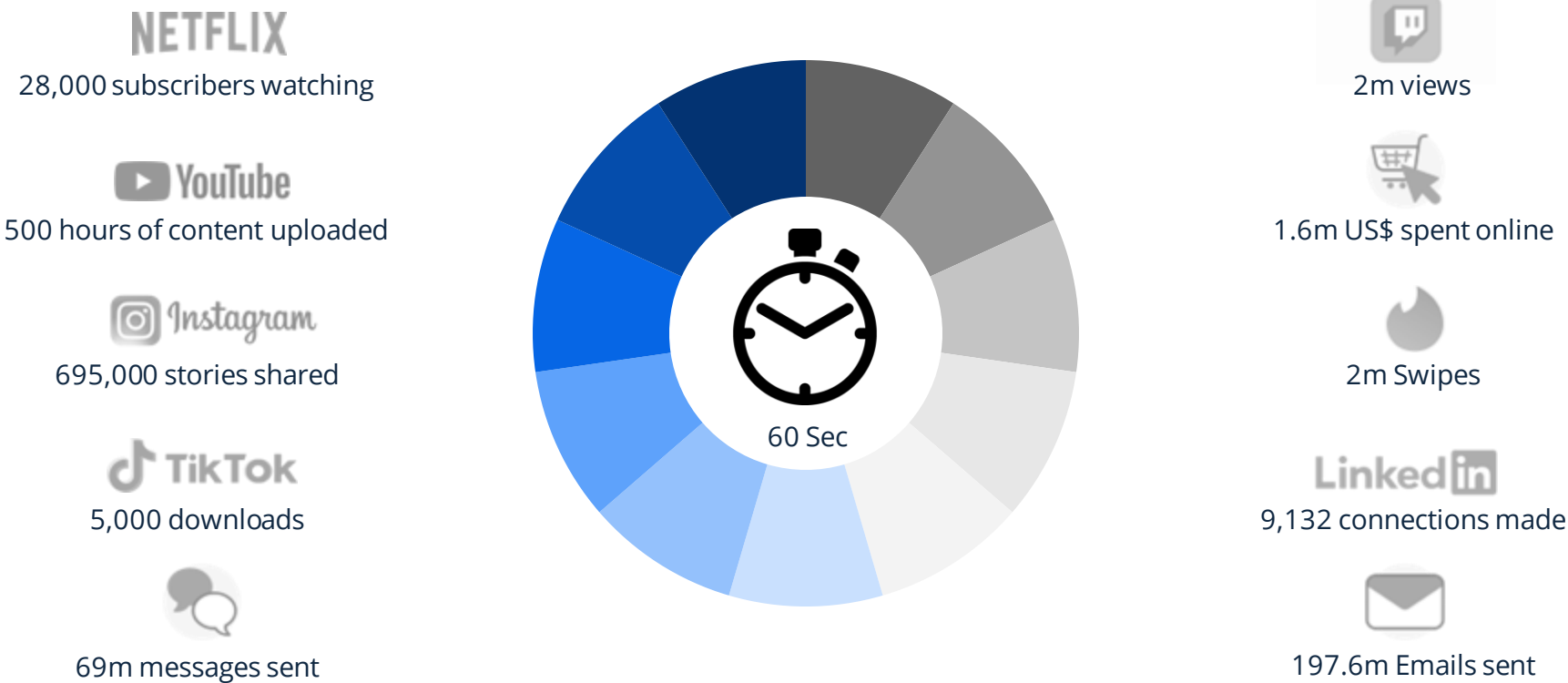
122 | **Noted:** Based on surveys among internet users aged 18-64 years.

Sources: We Are Social; Hootsuite; DataReportal; Kepios; Global Web Index; Sandvine

Just one minute on the internet illustrates how much data is currently being produced nowadays

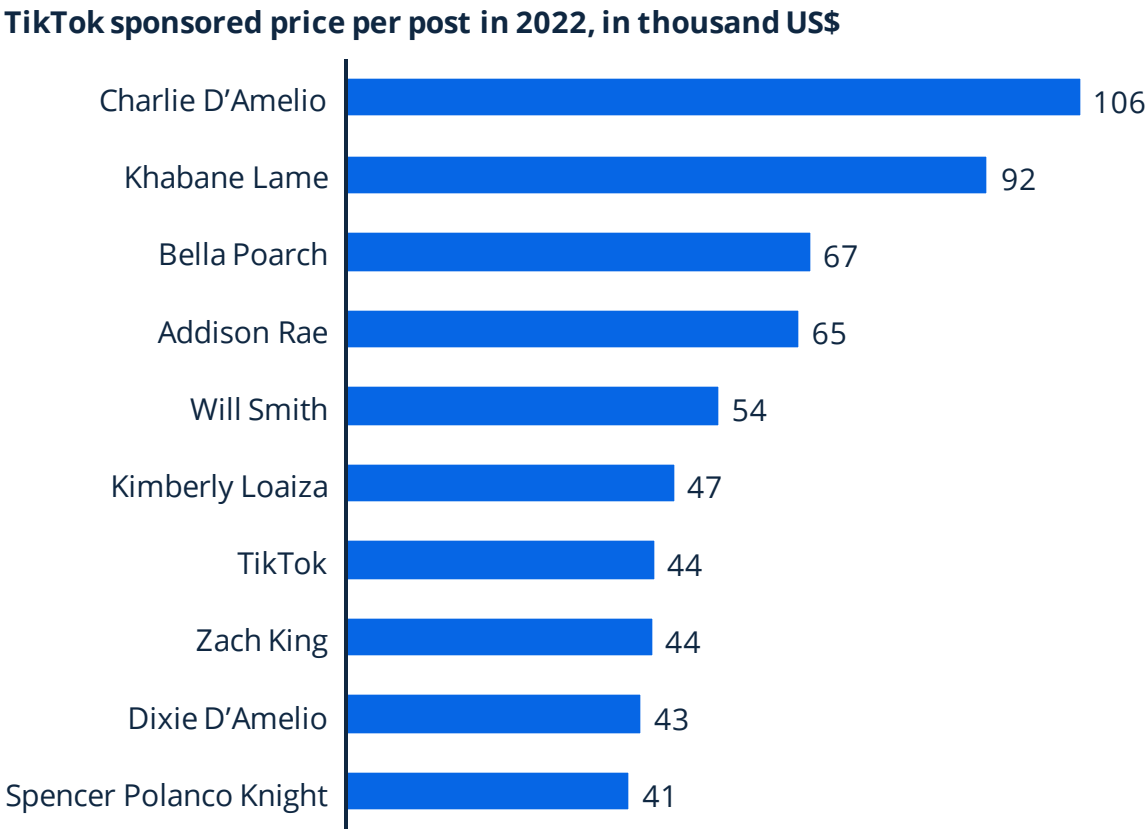
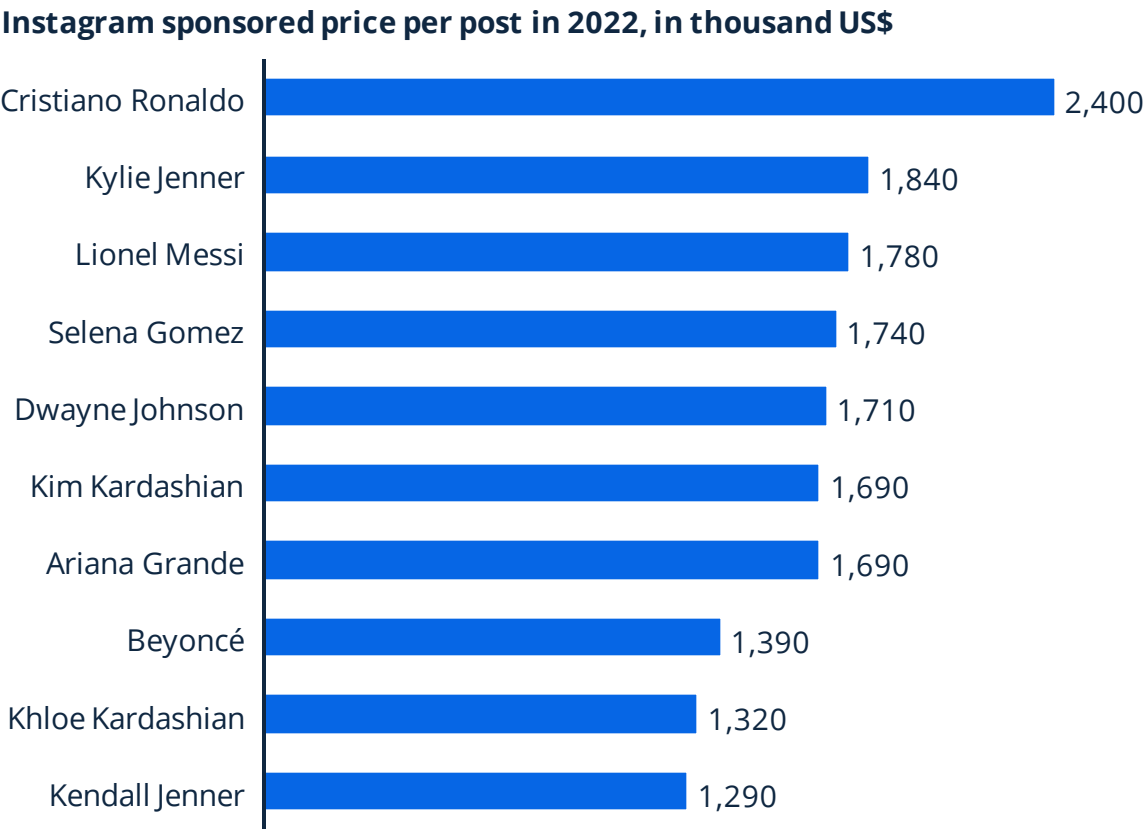
Deep Dives: Amount of data create on the internet

Estimated amount of data created on the internet in one minute in 2021



The costliest influencer per post on Instagram was 20 times higher than the equivalent on TikTok in 2022




Deep Dives: The most expensive influencers per post



Engagement rates in the beauty category are significantly higher for nano- and micro-influencers compared to other influencer tiers

Deep Dive: Engagement rate by influencer tier

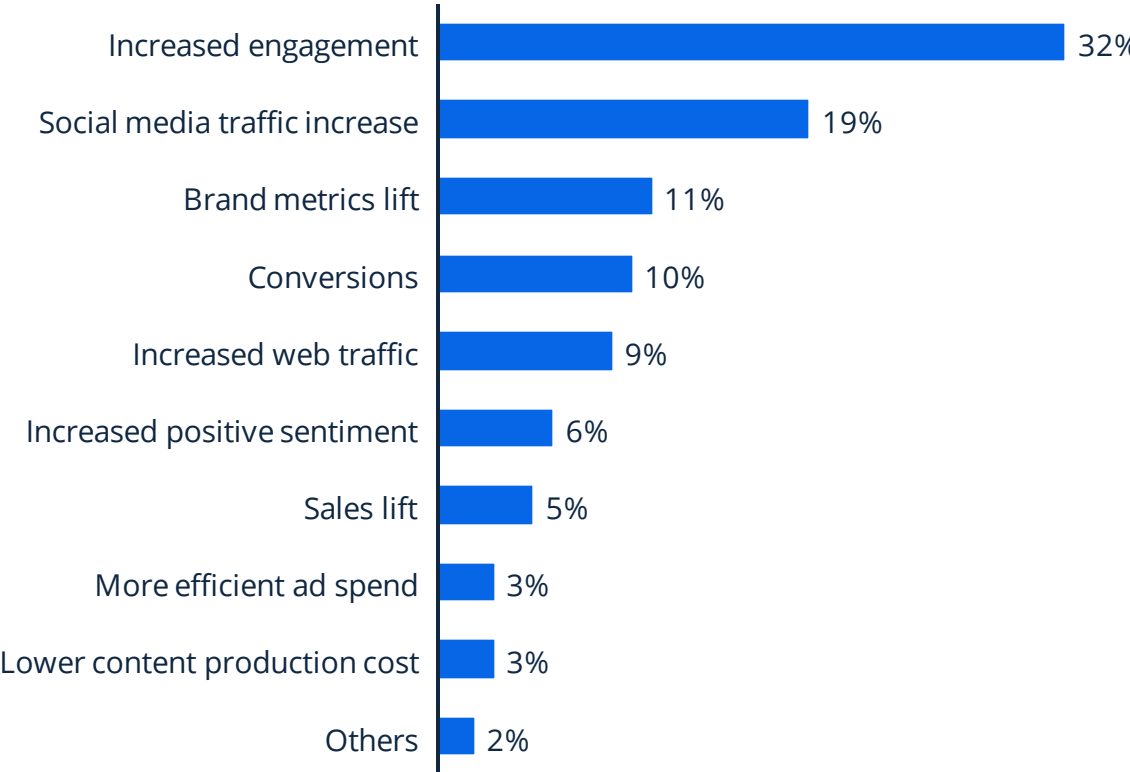
Engagement rate for beauty products in the U.S., by number of followers, in 2022

Platform	Category	Nano (1K-10K)	Micro (10K-50K)	Mid (50K-500K)	Macro (500K-1M)	Top (1M-4M)	VIP (over 5M)
 Instagram	Hair care	3.17%	2.33%	1.68%	1.58%	1.81%	1.22%
	Makeup & cosmetics	4.87%	2.85%	2.65%	2.19%	1.92%	2.22%
	Skin care	5.34%	2.8%	2.13%	1.82%	1.61%	1.52%
 TikTok	Hair care	5.66%	9.82%	4.75%	3.46%	3.95%	2.15%
	Makeup & cosmetics	8.87%	5.94%	4.11%	2.82%	2.06%	1.7%
	Skin care	5.26%	4.78%	3.83%	2.16%	1.86%	1.95%
 YouTube	Hair care	2.05%	1.21%	0.82%	0.95%	0.37%	0.23%
	Makeup & cosmetics	2.23%	1.49%	0.95%	0.57%	0.48%	0.45%
	Skin care	1.95%	1.44%	0.79%	0.58%	0.47%	0.35%

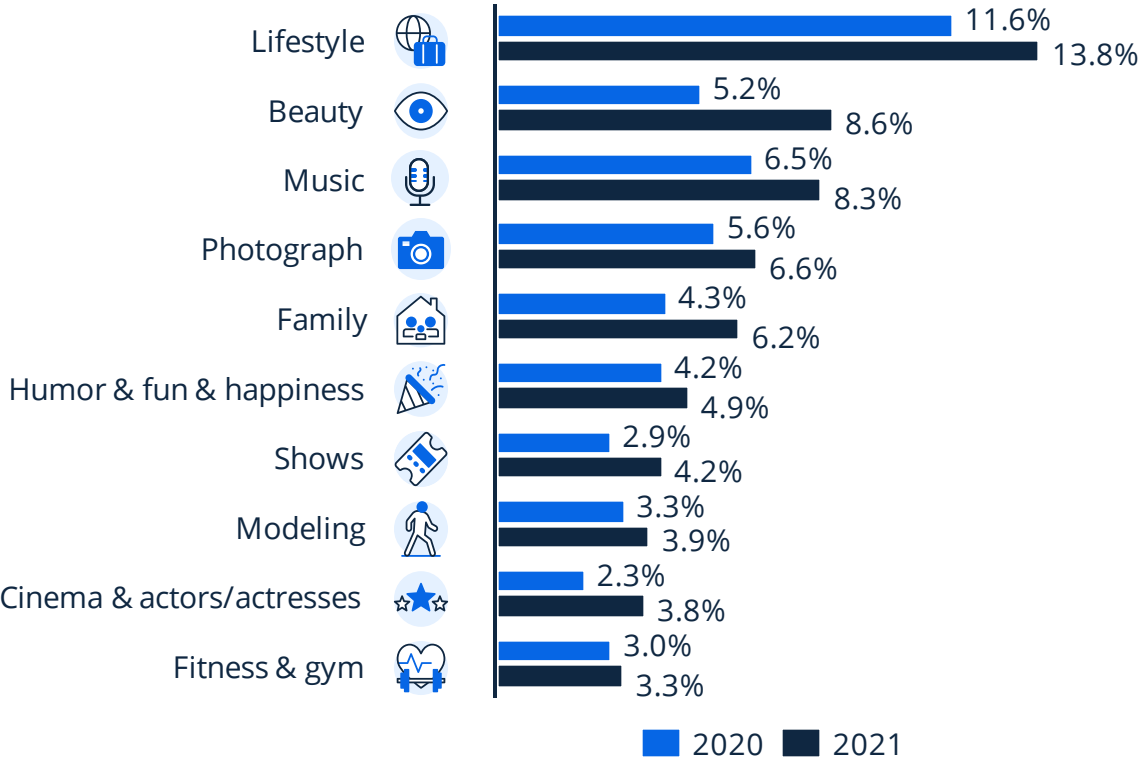
Marketers aim to increase engagement and traffic when hiring influencers

Deep Dive: Influencer performance metrics and top categories

Top metrics delivered by influencers according to marketers worldwide 2022



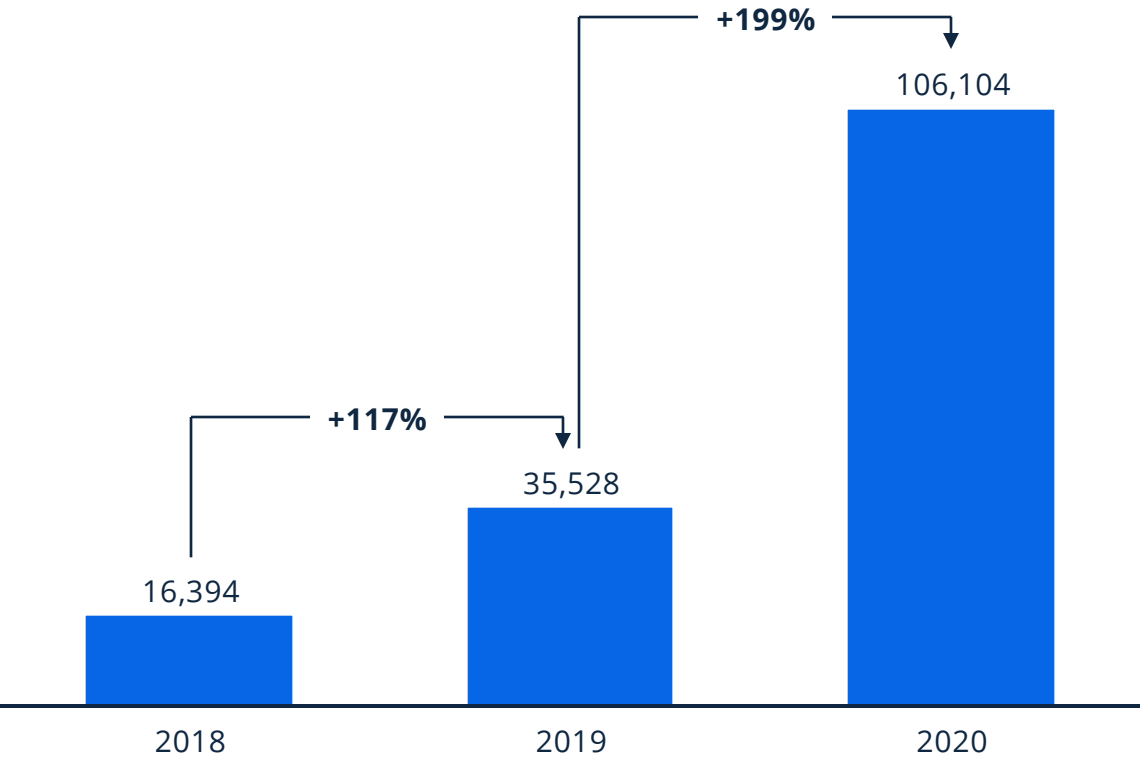
Distribution of Instagram influencers by categories



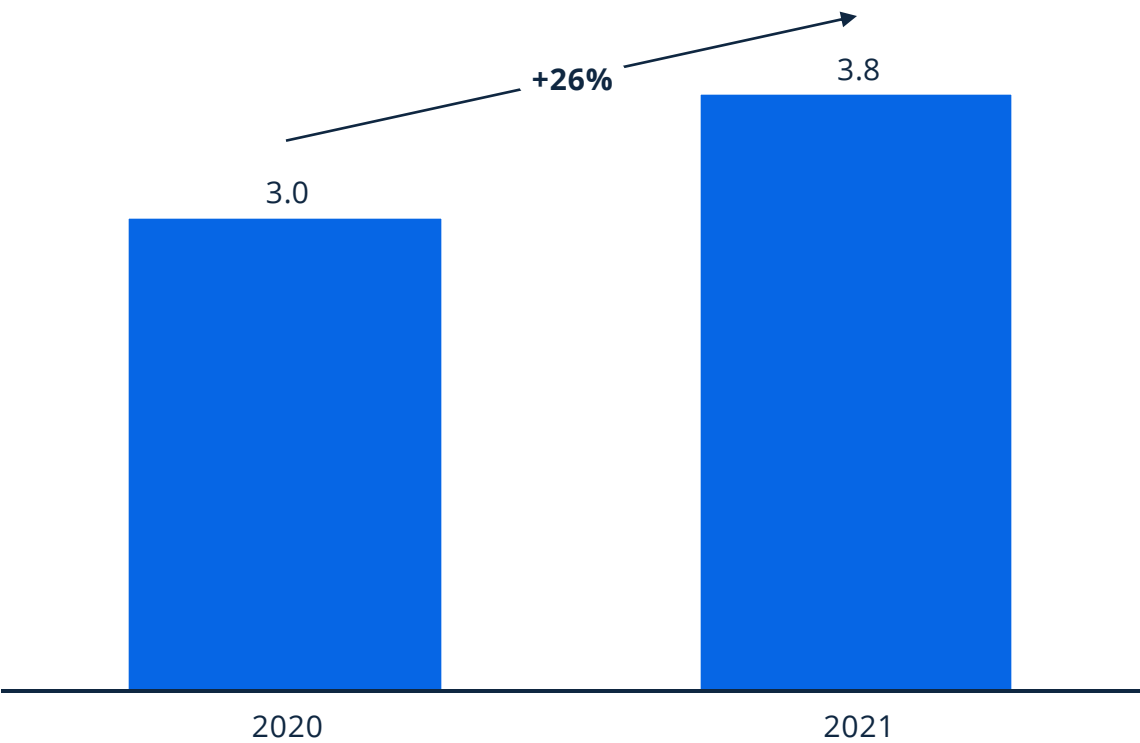
Each year, the number of TikTok influencers increases by more than 100%

Deep Dive: Number of influencers and sponsored posts

Number of TikTok influencers worldwide



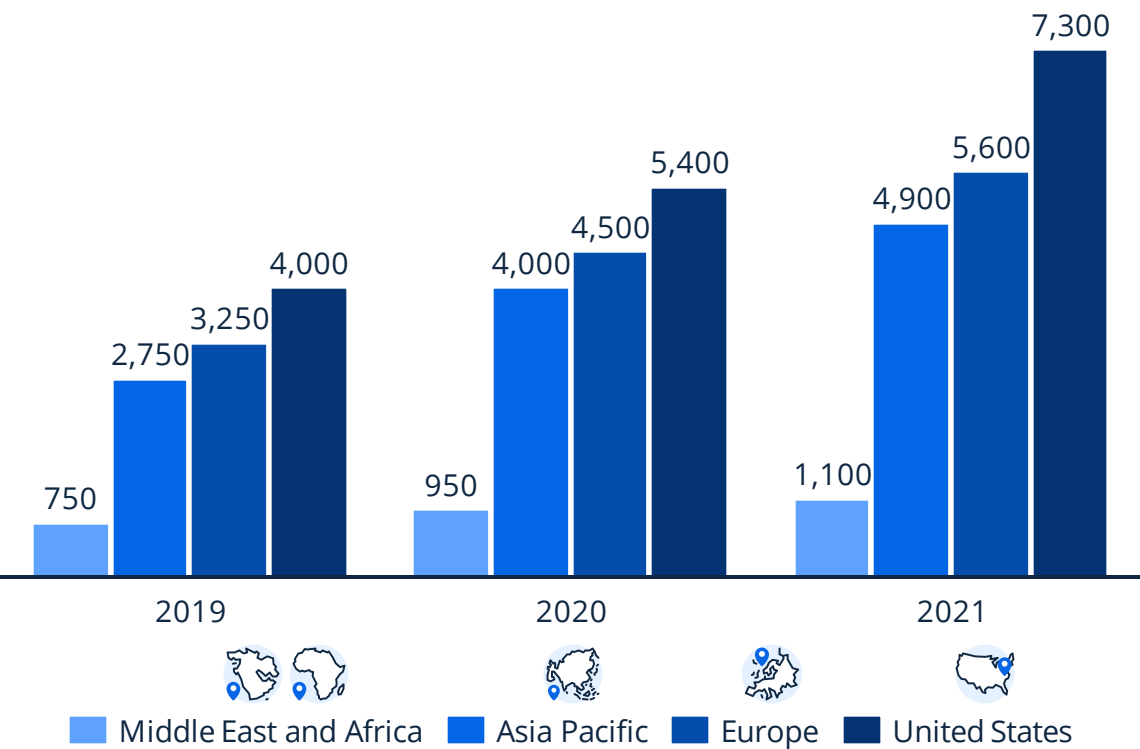
Number of #ad posts on Instagram, in million



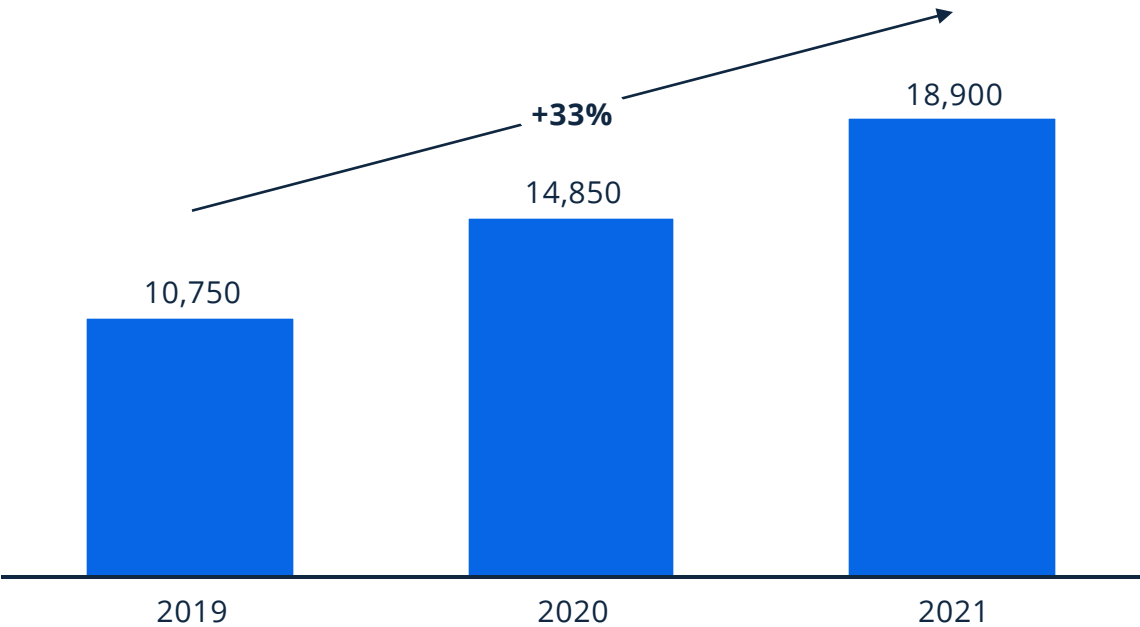
Influencer marketing service companies demonstrated solid growth in the U.S., Europe, and Asia Pacific

Deep Dive: Number of companies offering influencer marketing services

Number of companies offering influencer marketing services, by region



Number of companies offering influencer marketing services, worldwide



Grin is one of the leading global influencer marketing platforms; the firm raised US\$110 million in funding in 2021

Company Profile: Grin Technologies Inc.



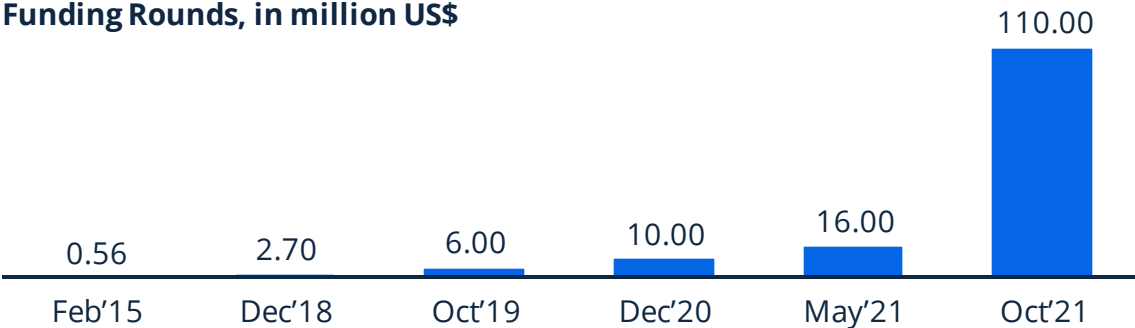
Key facts

Revenue:	21.4 million US\$ (2021)
Employees:	487 employees (2022)
Influencer profiles:	38 million profiles (2022)
Headquarter:	Sacramento, United States
Founded	2014

About

GRIN is a software solution that assists brands in establishing direct relationships with their influencers, hence removing the need for the middlemen who are typically present in traditional influencer networks. The all-in-one Creator Management platform offered by GRIN makes the process of executing influencer marketing easy, from recruiting to fulfilling product orders to attributing revenue to pulling in content.

Funding Rounds, in million US\$



Strategy

GRIN's main goal is to help brands connect with creators in an honest way. All real, honest relationships are what make influencer marketing work. GRIN help brands show creators how to get to know, try, believe in, and eventually love their products, which leads to organic endorsements. This leads to more authentic content and greater consumer trust. Consumers recognize that the brand is more than just a sponsor—they are a true partner. The end outcome is genuine influencer marketing.

HypeAuditor offers advanced technologies to analyze and identify successful campaigns and influencers

Company Profile: HypeAuditor



Key facts

Revenue:	US\$12.7 million (2021)
Employees:	118 employees (2022)
Influencer profiles:	60 million profiles (2022)
Headquarter:	Indianapolis, United States
Founded	2018

About

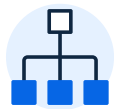
HypeAuditor is an all-in-one solution that goes beyond a standard tool to equip influencer marketers with the vital tools for running successful campaigns. Their platform provides a digital space for clients to search through its database of more than 60 million profiles to locate influencers that are both relevant and trustworthy. Clients can create, monitor, and administer campaigns with core metrics automatically calculated for them (CPE, EMV, ROI, engagement rate, and other crucial KPIs).

Main technologies behind the success of HypeAuditor



Machine Learning

Helps analyst and make decision without human intervention



Natural Language Processing

Helps narrow the gap between human language and computer understanding



Computer Vision

Identifies and classifies object from visual world

Strategy

HypeAuditor helps clients figure out if their influencer strategies are working or not by using its advanced data-driven analytics software. The tools help clients plan and analyze marketing campaigns. However, the tools are unique in their ability to help clients to learn about competitors, such as their targets, their best content, and what they promote, and clients can assess and evaluate their performance based on these findings.

INDUSTRIES & MARKETS

Search Advertising: market data & analysis

Market Insights report

Market Insights
by statista 



CHAPTER 1

Overview



Over the past decade, the Search Advertising field has undergone significant changes and growth

Overview: Summary

Summary

Pay-per-click advertisements were the original search advertising method; later, in 1998, Google founders Larry Page and Sergey Brin introduced an auction-based PPC model. The highest bidders would appear at the top of the search results, and lower bidders would appear further down. The method later turned into the approach that marketers use most frequently today. There are currently six major search engines, four of which are international: Google, Bing, Yahoo!, and DuckDuckGo. Yandex focuses on nations that speak Russian, while Baidu focuses on nations that speak Chinese. Due to its massive user base and effective internal advertising network, Google is by far the most popular among advertisers.

The development of the internet infrastructure and the decreasing prices of internet-enabled devices such as PCs and smartphones are the main causes for the growth in search advertising. The internet infrastructure has seen tremendous transformation in the past ten years and is now quicker and cheaper. Because internet-enabled devices have become more affordable, allowing more people to purchase them and use them daily.

Before the COVID-19 pandemic, search advertising was showing signs of steady and consistent development. However, the pandemic has accelerated digital adoption, resulting in exponential growth in search advertising, especially search advertising on marketplace platforms. Even though data privacy regulations have been tightened globally and search engine platforms have taken steps to emphasize the importance of privacy, these platforms have already found a way to collect data in a more ethical and consent-based manner. In the coming years, we anticipate steady growth in search advertising across search engine and marketplace platforms.

Search Advertising is the market for ads on search result page that brands pay or bid for to rank higher and get more clicks

Overview: Market Definition

Market definition

Search Advertising, also called search engine advertising (SEA) or paid search advertising, refers to advertisements displayed on search results pages above or next to the organic search results. Brands can create search advertising campaigns. Paying a fee or bidding will give a better ranking each time targeted audiences search and click on the campaign's ads. These advertisements are usually text based but can be displayed as images or videos where applicable.

Search Advertising comprises advertising spending, users, average revenue per user, and key players. The market only displays B2B spending. Figures are based on advertising spending and exclude agency commissions, rebates, production costs, and taxes. Key players in Search Advertising include Google, Bing, Baidu, Amazon, and Alibaba. For more information on the data displayed, use the info button right next to the boxes.

Search Advertising accounted for 41.09% of the Digital Advertising market revenue in 2023

Overview: Key Takeaways and in scope / out of scope

Key Takeaways

Ad spending in the Search Advertising market is projected to reach US\$279.3bn in 2023.

Ad spending is expected to show an annual growth rate (CAGR 2023-2028) of 8.37%, resulting in a projected market volume of US\$417.4bn by 2028.

In global comparison, most ad spending will be generated in the United States (US\$118bn in 2023).

In the Search Advertising market, US\$251.1bn of total ad spending will be generated through mobile in 2028.

The average ad spending per internet user in the Search Advertising market is projected to amount to US\$52.4 in 2023.

The market share of Google amounts to an estimated 59% of the Search Advertising market and the selected region in 2022.

In scope

This market includes:

- Search Engine Advertising (SEA)
- Keyword advertising
- Sponsored links

Out of scope

This market excludes:

- Search engine optimization (SEO)

CHAPTER 2

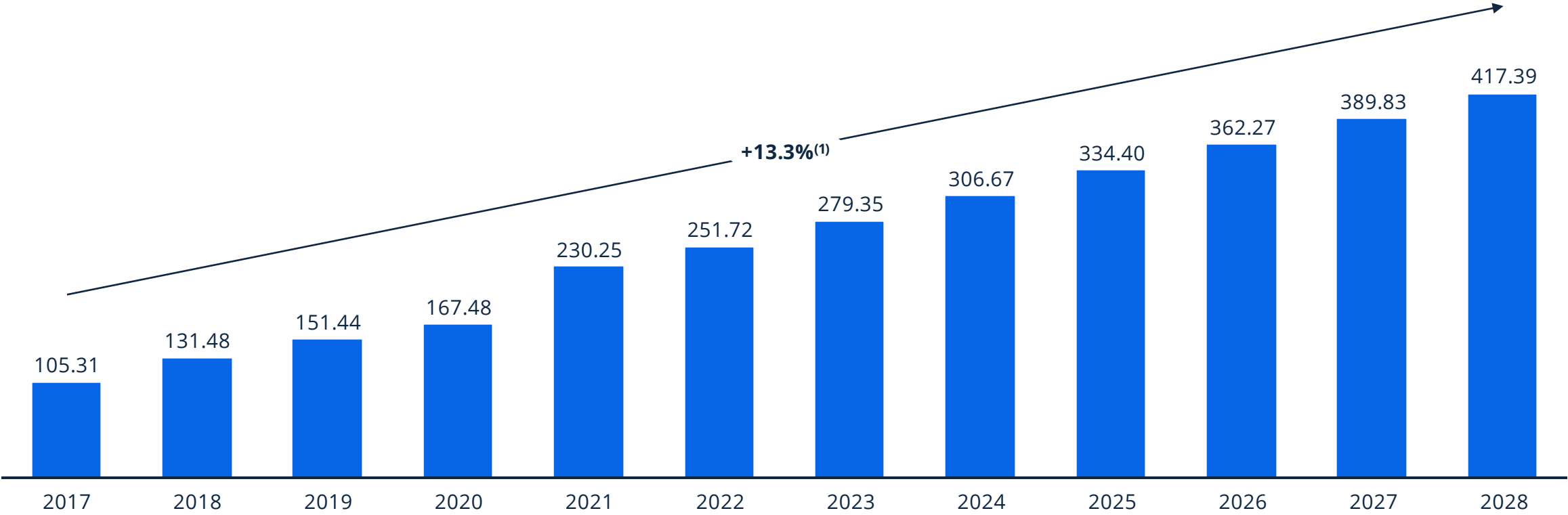
Market Numbers



Search Advertising ad spending is estimated to increase at a CAGR⁽¹⁾ of 13.3% from 2017 to 2028

Market Size: Global

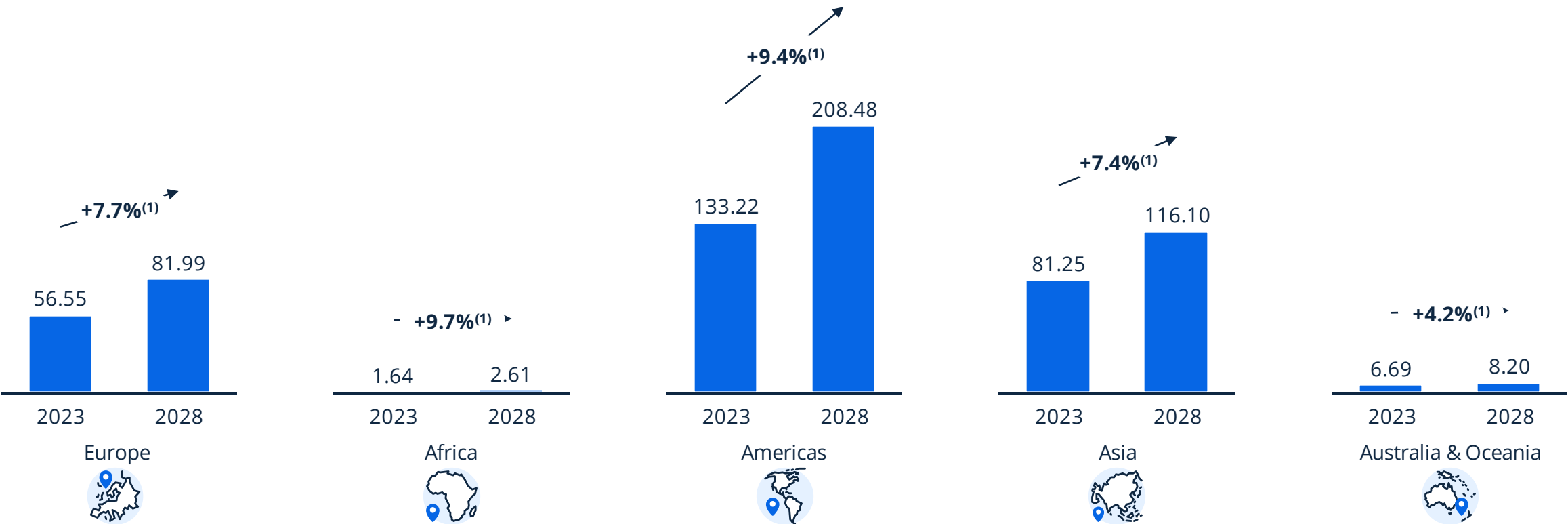
Search Advertising market: Advertising spending forecast in billion US\$



With ad spending of US\$133.2 billion, the Americas is the biggest market among selected regions in 2023

Market Size: Regional Comparison (1/2)

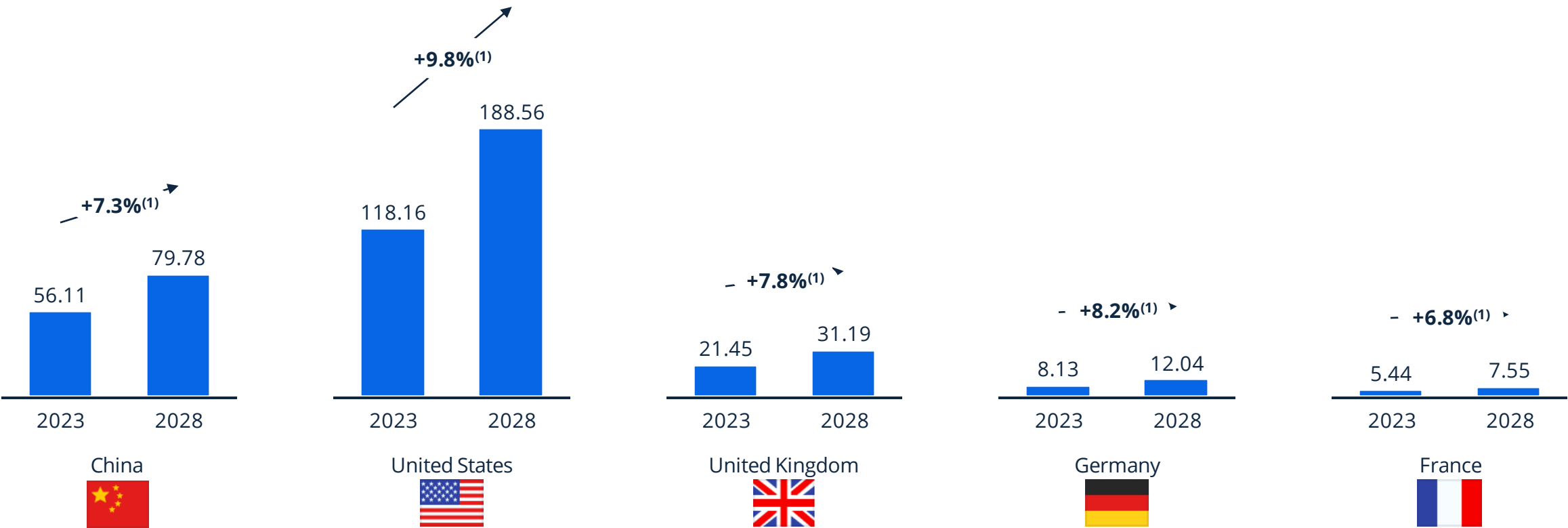
Search Advertising market: Advertising spending forecast in billion US\$



With ad spending of US\$118.2 billion, the United States is the biggest market among selected countries in 2023

Market Size: Regional Comparison (2/2)

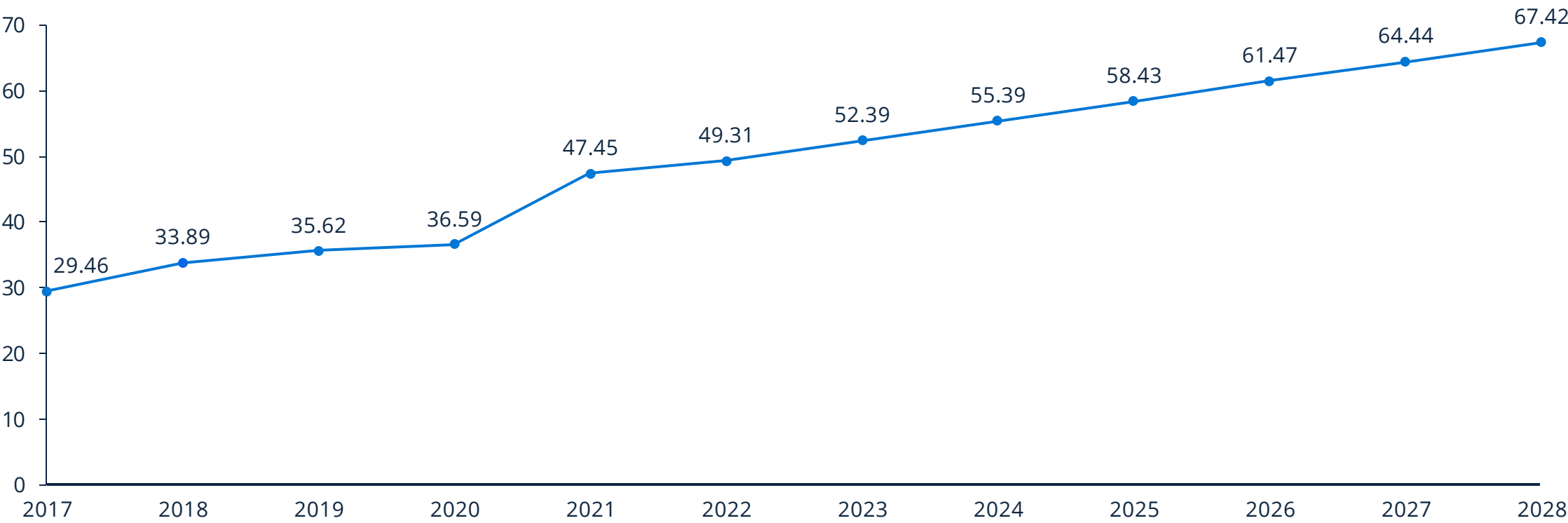
Search Advertising market: Advertising spending forecast in billion US\$



Search Advertising average ad spending per internet user is estimated to increase from 2017 to 2028

Market Size: Global

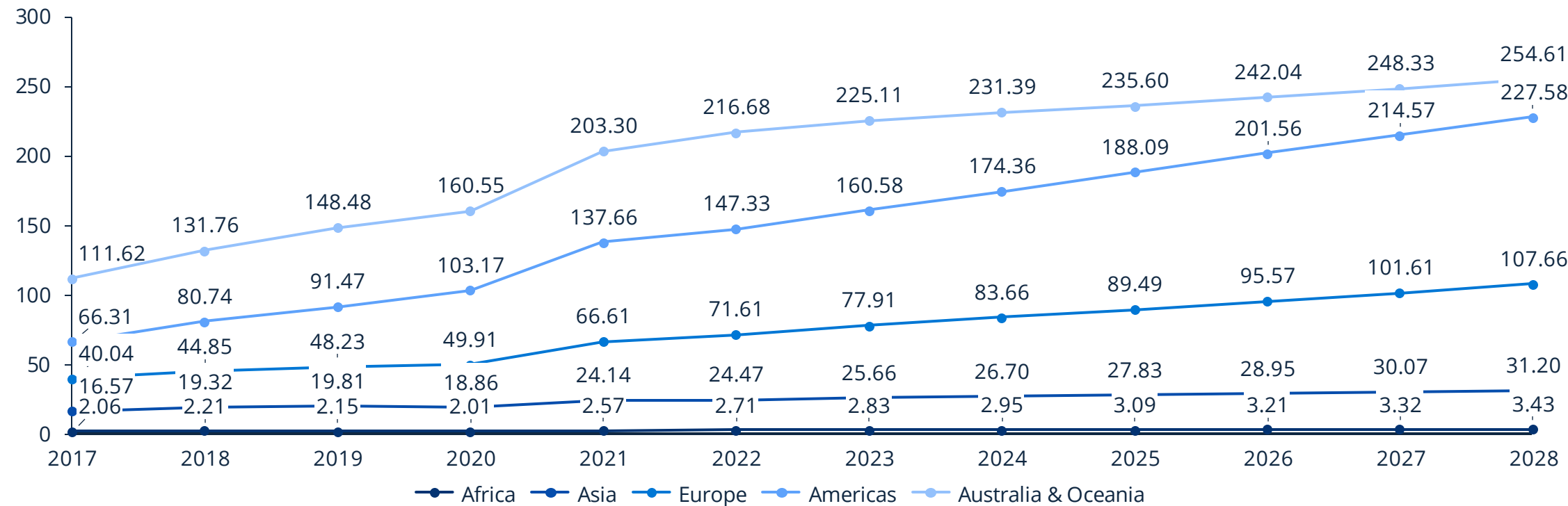
Search Advertising market: Average ad spending per internet user forecast in US\$



Australia & Oceania has the biggest market in Search Advertising average ad spending per internet user in 2028

Market Size: Regional Comparison (1/2)

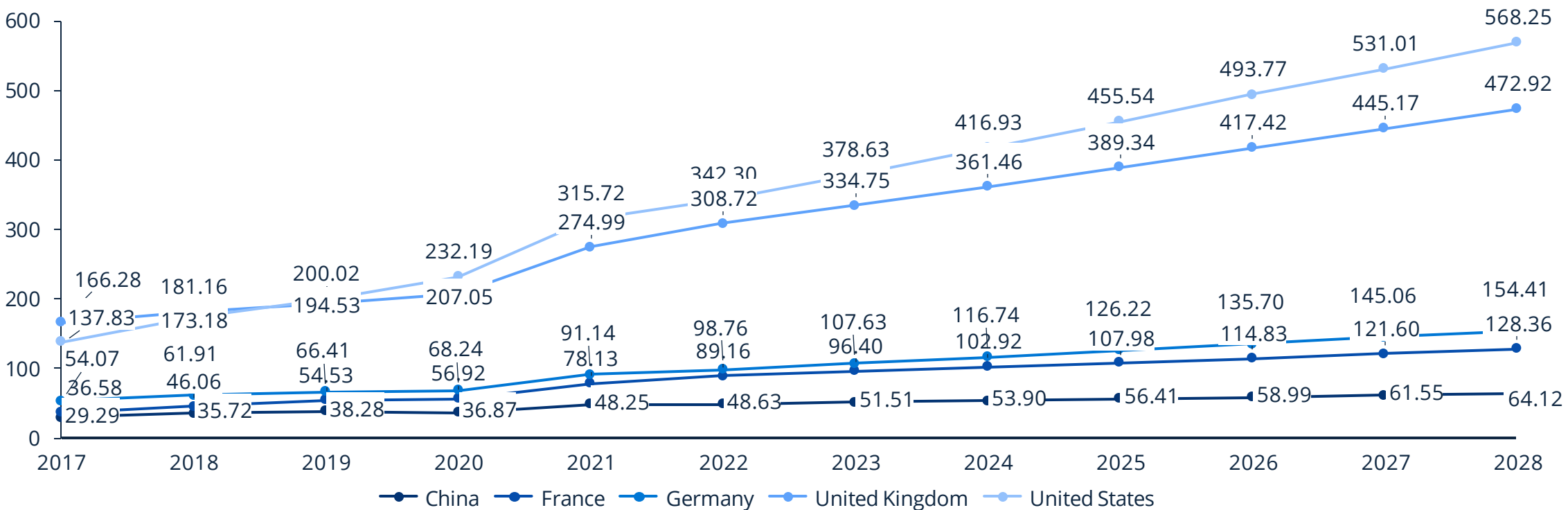
Search Advertising market: Average ad spending per internet user forecast in US\$



With average ad spending per internet user of US\$378.6, the United States is the biggest market among selected countries in 2023

Market Size: Regional Comparison (2/2)

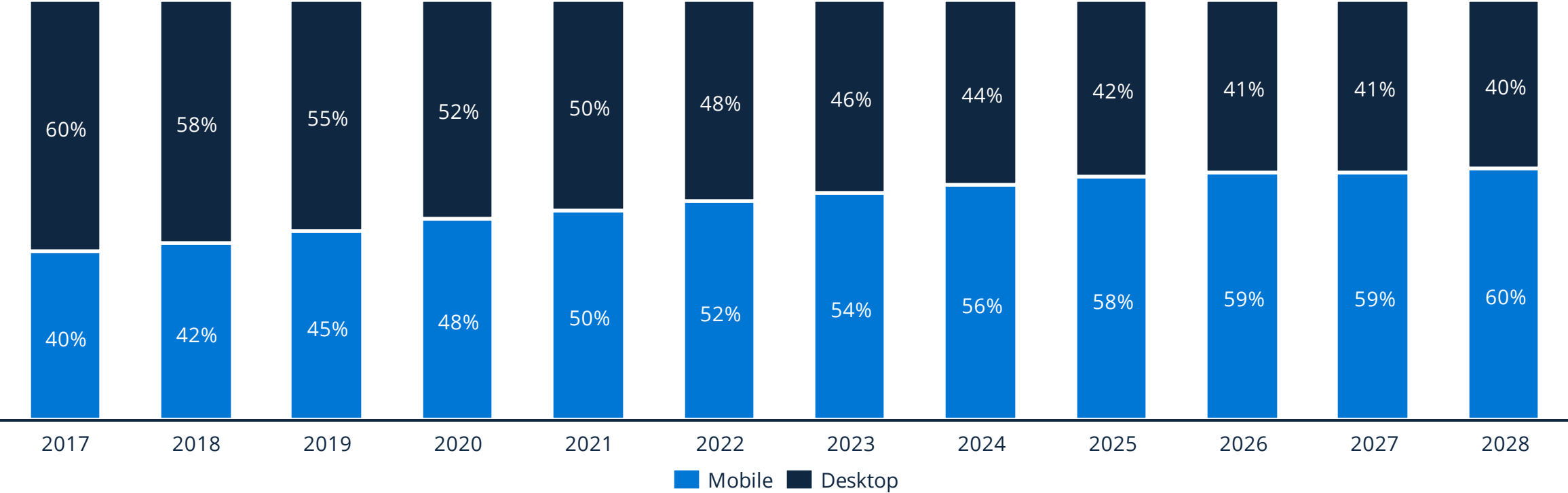
Search Advertising market: Average ad spending per internet user forecast in US\$



In the Search Advertising market, mobile ad spending's share reached 71% in 2023

Distribution by Device: Global

Search Advertising market: Share by device

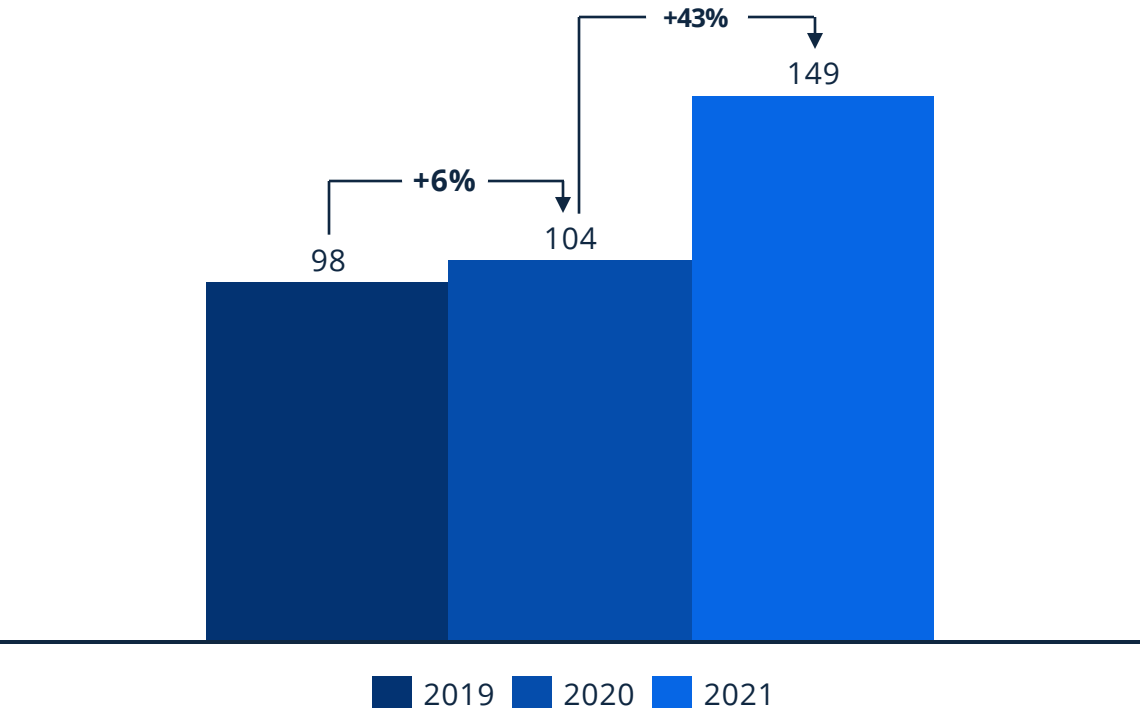


Google Search & other revenue grew 43% in 2021, and have the largest share of Google advertising revenue

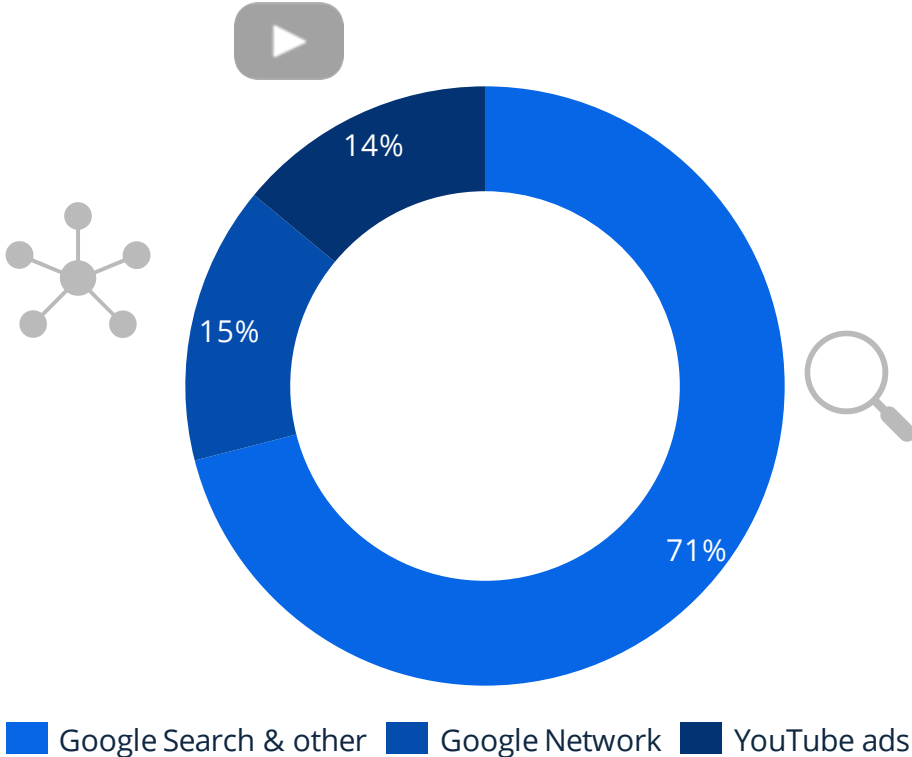


Company profile: Google (1/2)

Google Search & other revenue in billion US\$



Google advertising revenue segment distribution in 2021

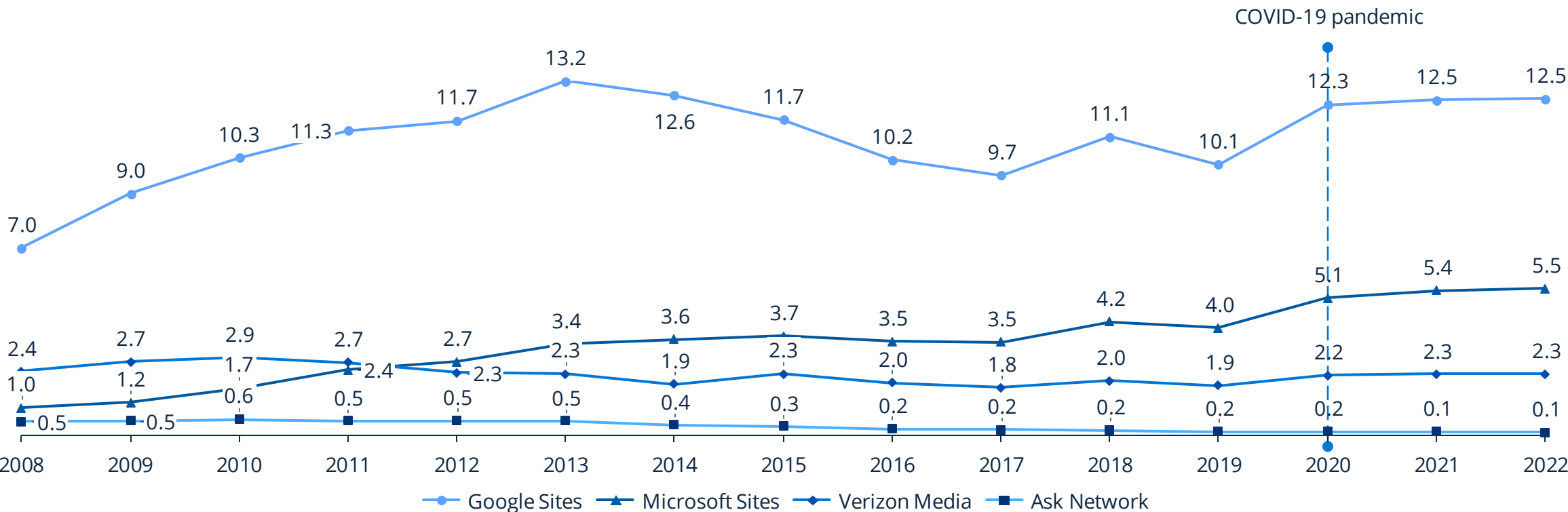


Google has reached more than 12 billion search queries in the U.S. since the COVID-19 pandemic

Company profile: Google (2/2)

Google

Number of search queries⁽¹⁾ in the U.S. in billion

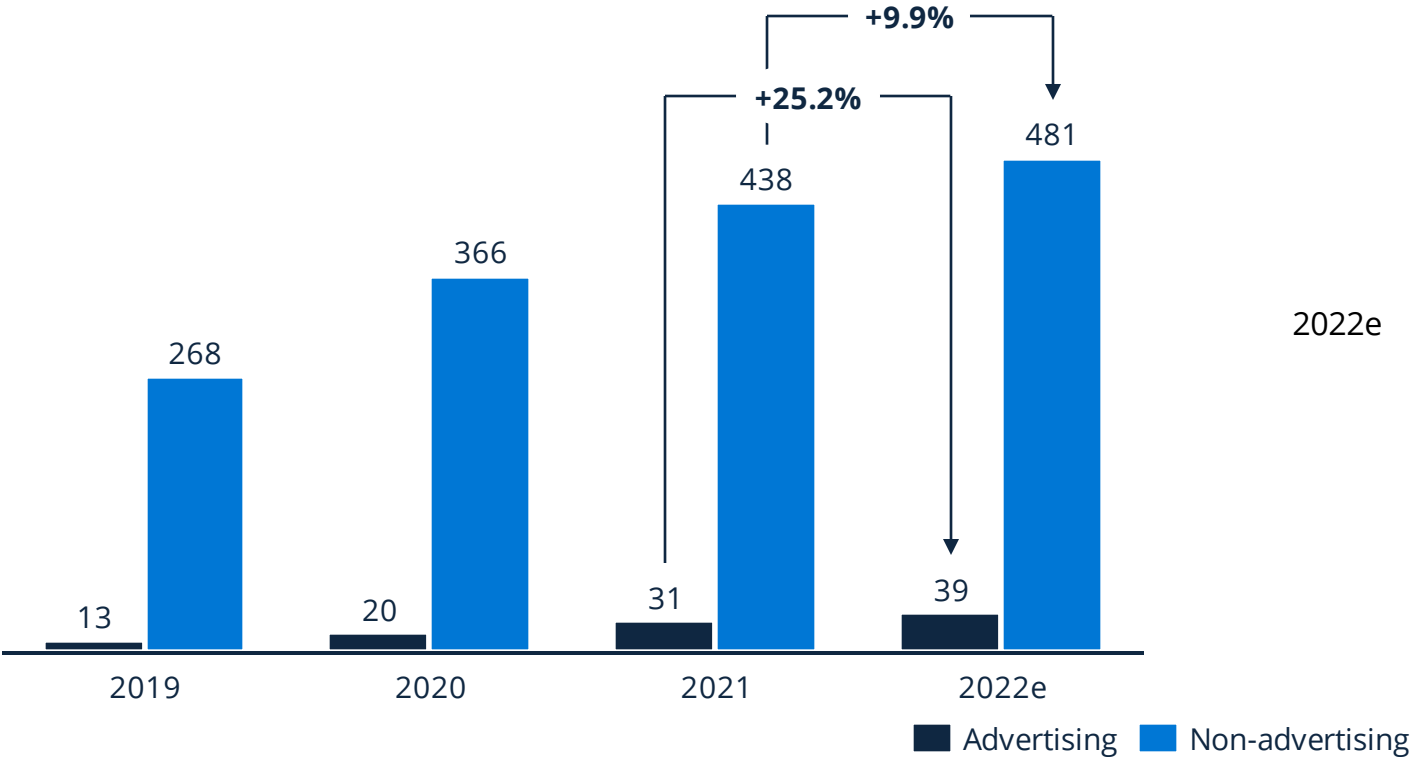


Advertising is Amazon's fastest-growing revenue source and is expected to grow 25% from the previous year with over 10% of the total revenue

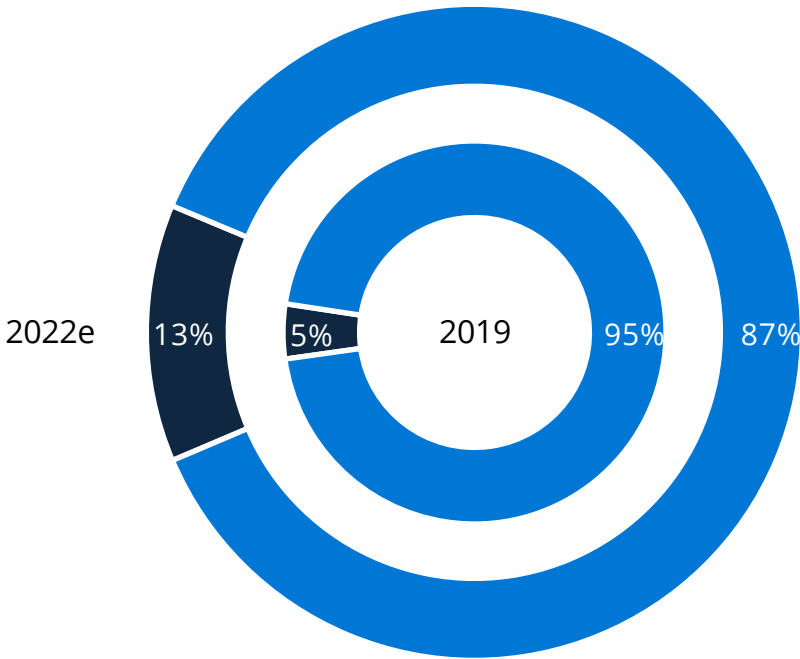
Company profile: Amazon



Amazon's advertising and non-advertising revenue in billion US\$



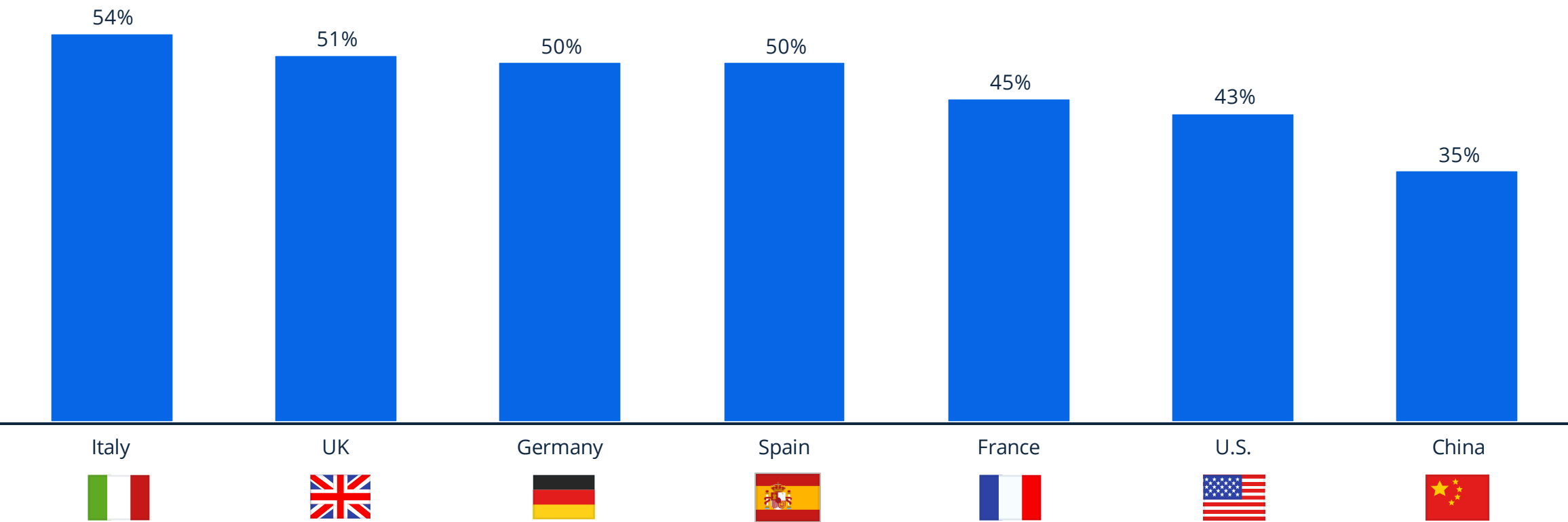
Amazon's revenue distribution



In a country comparison, search engines as sources of inspiration are most popular in Italy

Deep dive: Search engines as sources of inspiration

Usage of search engines as sources of inspiration for new products in 2022



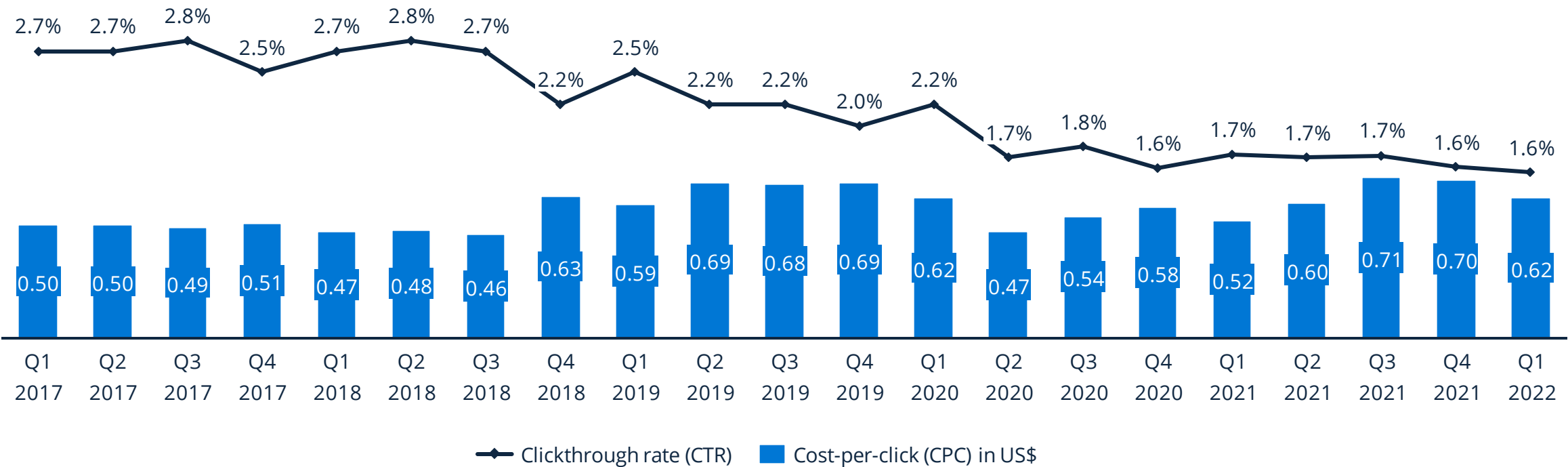
147 Notes: "How do you usually find out about new interesting products?"; Multi Pick; U.S.: n=50,3985; China: n=24,172; Germany: n=30,146; France: n=12,196; UK: n=18,200; Italy: n=12,187; Spain: n=12,207

Sources: [Statista Consumer Insights](#), as of November 2023

Search advertising is becoming more expensive; CPC⁽¹⁾ is gradually increasing while CTR⁽²⁾ is declining

Deep dive: Search advertising conversion rate

Search advertising clickthrough rate (CTR) & cost per click (CPC) worldwide



INDUSTRIES & MARKETS

Video Advertising: market data & analysis

Market Insights report

Market Insights
by statista 



CHAPTER 1

Overview



The growth of Digital Video Advertising is driven by the improvement of internet infrastructure and the increased consumption of online video content

Overview: Summary

Summary

Digital video advertising has changed over time: It started with video ads on computer screens, then moved on to YouTube, mobile screens, social media platforms, connected devices, and video-on-demand. Digital video advertising has become more popular over time as people watch more online video content, moving away from TV and toward smart connected devices. As expected, OTT (over-the-top) advertising is used by marketers for storytelling. OTT content, which can be delivered on demand and directly to users' smart TVs, computers, or smartphones that are connected to the internet, is ushering in a new era of video advertising.

The main cause for the increase in digital video ads is the improvement of the internet infrastructure and the affordability of smart devices that can connect to the internet, such as smart TVs, computers, and smartphones. In the past ten years, the internet infrastructure has changed significantly and is now more accessible, faster, and more affordable. Digital video advertising has experienced

substantial growth because connected devices have become cheaper over time, allowing more people to purchase them and use them daily.

Even though digital video advertising was already growing before the COVID-19 pandemic, it experienced a rapid increase since the pandemic started, because people have been spending significantly more time on consuming digital video content. TikTok's increasing popularity during the pandemic, the noticeable prevalence of the short video format, and the increase in ad-supported video-on-demand are the main reasons why people spend more time on digital video content. Digital video advertising will continue to gain importance significantly because consumers watch more digital video content.

Video Advertising is an important part of the digital advertising market, which covers ads in online videos, apps, social media, or streaming contents

Overview: Market Definition

Market definition

Video Advertising includes all ad formats within webpage-based videos, app-based video players, social media, or streaming apps on computer screens, smartphones, tablets, and other internet-connected devices. Videos that seamlessly match the form and function of the environment (e.g., news websites, video platforms) in which they appear (so-called native advertising) are also included in Video Advertising.

Video Advertising comprises advertising spending, connected-TV advertising spending, users, average revenue per user, and user demographic. The market only displays B2B spending. Figures are based on Video Advertising spending and exclude agency commissions, rebates, production costs, and taxes. Key players in Video Advertising include Comcast Corp., The Walt Disney Company, YouTube, TikTok, and Facebook. For more information on the data displayed, use the info button right next to the boxes.

Video Advertising accounted for 25.98% of the Digital Advertising market revenue in 2023

Overview: Key Takeaways and in scope / out of scope

Key Takeaways

Ad spending in the Video Advertising market is projected to reach US\$176.6bn in 2023.

Ad spending is expected to show an annual growth rate (CAGR 2023-2028) of 6.49%, resulting in a projected market volume of US\$241.9bn by 2028.

With a projected market volume of US\$76,970m in 2023, most revenue will be generated in the United States.

Connected TV ad spending in the Video Advertising market is projected to reach US\$29.8bn in 2023.

Connected TV is expected to show an annual growth rate (CAGR 2023-2028) of 11.50%, resulting in a projected market volume of US\$51.4bn by 2028.

Ad spending on short-form videos in the Video Advertising market is projected to reach US\$88.1bn in 2023.

+ In scope

This market includes:

- All ad formats within webpage-based videos, app-based video players, social media networks, or social media apps
- Pre-roll, mid-roll, and post-roll video ads
- Text- or image-based overlays that appear in video players
- Native advertising
- Connected TV advertising
- Ad spending on short-form videos

- Out of scope

This market excludes:

- Traditional TV advertising video formats broadcasted over traditional transmission channels (e.g., DTT, cable, satellite)
- Addressable TV ads, targeted advertising to individual households via set-top boxes; including cable and satellite using addressable technologies such as Dynamic Ad Insertion (DAI)

CHAPTER 2

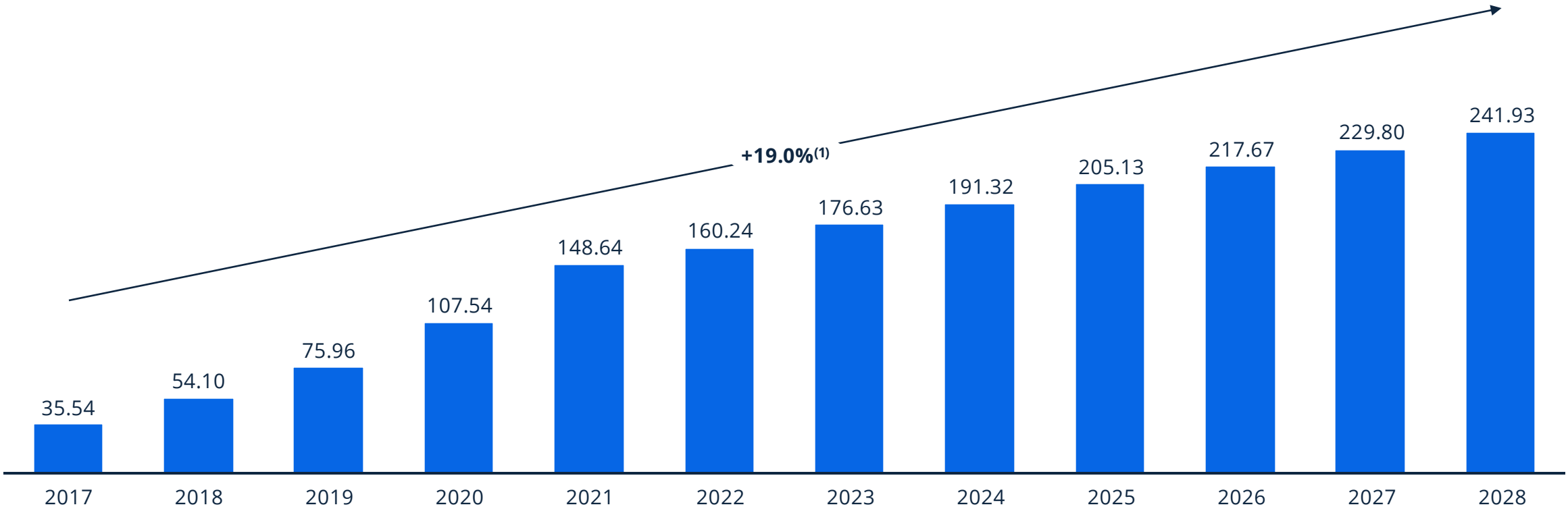
Market Numbers



Video Advertising ad spending is estimated to increase at a CAGR⁽¹⁾ of 19.0% from 2017 to 2028

Market Size: Global

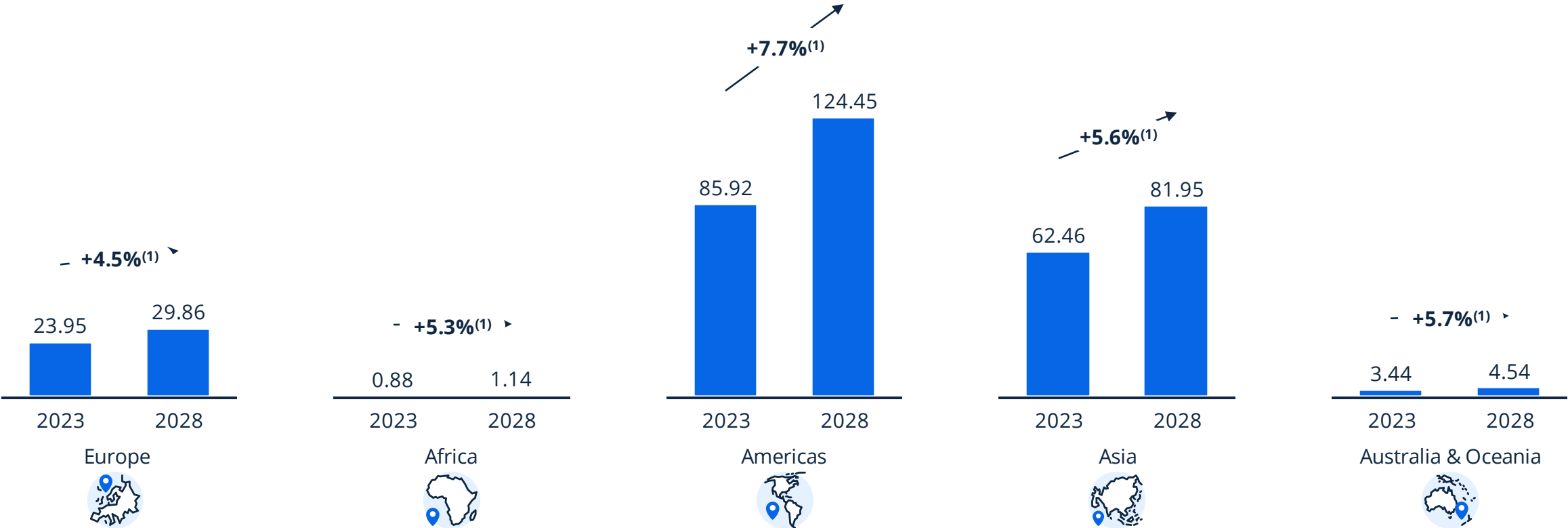
Digital Video Advertising market: Advertising spending forecast in billion US\$



With ad spending of US\$85.9 billion, the Americas is the biggest market among selected regions in 2023

Market Size: Regional Comparison (1/2)

Digital Video Advertising market: Advertising spending forecast in billion US\$



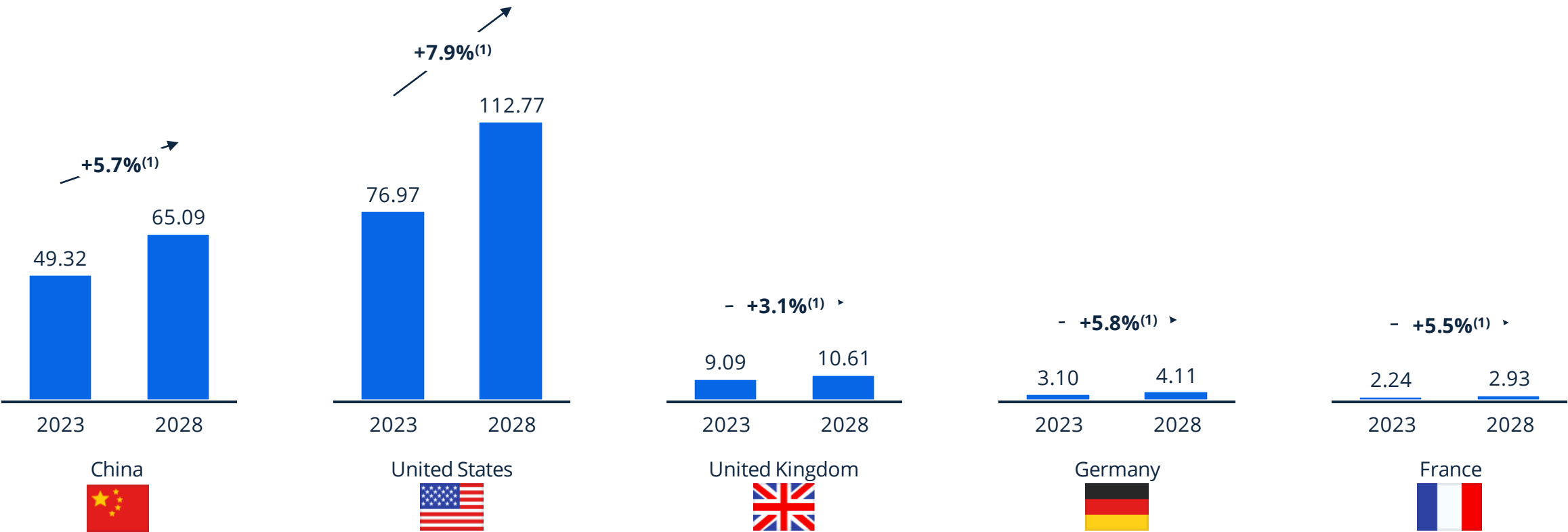
156 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

With ad spending of US\$77.0 billion, the United States is the biggest market among selected countries in 2023

Market Size: Regional Comparison (2/2)

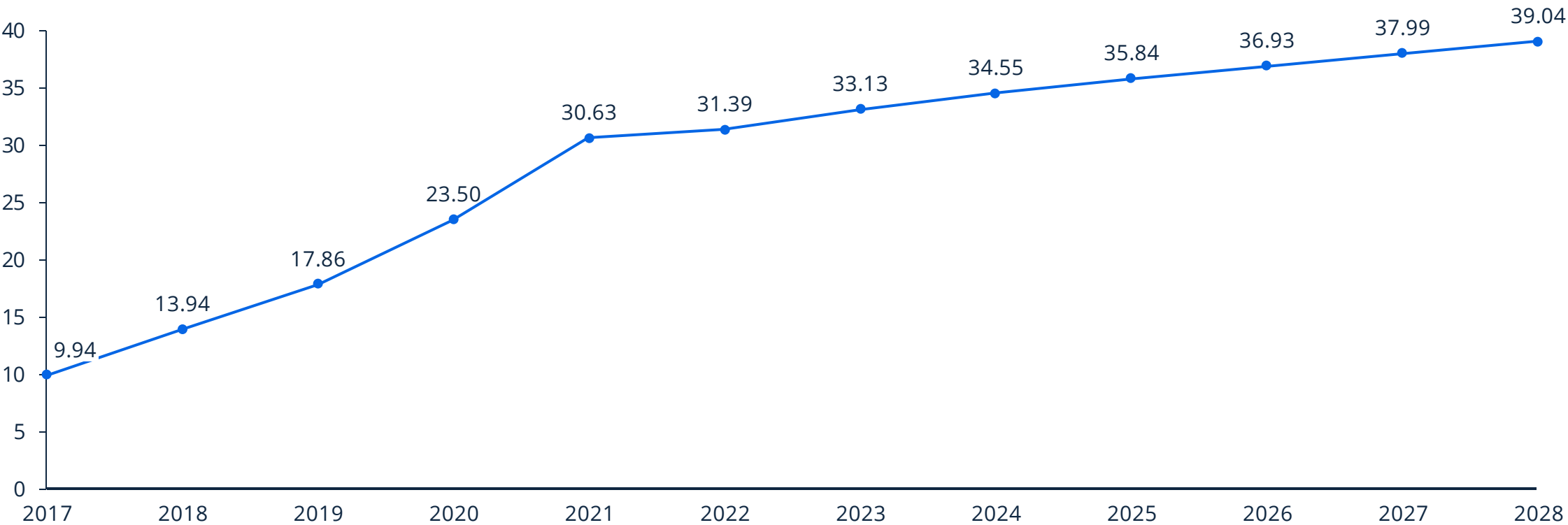
Digital Video Advertising market: Advertising spending forecast in billion US\$



Video Advertising average ad spending per internet user is estimated to increase from 2017 to 2028

Market Size: Global

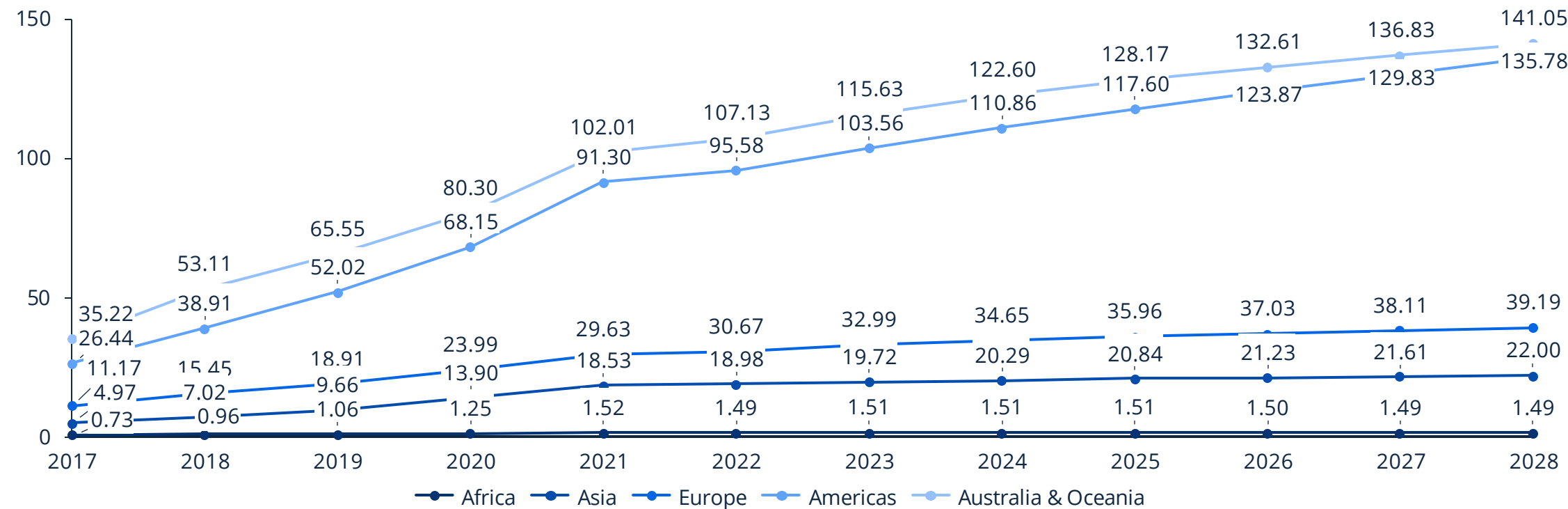
Digital Video Advertising market: Average ad spending per internet user forecast in US\$



Australia & Oceania has the biggest market in Video Advertising average ad spending per internet user in 2028

Market Size: Regional Comparison (1/2)

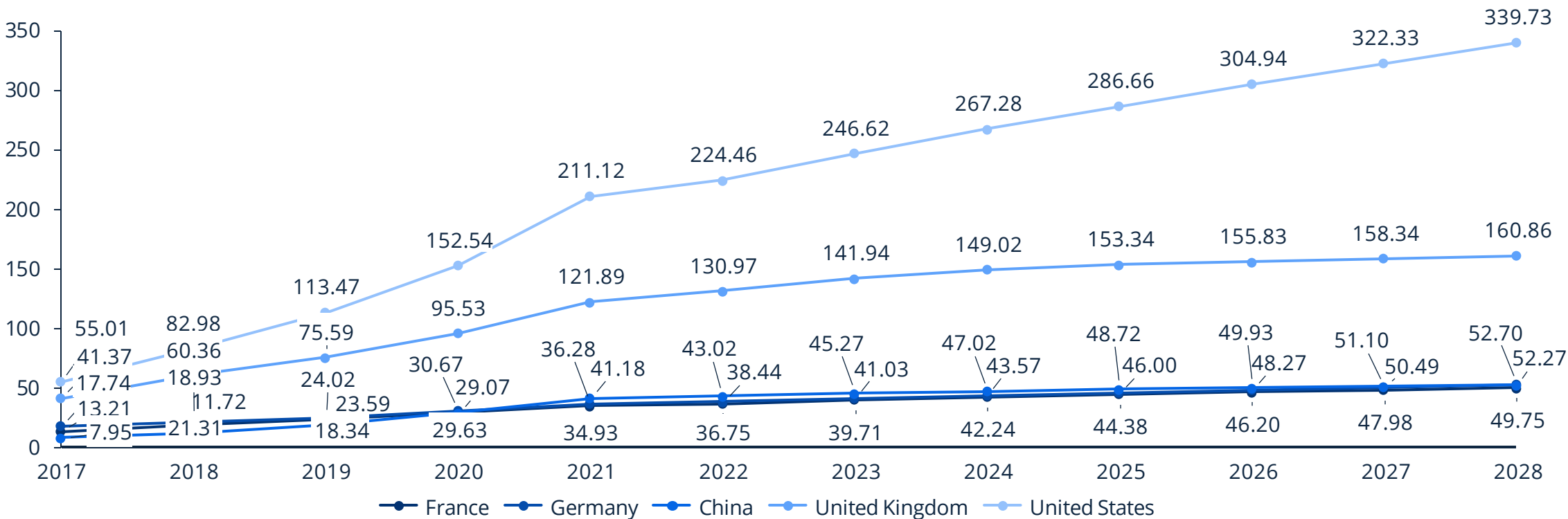
Digital Video Advertising market: Average ad spending per internet user forecast in US\$



With average ad spending per internet user of US\$246.6, the United States is the biggest market among selected countries in 2023

Market Size: Regional Comparison (2/2)

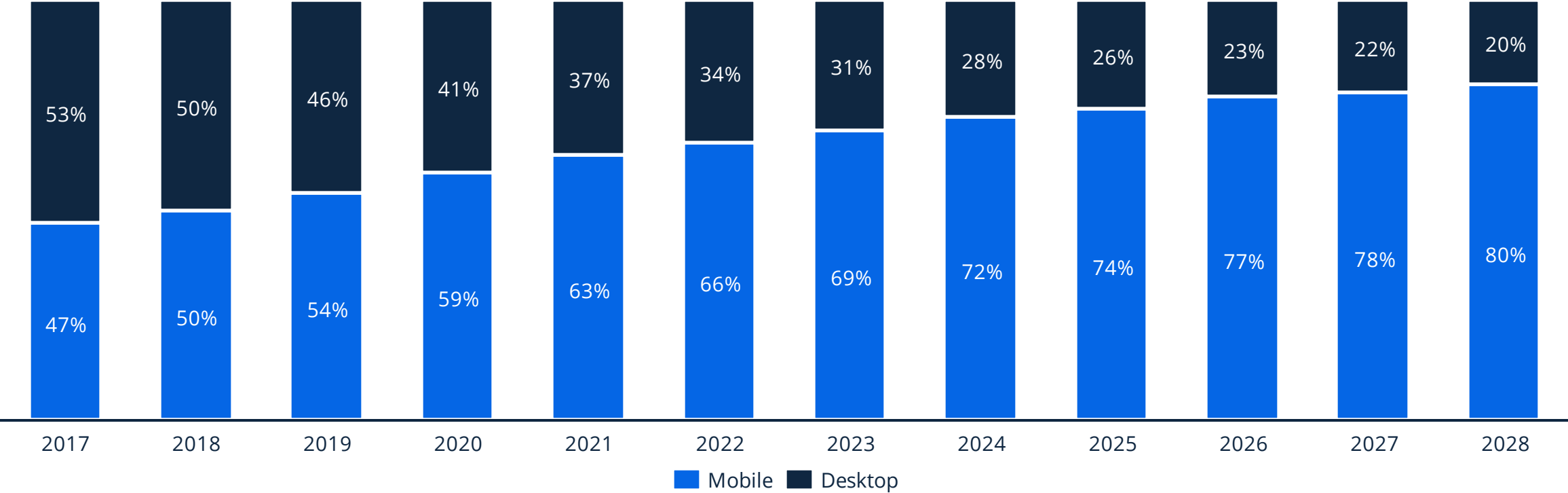
Digital Video Advertising market: Average ad spending per internet user forecast in US\$



In the Digital Video Advertising market, mobile ad spending's share reached 69% in 2023

Distribution by Device: Global

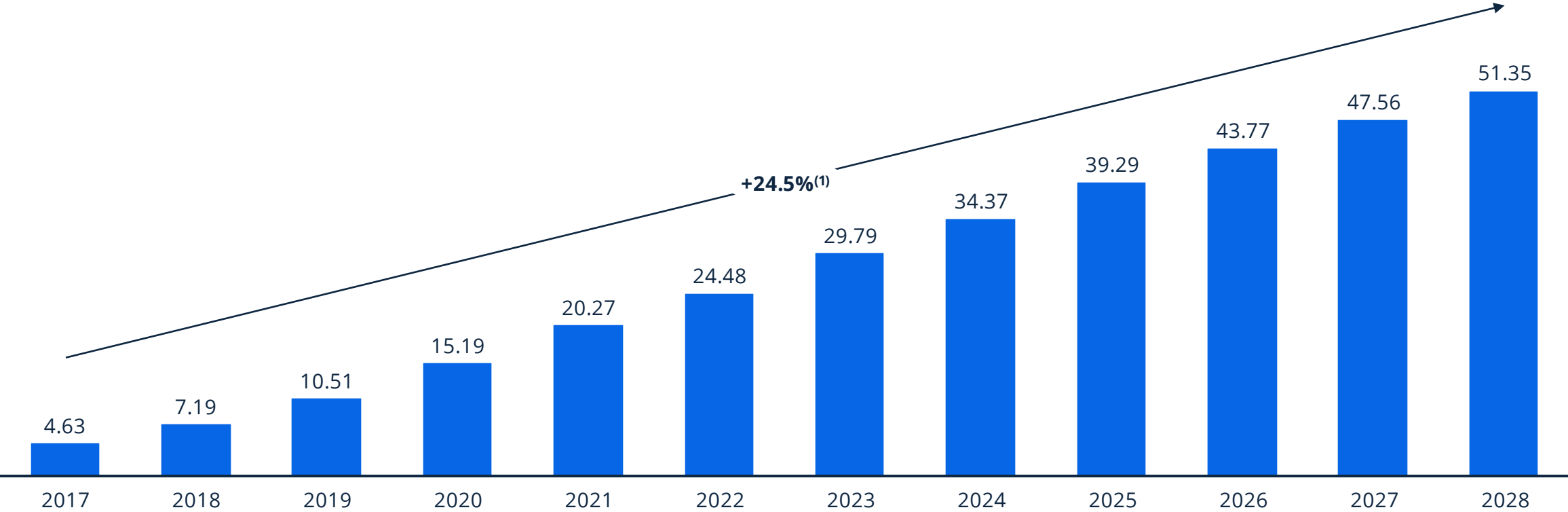
Digital Video Advertising market: Share by device



Connected TV advertising shows average growth rates of around 24.5% per year

Market Size: Global

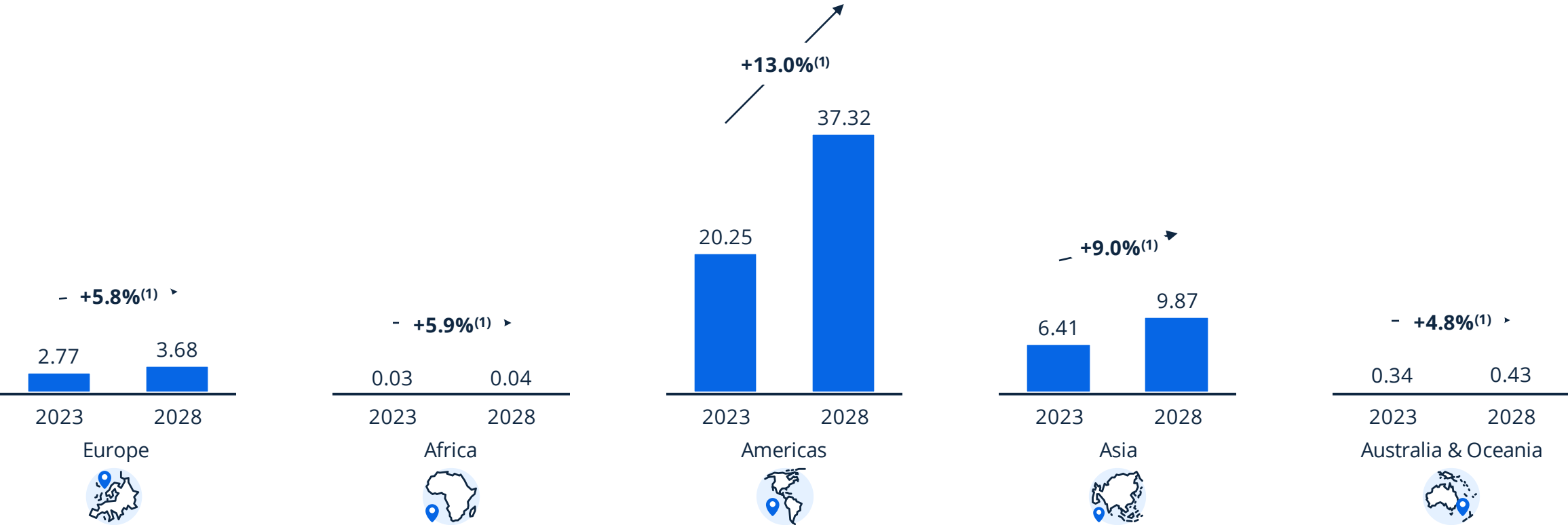
Connected TV Advertising market: Advertising spending forecast in billion US\$



With Connected TV ad spending of US\$20.2 billion, the Americas is the biggest market among selected regions in 2023

Market Size: Regional Comparison (1/2)

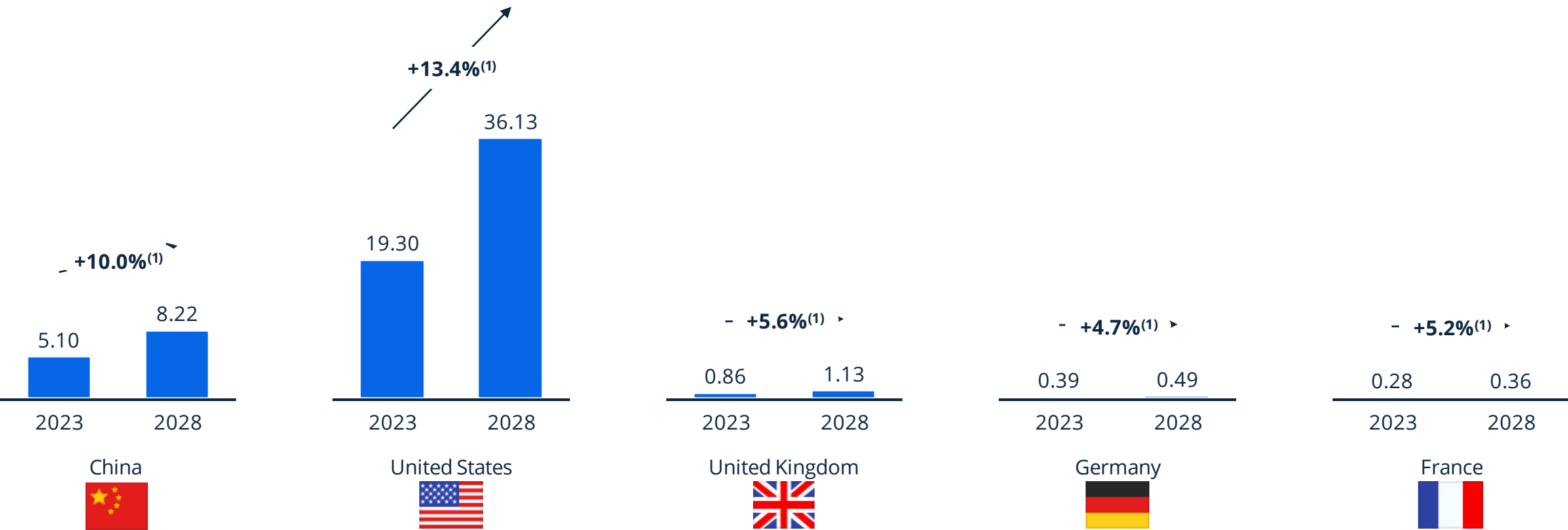
Connected TV Advertising market: Advertising spending forecast in billion US\$



With Connected TV ad spending of US\$19.3 billion, the United States is the biggest market among selected countries in 2023

Market Size: Regional Comparison (2/2)

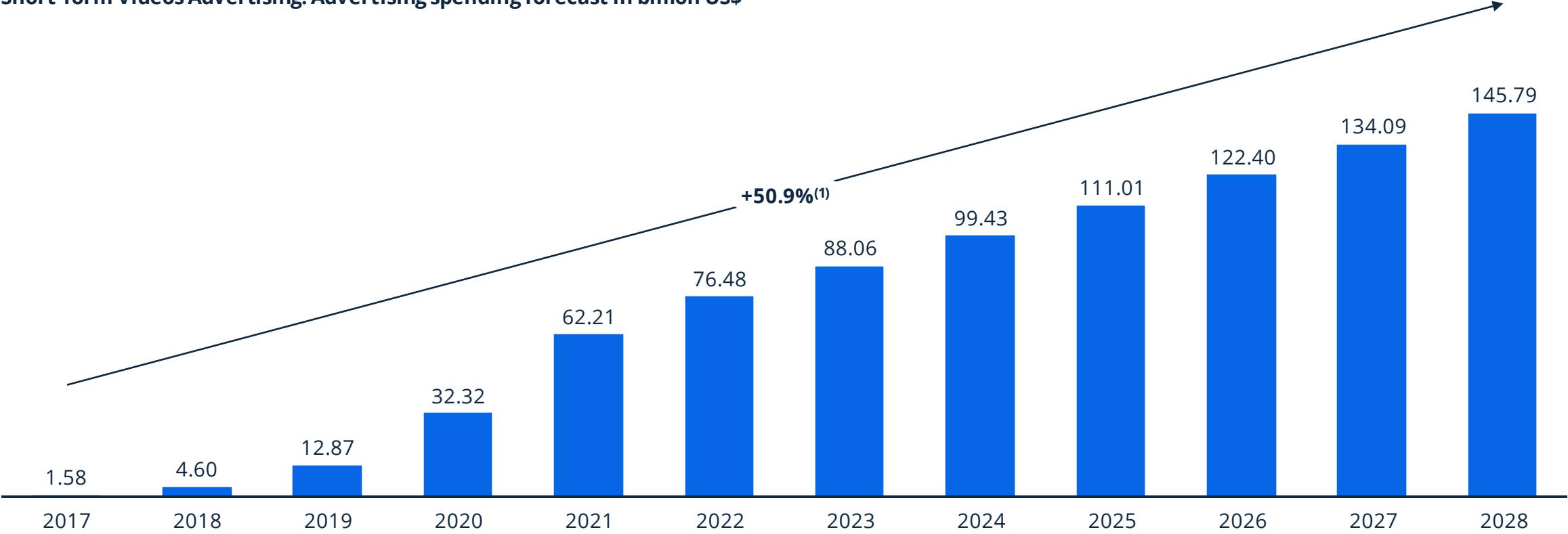
Connected TV Advertising market: Advertising spending forecast in billion US\$



Video Advertising ad spending on short-form videos is estimated to increase at a CAGR⁽¹⁾ of 50.9% from 2017 to 2028

Market Size: Global

Short-form Videos Advertising: Advertising spending forecast in billion US\$



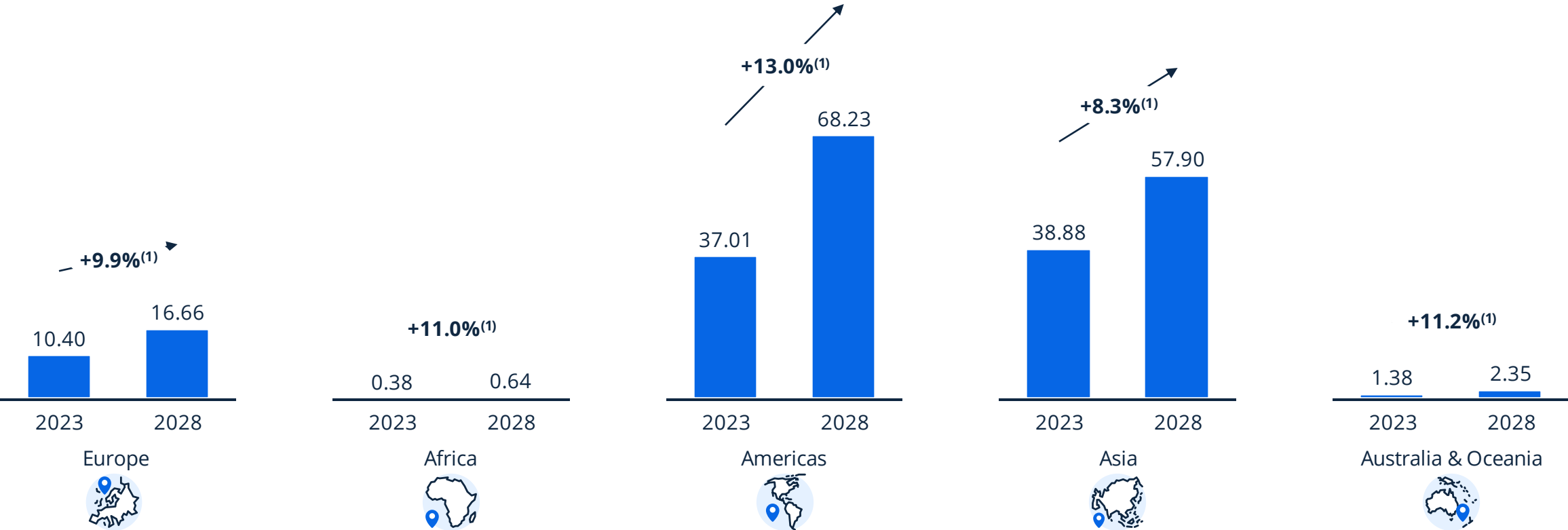
165 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

With ad spending on short-form videos of US\$38.9 billion, Asia is the biggest market among selected regions in 2023

Market Size: Regional Comparison (1/2)

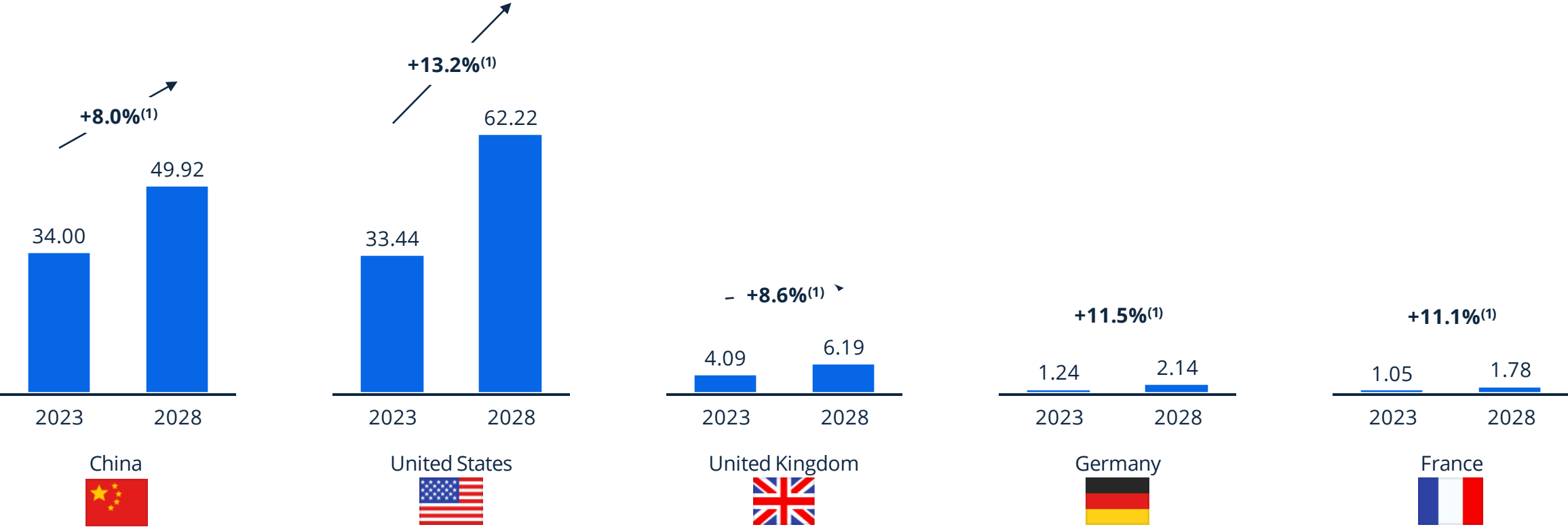
Short-form Videos Advertising: Advertising spending forecast in billion US\$



With ad spending on short-form videos of US\$34.0 billion, China is the biggest market among selected countries in 2023

Market Size: Regional Comparison (2/2)

Short-form Videos Advertising: Advertising spending forecast in billion US\$

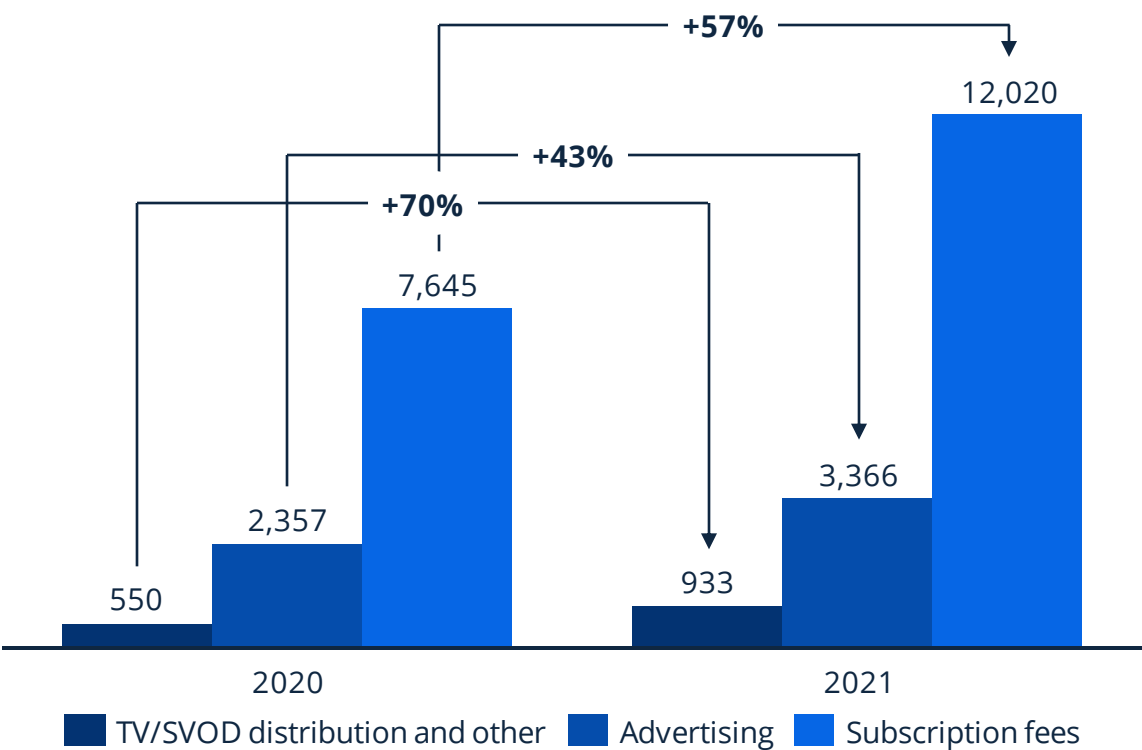


The Walt Disney Company will add more ad-supported streaming services by launching an ad-supported version of Disney+ by the end of 2022

Company profile: The Walt Disney Company



Direct-to-consumer revenue by source, in million US\$



Overview of direct-to-consumer

The Walt Disney Company's direct-to-consumer businesses consist of subscription services that provide video streaming of general entertainment, family and sports programs, and digital content distribution services.

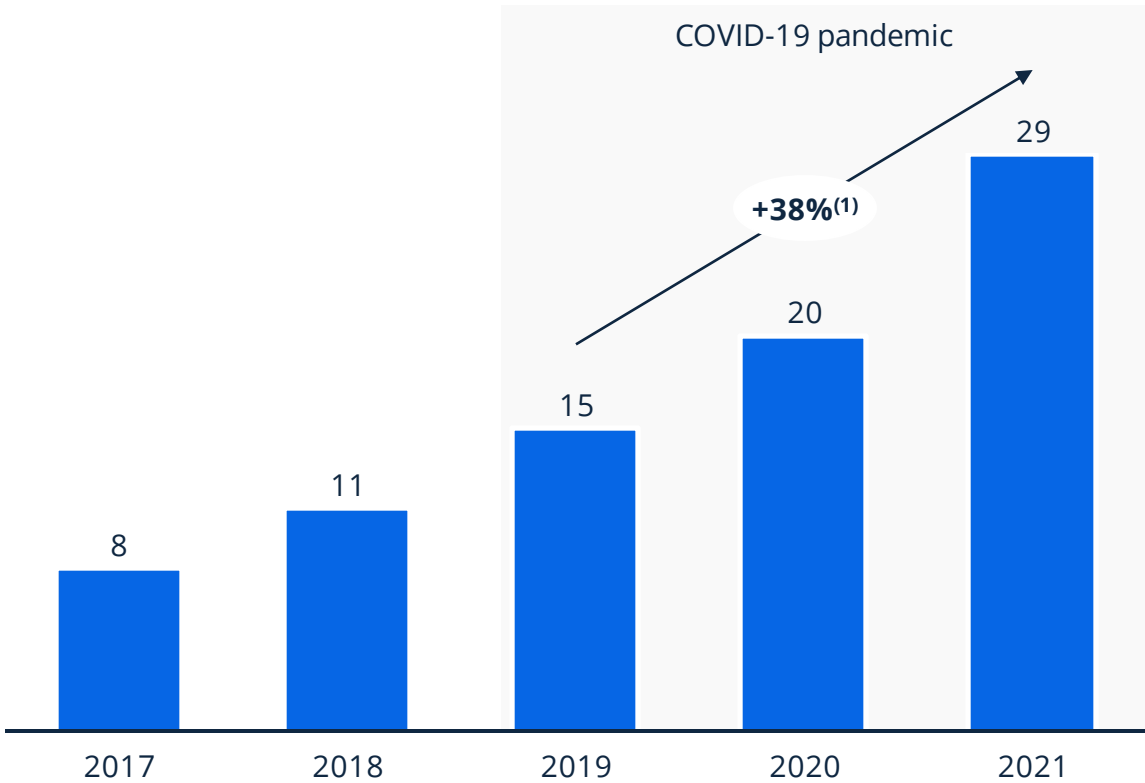
Streaming service with advertising sales	Streaming service without advertising sales
<div><div>hulu</div><div>Disney+ hotstar</div><div>ESPN+</div><div>Disney+</div><div>*Disney+ will offer ad-supported streaming in late 2022</div></div>	<div>STAR+</div>

YouTube ad revenue increased by 38% during the COVID-19 pandemic and had the highest number of hours watched among video and streaming apps

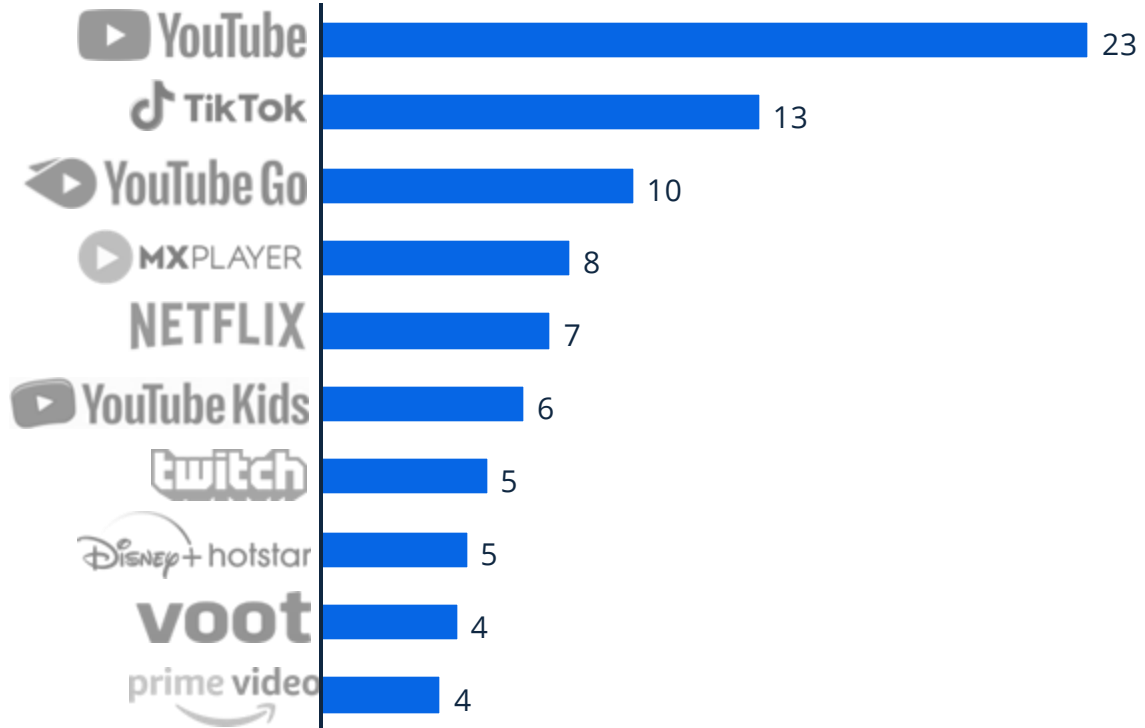
Company profile: YouTube



Global advertising revenues of YouTube, in million US\$



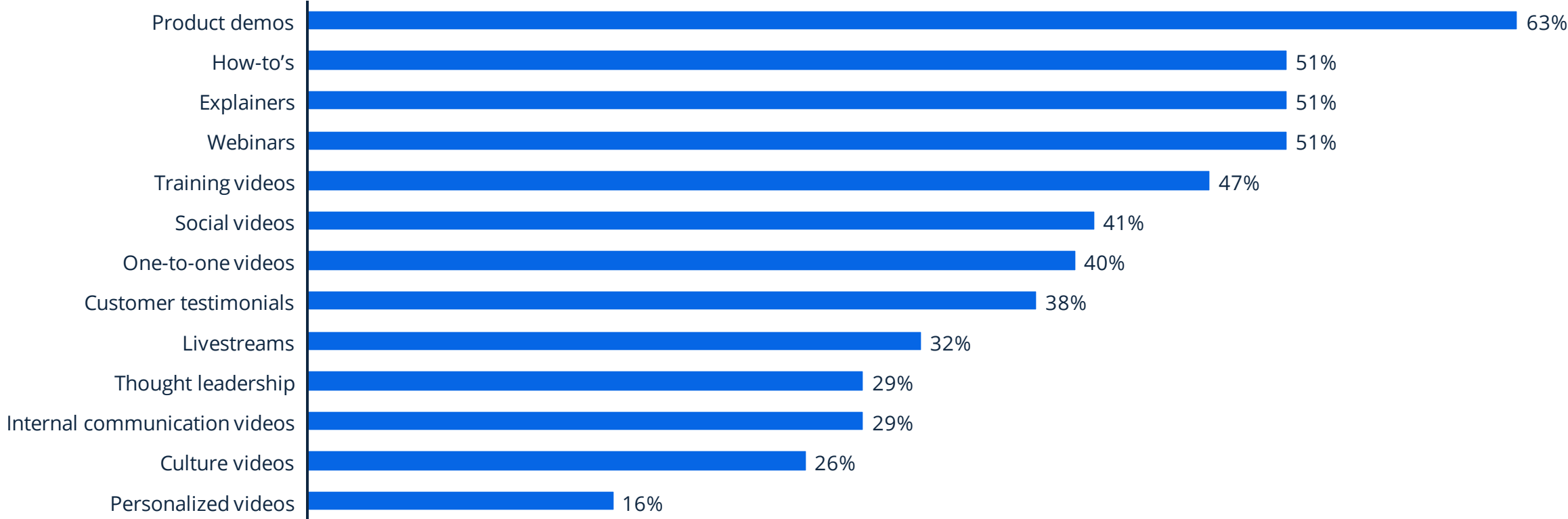
Global video apps on Android in January 2021, by monthly hours watched



Product demos are the most popular video type used by marketers in 2020

Deep dive: Types of B2B videos used worldwide

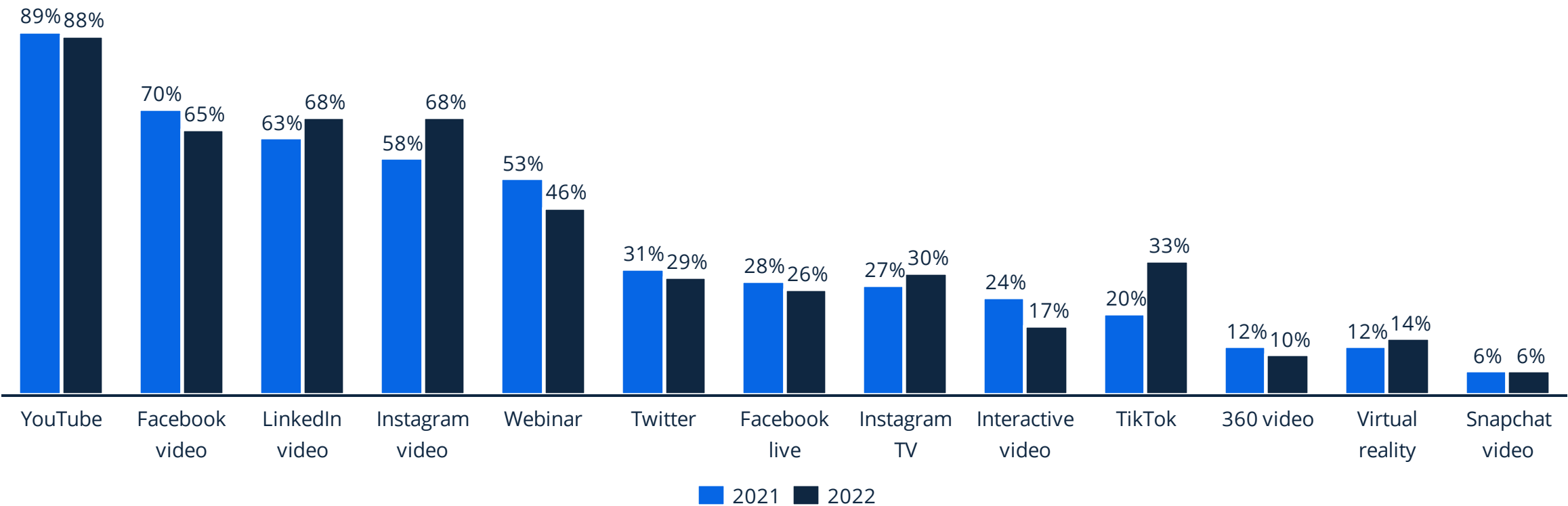
Leading types of B2B videos used worldwide in 2020



While YouTube is the most popular video platform for marketing purposes, TikTok has gained the most attention from marketers in the past year

Deep dive: Video platforms used by marketers

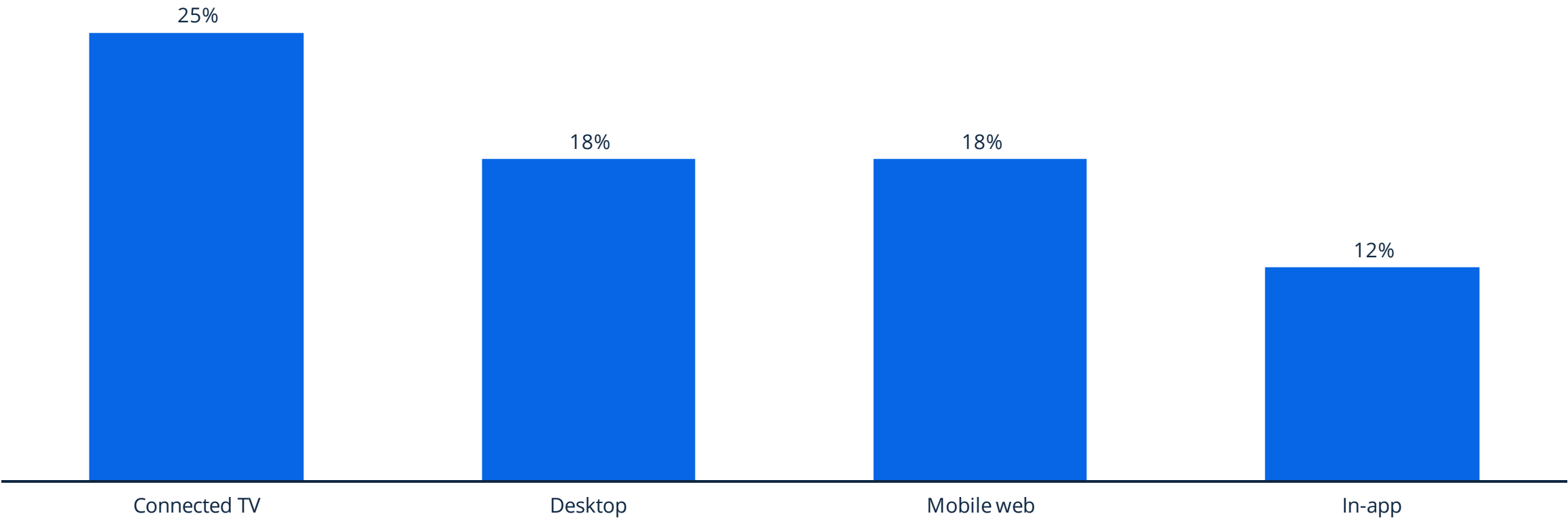
Video platforms used for marketing purposes worldwide



Connected TV has an opportunity to be the fastest-growing platform for video advertising

Deep dive: Global video advertising budgets

Change in global digital video advertising budgets in 2020, by platform



INDUSTRIES & MARKETS

Social Media Advertising: market data & analysis

Market Insights report

Market Insights
by statista 



CHAPTER 1

Overview



Social Media Advertising has grown rapidly due to the development of internet infrastructure and adoption of smart devices

Overview: Summary

Summary

The global number of social media users reached 4.2 billion in 2021 and is projected to increase to 5.8 billion users by 2027. Social media has increasingly impacted our daily lives since its emergence in 2005. Unsurprisingly, marketers now use social media as their main method of advertising. They spend a significant amount of money to reach consumers on social media and are constantly thinking of new, creative methods to improve their social media advertising strategies.

The development of the internet infrastructure and the accessibility of smartphones are the main forces behind the expansion of social media advertising. Over the past ten years, the internet infrastructure has undergone a significant transformation. It is now quicker, less expensive, and more accessible. While smartphones have gotten cheaper over time, phones were a luxury item for professionals less than 20 years ago. Nowadays, people use their smartphones daily, which has led to a substantial rise in social media usage.

Social media advertising had been expanding since before the COVID-19 pandemic. However, the pandemic has increased the usage of social media, especially for video content, which has caused exponential growth in social media advertising. People are spending increasingly more time on social media, mainly due to TikTok's boom during the pandemic and the significant increase in Instagram's video content. Thanks to this increased content consumption, social media advertising has grown significantly.

Social Media Advertising is the market for paid ads on social media platforms to promote brands, products, and services to target audiences

Overview: Market Definition

Market definition

Social Media Advertising is a form of online digital marketing in which paid banner and video ad campaigns are run on social media platforms to reach the target audiences. Marketers can promote brands, products, and services and increase purchase intention.

Social Media Advertising comprises advertising spending, users, average revenue per user, and key players. The market only displays B2B spending. Figures are based on advertising spending and exclude agency commissions, rebates, production costs, and taxes. Key players in Social Media Advertising include Facebook, Instagram, Twitter, TikTok, LinkedIn, Weibo, Naver, and Kakao. For more information on the data displayed, use the info button right next to the boxes.

Social Media Advertising accounted for 30% of the Digital Advertising market revenue in 2023

Overview: Key Takeaways and in scope / out of scope

Key Takeaways

Ad spending in the Social Media Advertising market is projected to reach US\$207.1bn in 2023.

Ad spending is expected to show an annual growth rate (CAGR 2023-2028) of 4.31%, resulting in a projected market volume of US\$255.8bn by 2028.

In global comparison, most ad spending will be generated in the United States (US\$72,330m in 2023).

In the Social Media Advertising market, US\$255.8bn of total ad spending will be generated through mobile in 2028.

In the Social Media Advertising market, the number of users is expected to amount to 6,054.0m users by 2028.

In scope

This market includes:

- All ad spending generated by social networks
- Sponsored posts

Out of scope

This market excludes:

- Ads within online games playable on social networks
- Revenue generated from membership subscriptions or premium fees

CHAPTER 2

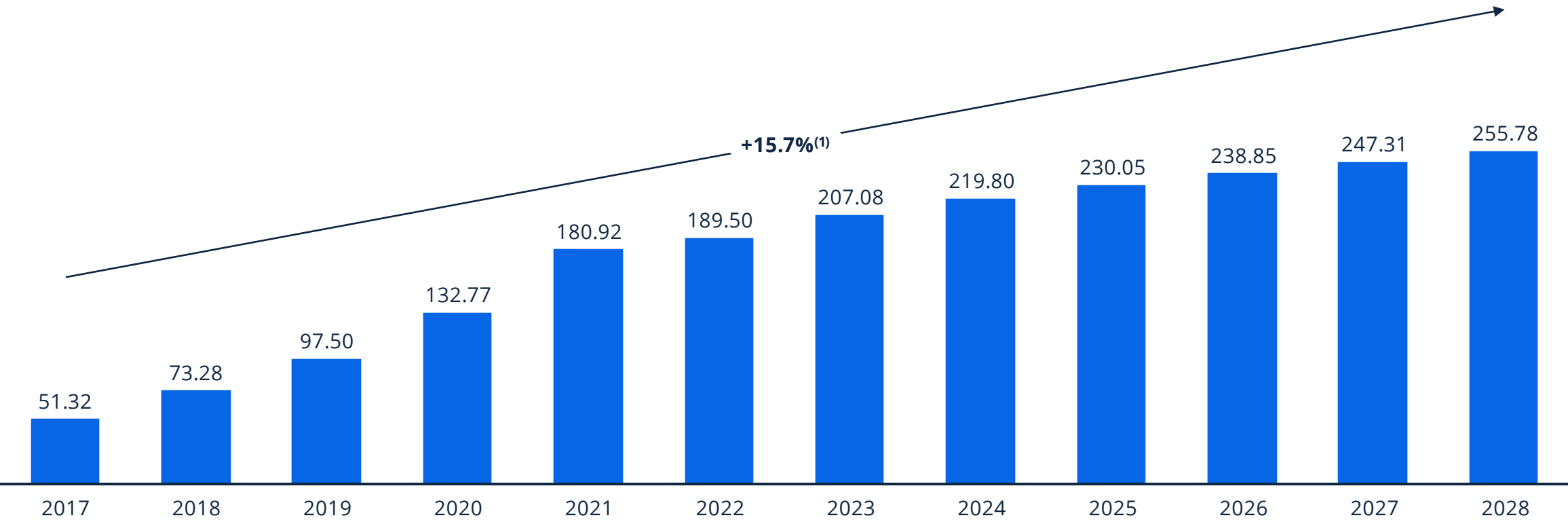
Market Numbers



Social Media Advertising ad spending are estimated to increase at a CAGR⁽¹⁾ of 15.7% from 2017 to 2028

Market Size: Global

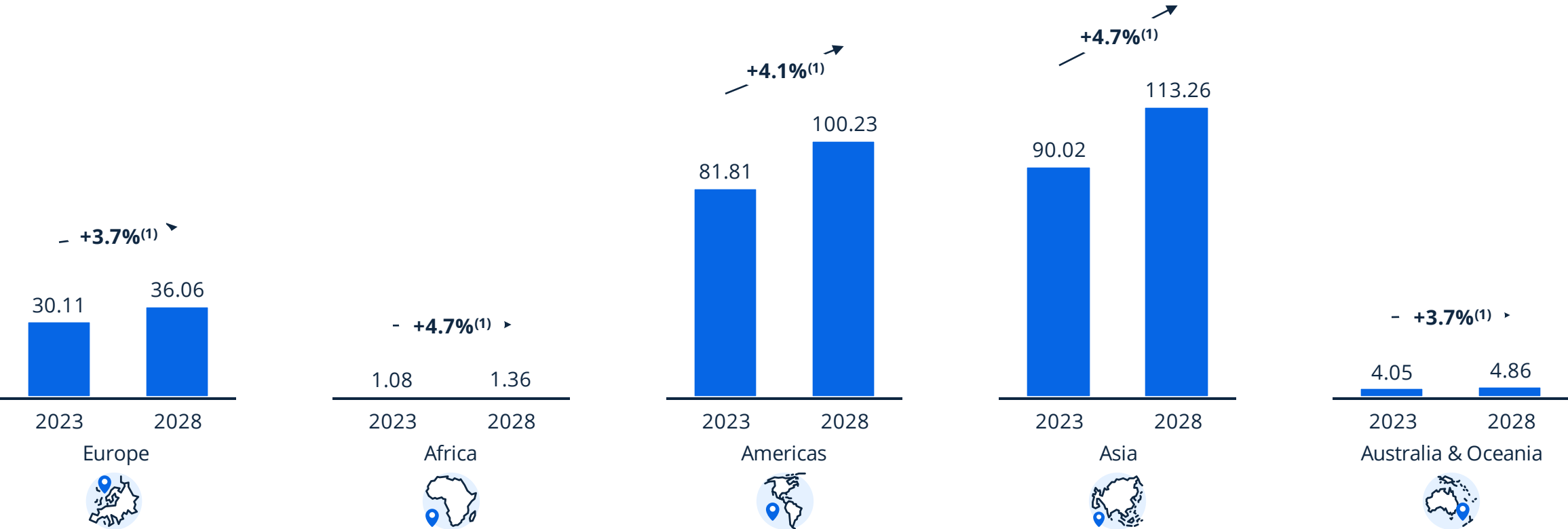
Social Media Advertising market: Advertising spending forecast in billion US\$



With ad spending of US\$90.0 billion, Asia is the biggest market among selected regions in 2023

Market Size: Regional Comparison (1/2)

Social Media Advertising market: Advertising spending forecast in billion US\$



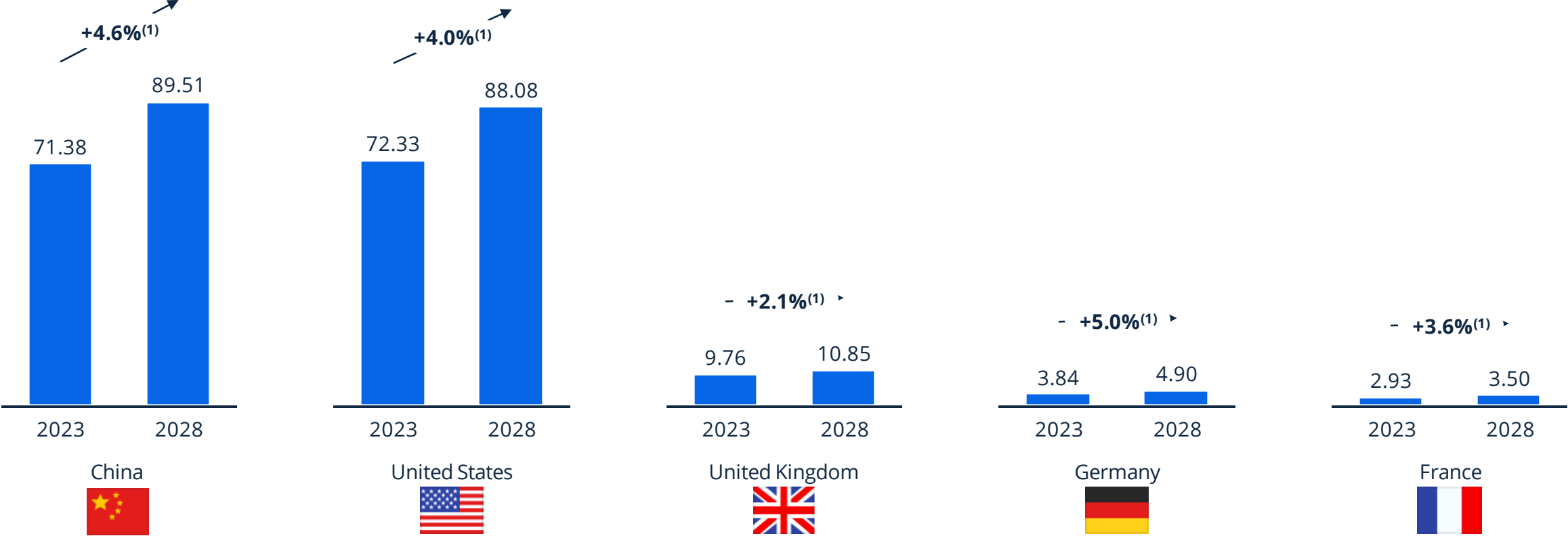
180 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

With ad spending of US\$72.3 billion, the United States is the biggest market among selected countries in 2023

Market Size: Regional Comparison (2/2)

Social Media Advertising market: Advertising spending forecast in billion US\$



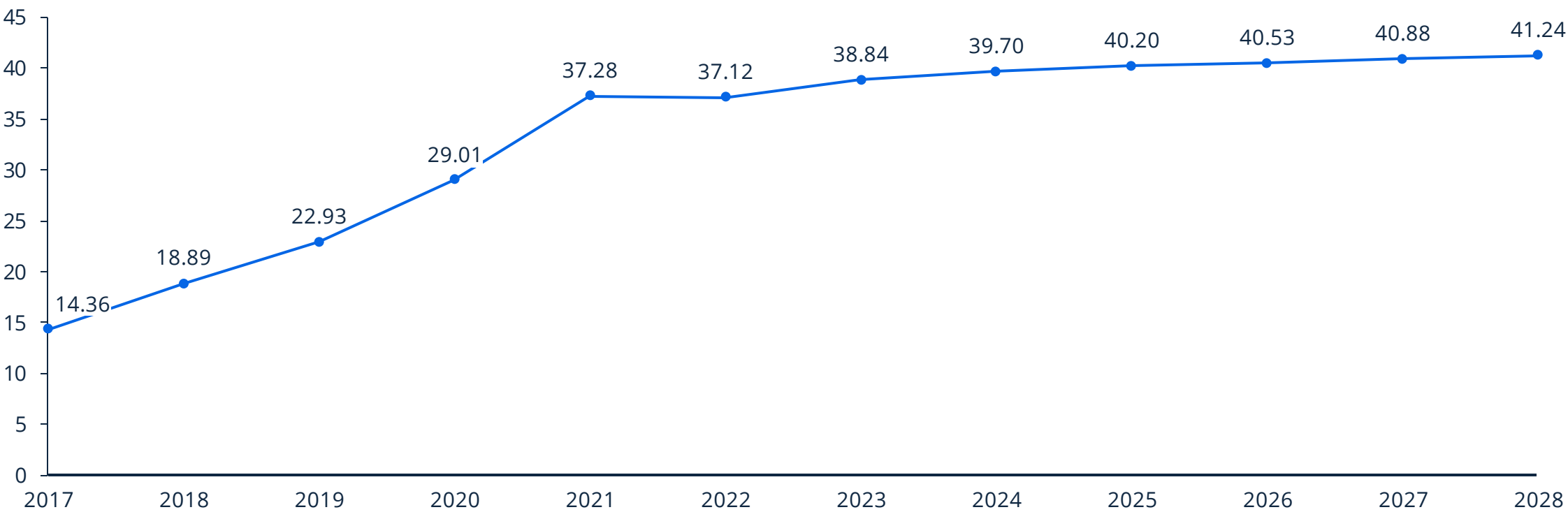
181 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

Social Media Advertising average ad spending per internet user is estimated to increase from 2017 to 2028

Market Size: Global

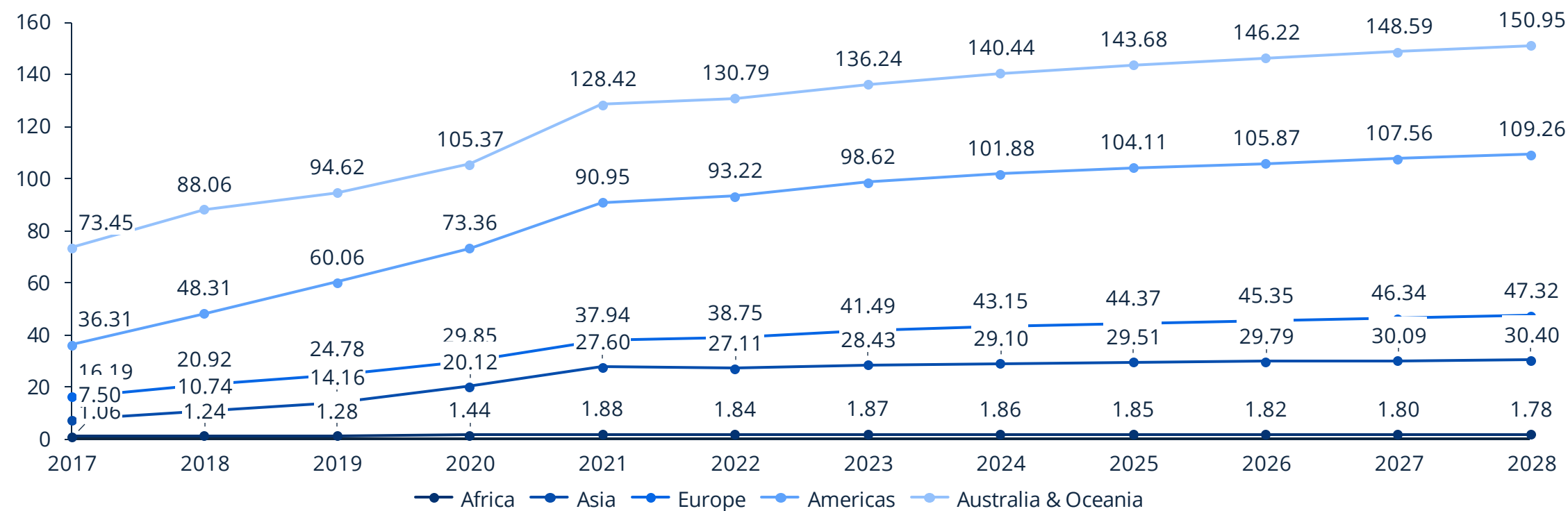
Social Media Advertising market: Average ad spending per internet user forecast in US\$



Australia & Oceania has the biggest market in Social Media Advertising average ad spending per internet user in 2028

Market Size: Regional Comparison (1/2)

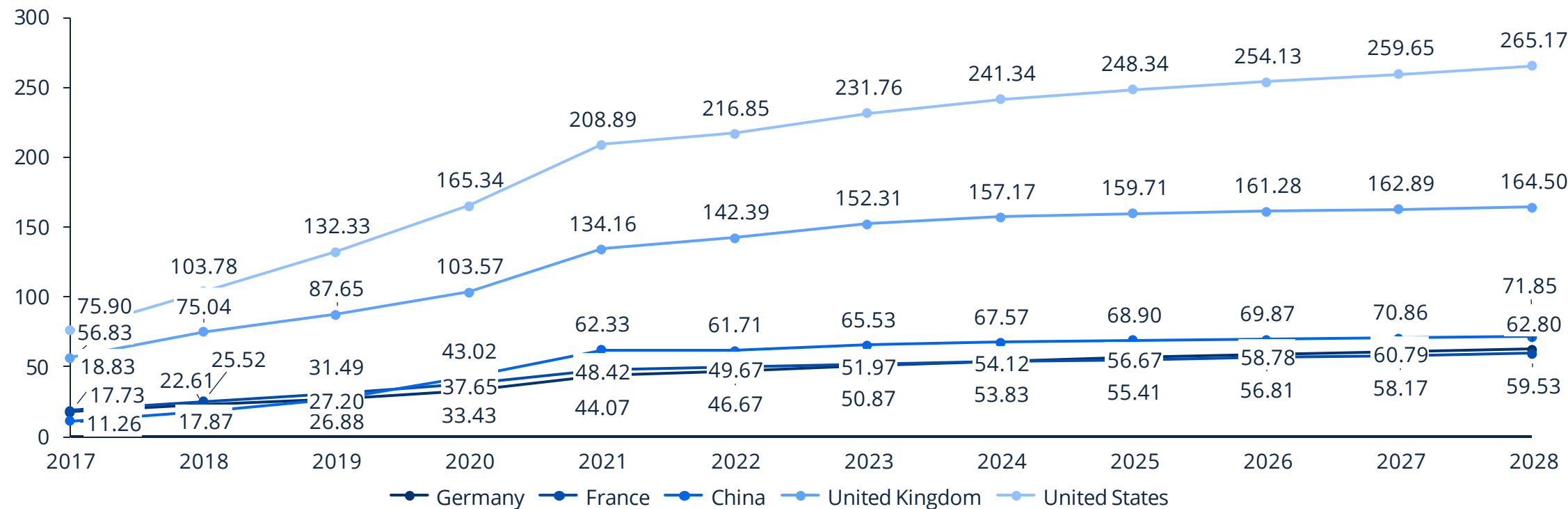
Social Media Advertising market: Average ad spending per internet user forecast in US\$



With average ad spending per internet user of US\$231.8, the United States is the biggest market among selected countries in 2023

Market Size: Regional Comparison (2/2)

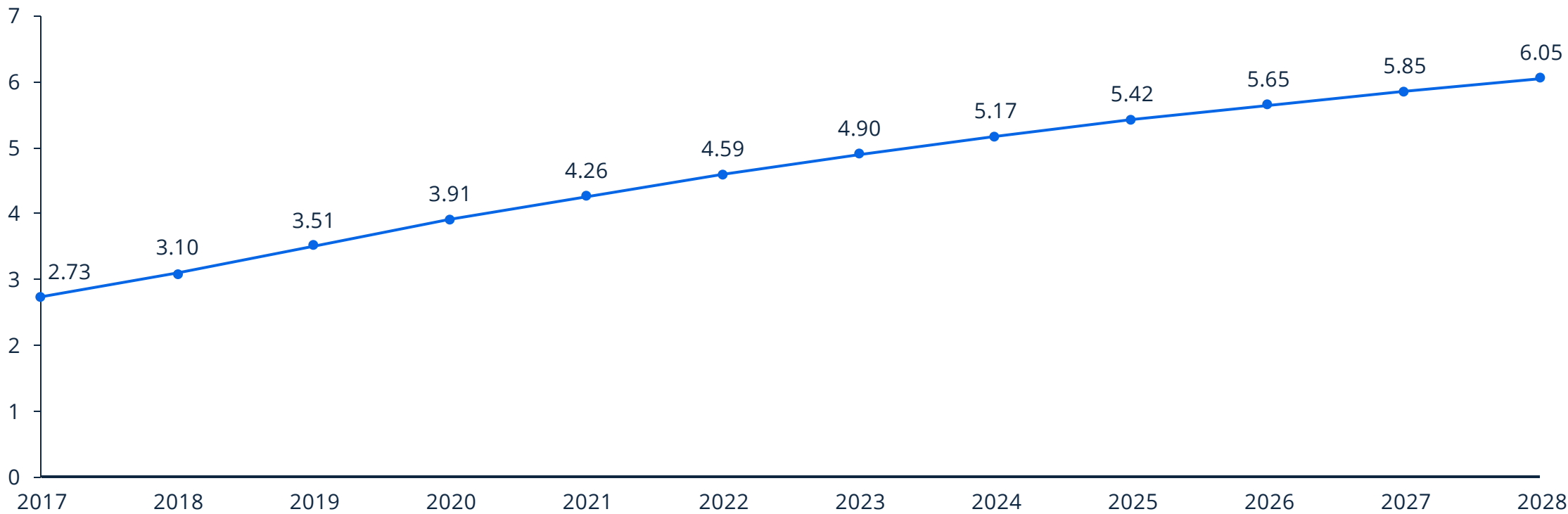
Social Media Advertising market: Average ad spending per internet user forecast in US\$



Social Media Advertising reach by social network is estimated to increase from 2017 to 2028

Market Size: Global

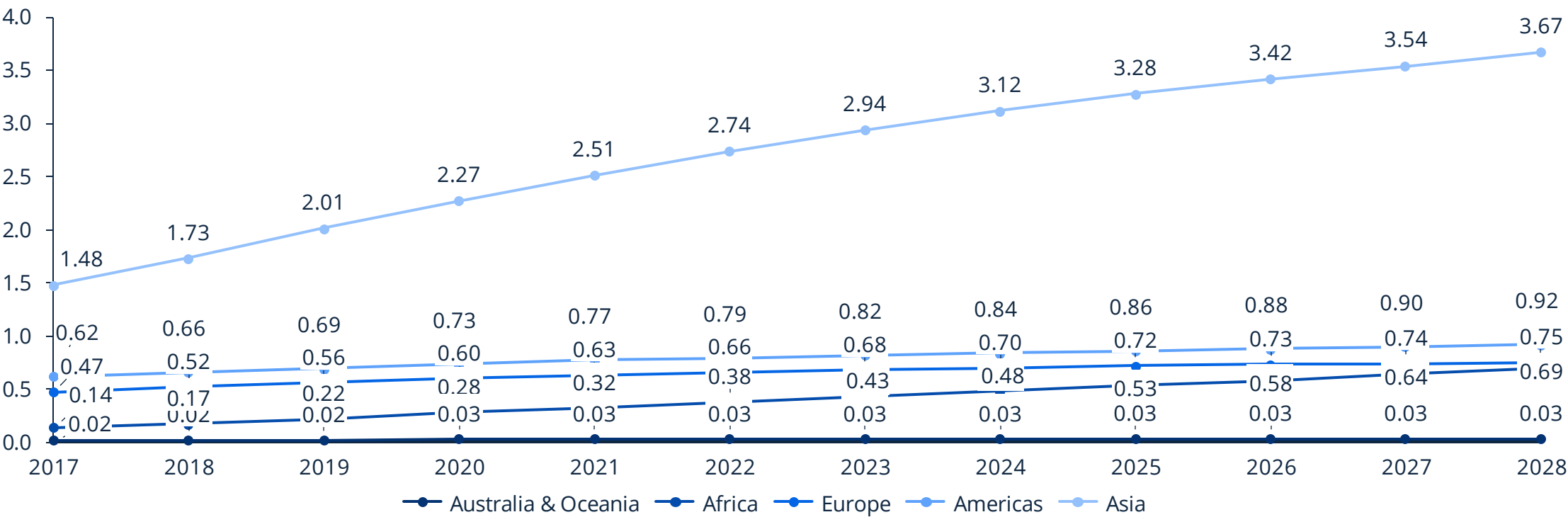
Number of social media users, in millions



Asia has the biggest market in Social Media Advertising reach by social network in 2028

Market Size: Regional Comparison (1/2)

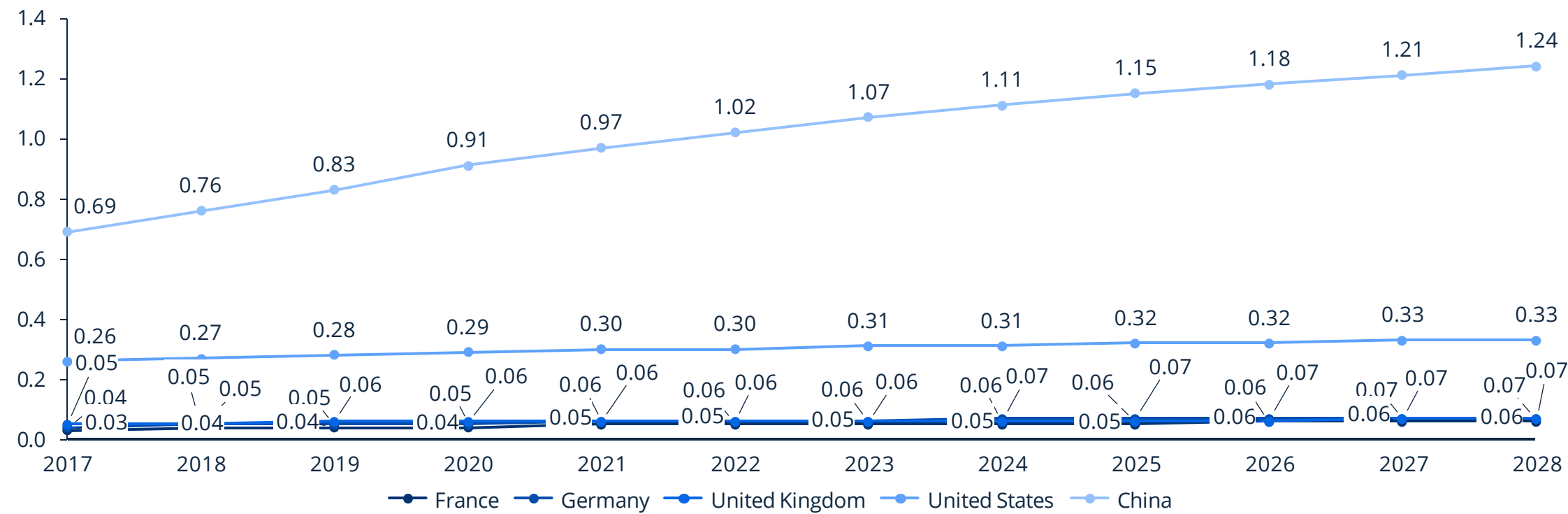
Number of social media users, in millions



With reach by social network of 1.1 billion, China is the biggest market among selected countries in 2023

Market Size: Regional Comparison (2/2)

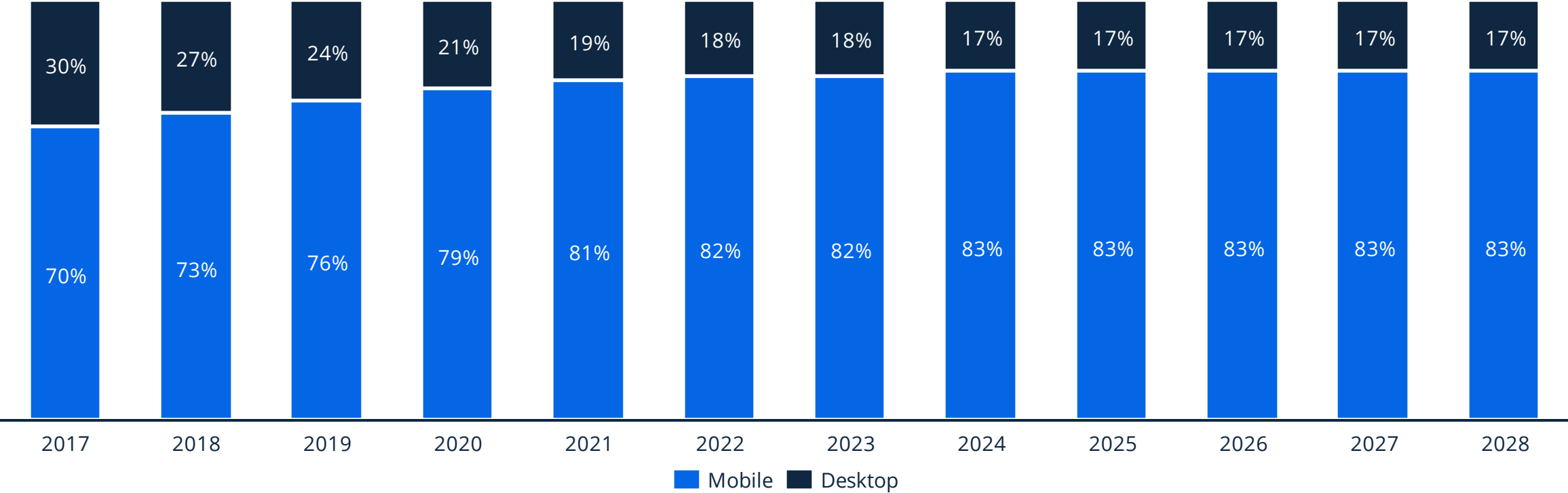
Number of social media users, in millions



In the Social Media Advertising market, mobile ad spending's share reached 82% in 2023

Distribution by Device: Global

Social Media Advertising market: Share by device

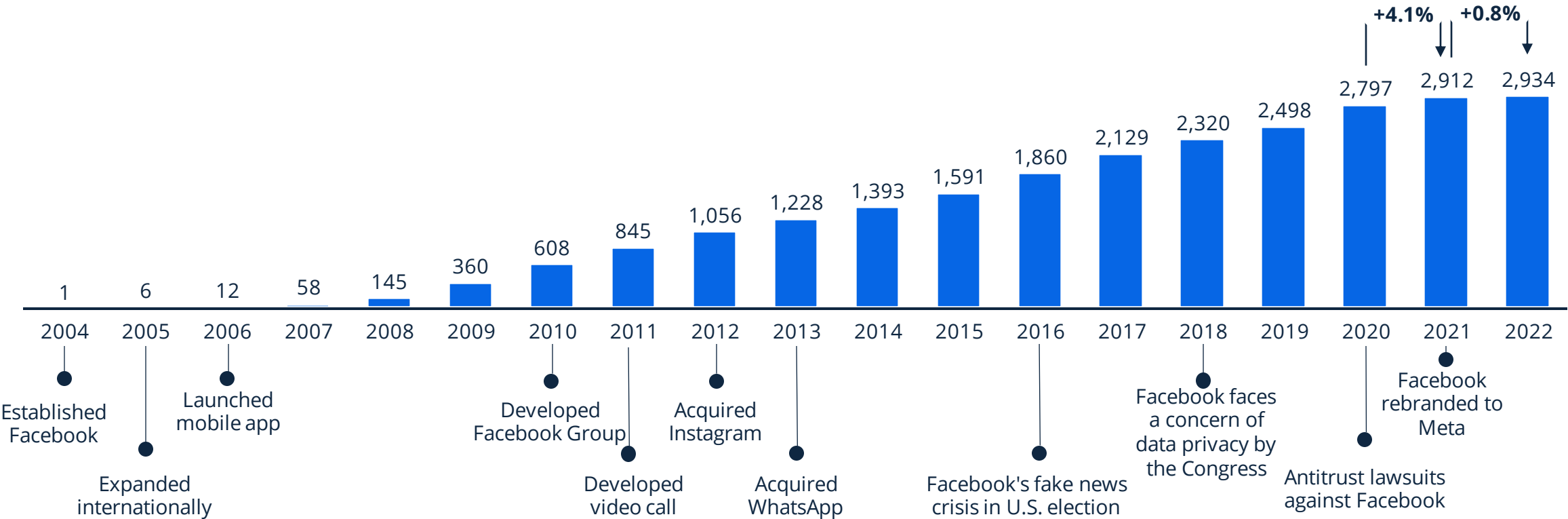


In 2022, the Facebook platform has been facing significantly slow growth in monthly active users

Company profile: Meta Platforms, Inc. (1/2)



Facebook’s monthly active uses in million and timeline of events

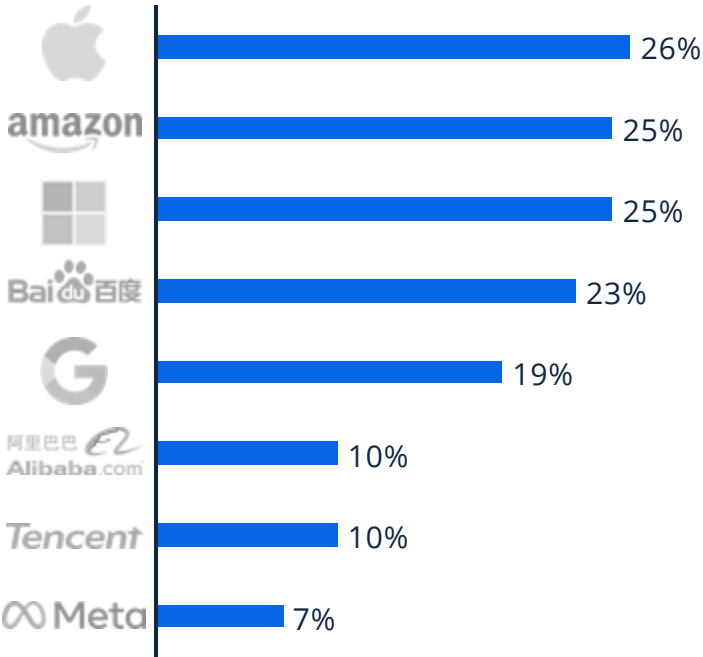


Compared with other companies, public trust in Meta protecting personal data is low

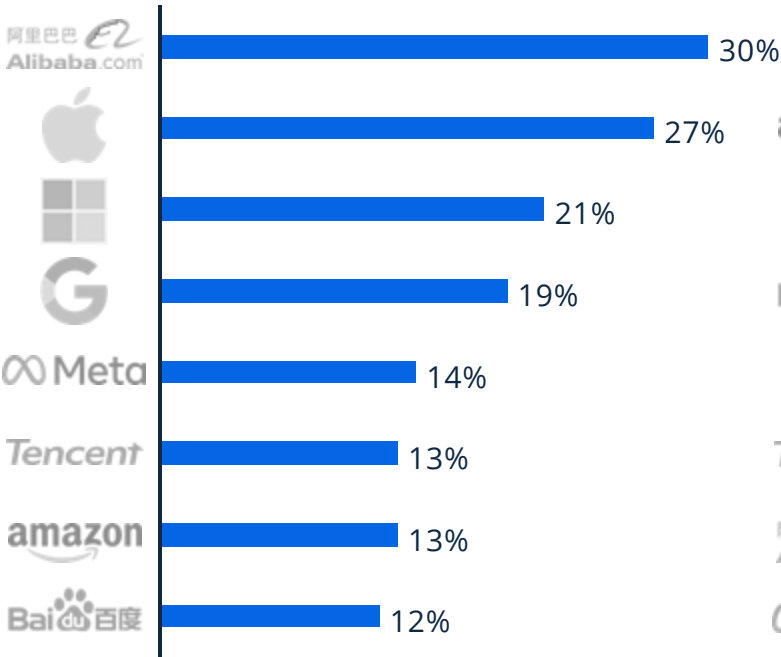
Company profile: Meta Platforms, Inc. (2/2)



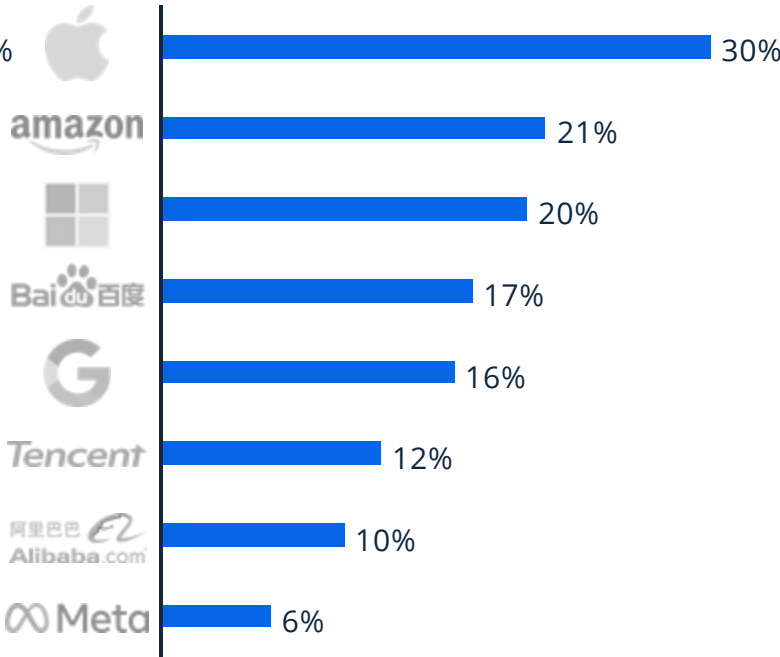
Trust in protecting personal data



U.S.



China



Germany

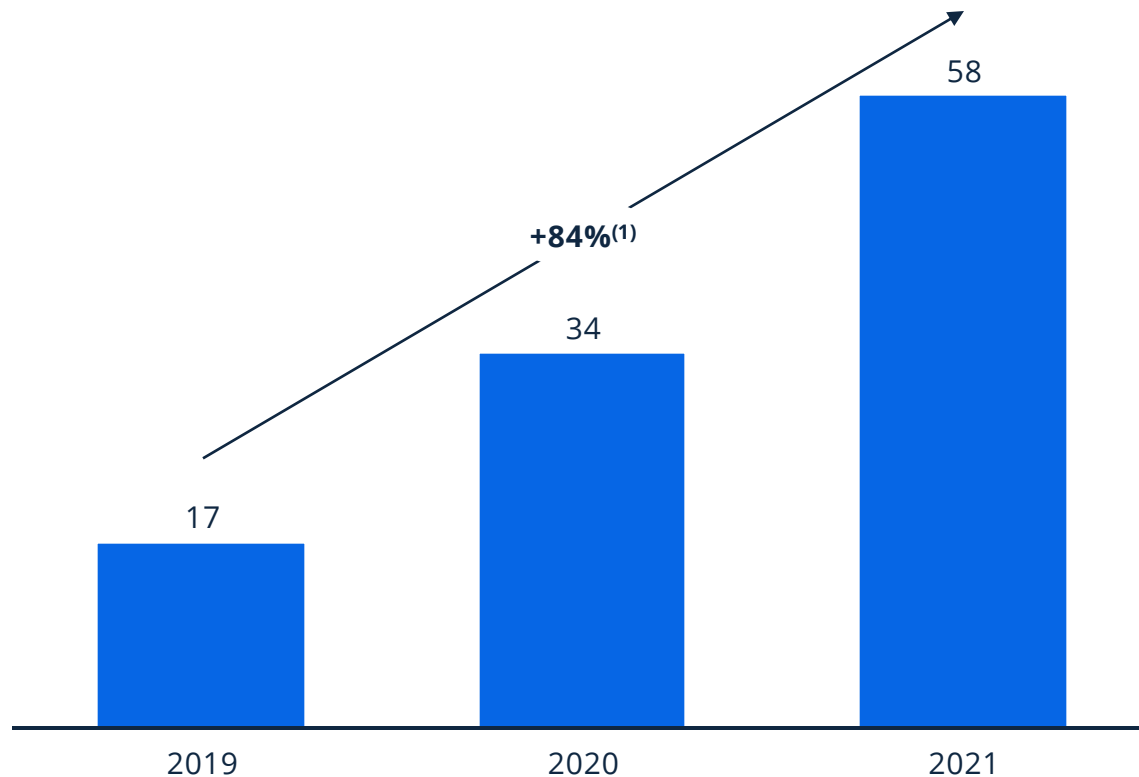


The combined advertising revenue of TikTok and Douyin accounts for nearly 80% of ByteDance's total income

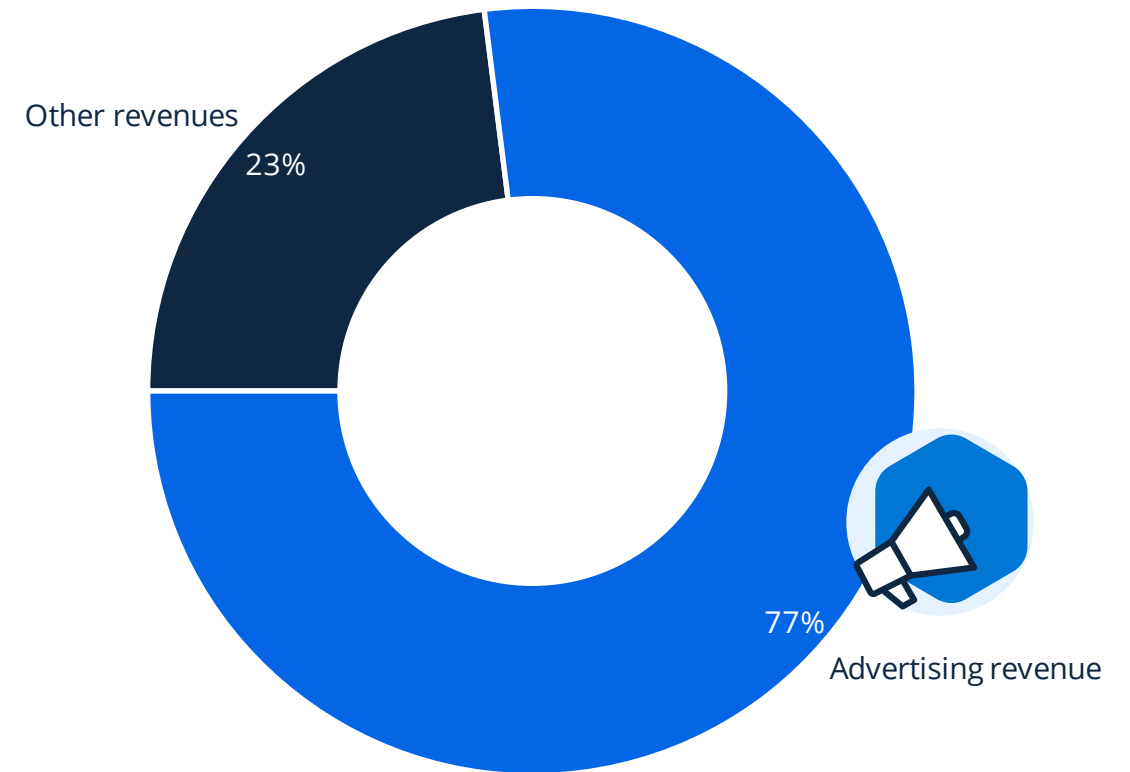
Company profile: ByteDance



ByteDance's revenue from 2019 to 2021, in billion US\$



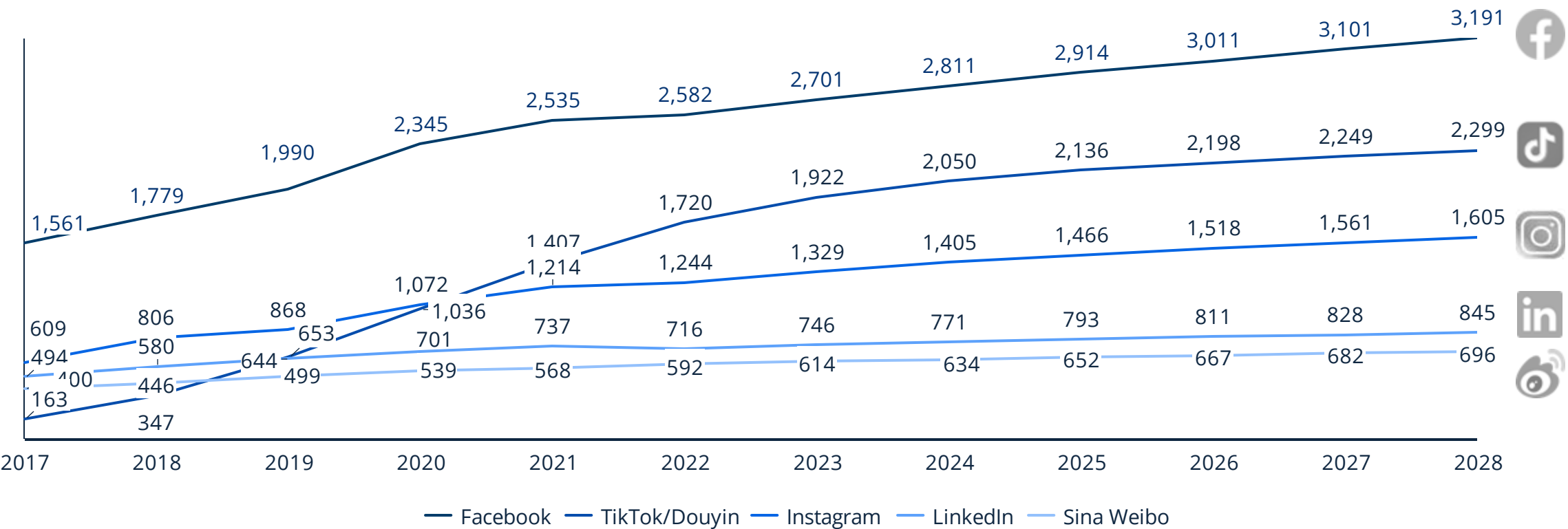
ByteDance's revenue contribution in 2021



While Facebook had over 2,500 million users in 2021, TikTok and Douyin's combined number of users surpassed Instagram's

Deep dive: Number of social media users

Number of active social media users by platform, in million



Messenger apps such as WhatsApp and Facebook Messenger have vast advertising potential

Deep dive: Messenger apps

Monetization lies ahead

A look at the social media network landscape in the recent years reveals a growing trend toward mobile social network apps such as Instagram or messenger apps such as Snapchat whose usability focuses on mobile devices. The whole user interface of Snapchat, for instance, is designed for vertical screens. In general, messenger apps are considered social networks. New app features such as status, stories, or groups have typical characteristics of social networks such as building profiles, sharing moments in the form of photos or videos, and interacting with like-minded people. It is surprising that only a few messengers, e.g., WeChat in China, are fully monetized. It seems even more odd, considering that Facebook's entire business model is based on monetizing its platform by selling advertising space. Together, Facebook's messenger apps WhatsApp and Facebook Messenger list almost 3 billion users and therefore have huge potential, giving the company a favorable starting point. However, we expect that messenger apps will soon be fully monetized, which will cause significant growth of the Social Media Advertising revenue. Innovative apps such as TikTok, which are especially popular among children and teenagers, are already working on including advertisements.



INDUSTRIES & MARKETS

In-App Advertising: market data & analysis

Market Insights report

Market Insights
by statista 



CHAPTER 1

Overview



The In-App Advertising market has expanded considerably over the past year and will continue to play a significant role in the Digital Advertising market

Overview

Summary

Thanks to the widespread use of smartphones and mobile apps, in-app advertising has experienced significant growth. In-app ad spending surged after advertisers saw the potential for applications to reach a wide audience. In-app advertising primarily consisted of banners and interstitials. These advertisements frequently caused disruptions and did not offer a customized customer experience.

In-app advertising currently uses AI to improve targeting, boost ROI, expand reach, and increase engagement. Due to its capabilities, advertisers are now able to deliver advertisements to the most relevant users with more certainty. Additionally, AI helps create personalized text content that optimizes ad messaging for better performance. Social media apps, gaming apps, and shopping apps have become the most widely used platforms for in-app advertising. Because these applications offer a sizable user base and opportunities for targeted advertising, they are ideal for businesses looking to maximize the impact of their advertisements within the app ecosystem.

Future developments in AI will further increase the potential of in-app advertising. AI will automatically produce text, images, and video material for personalized advertisements in real time. The integration of smart cameras that use emotion analysis will make it possible to adapt advertisements to the facial expressions of users to boost engagement. Moreover, AI could reduce concerns among marketers about data privacy, specifically, AI's capacity to analyze massive data enables accurate audience segmentation while still prioritizing privacy. By leveraging AI, in-app advertising can combine precise targeting, broad reach, and user engagement while also conforming to strict privacy laws.

In-app advertising shows ads in mobile apps with different formats and categories, and targets users' preferences and behavior

Overview: Market Definition

Market definition

In-app advertising refers to the promotion of products or services within a mobile application and to ad spending on displaying advertisements within an application. This includes various formats, such as banner ads, interstitial ads, video ads, and native ads, that are integrated into the mobile app's user interface and appear as part of the app's content. The ads are usually shown to target users based on their preferences and online behavior.

In-app advertising consists of 21 app categories, books & reference, business, education, entertainment, finance, food & drink, game, health & fitness, lifestyle, medical, music, navigation, news & magazines, photo & video, productivity, shopping, social networking, sports, travel, utilities, and weather.

In-app advertising comprises advertising spending, users, and average revenue per user. The market only displays B2B spending. Figures are based on in-app advertising spending and exclude agency commissions, rebates, production costs, and taxes. For more information on the data displayed and definition of each category, use the info button right next to the boxes.

In 2023, the In-App Advertising market will reach US\$314.5 billion with a revenue share of 46.2% in the Digital Advertising market

Overview: Key Takeaways and in scope / out of scope

Key Takeaways

Ad spending in the In-App Advertising market is projected to reach US\$314.50bn in 2023.

Ad spending is expected to show an annual growth rate (CAGR 2023-2027) of 10.10%, resulting in a projected market volume of US\$462.20bn by 2027.

In global comparison, most ad spending will be generated in China (US\$119.10bn in 2023).

The average ad spending per internet user in the In-App Advertising market is projected to amount to US\$58.99 in 2023.

In scope

This market includes:

- Advertising that is displayed within mobile applications includes a variety of ad types, including native ads, interstitial ads, video ads, and banner ads.

Out of scope

This market excludes:

- Advertising that is displayed within mobile browsers or on mobile websites.

CHAPTER 2

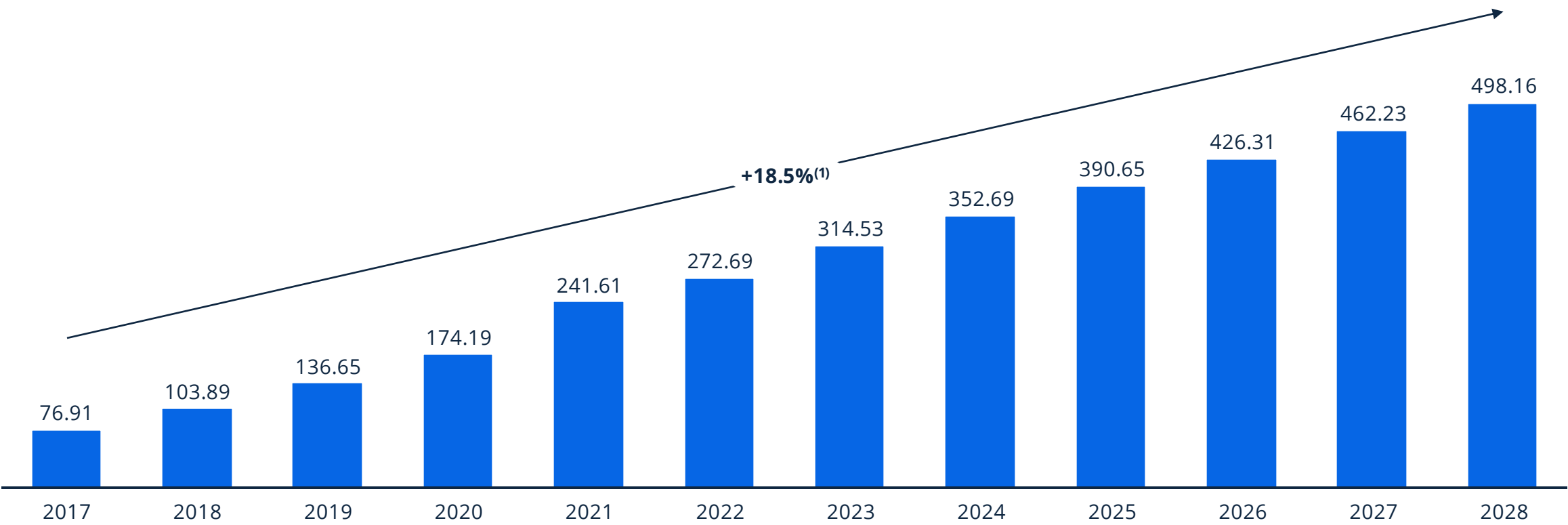
Market Numbers



In-App Advertising ad spending is estimated to increase at a CAGR⁽¹⁾ of 18.5% from 2017 to 2028

Market Size: Global

In-App Advertising market: Advertising spending forecast in billion US\$



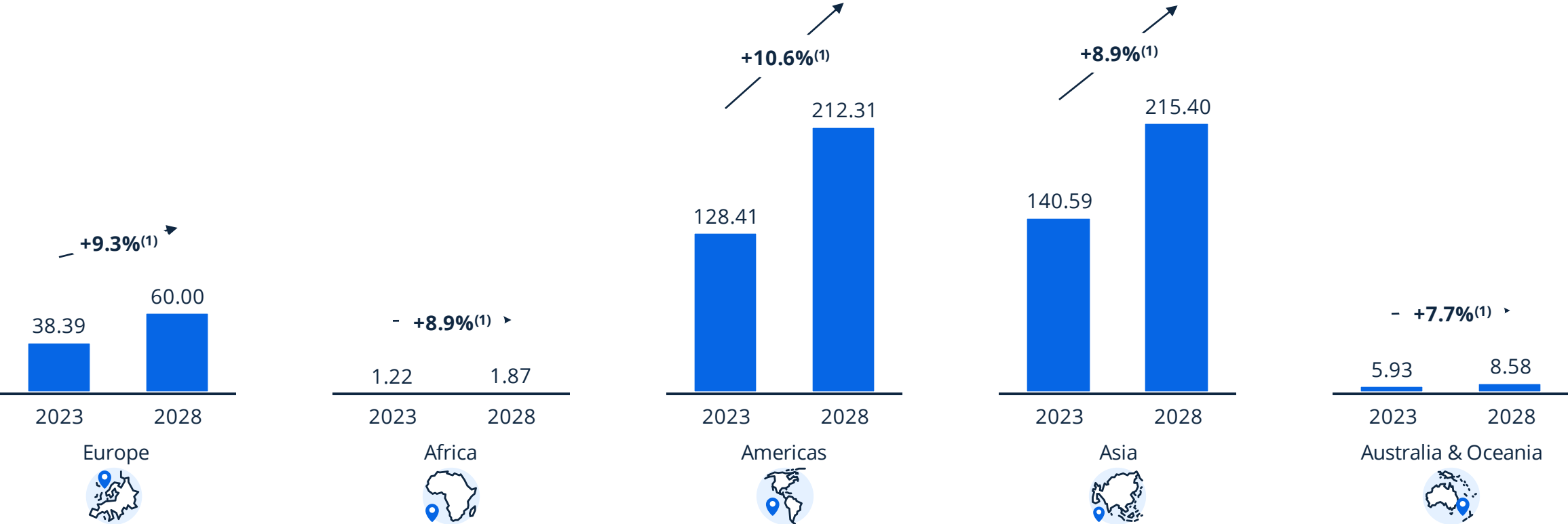
200 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: [Statista Market Insights](#) 2023

With ad spending of US\$140.6 billion, Asia is the biggest market among selected regions in 2023

Market Size: Regional comparison (1/2)

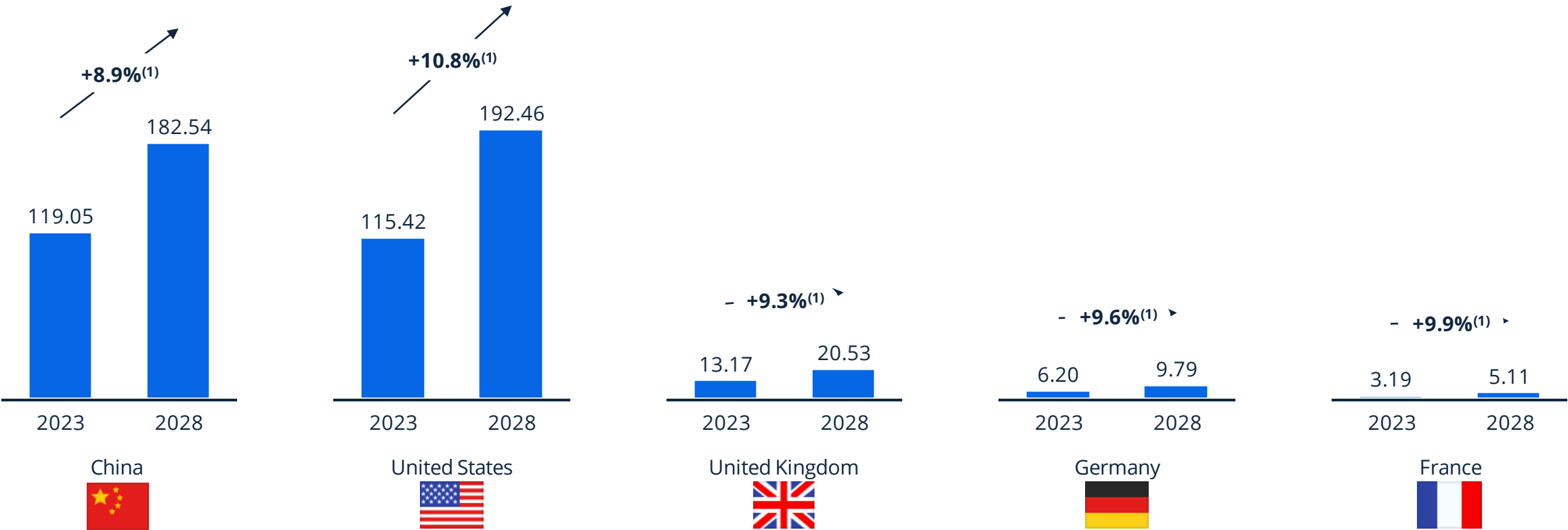
In-App Advertising market: Advertising spending forecast in billion US\$



With ad spending of US\$119.0 billion, China is the biggest market among selected countries in 2023

Market Size: Regional comparison (2/2)

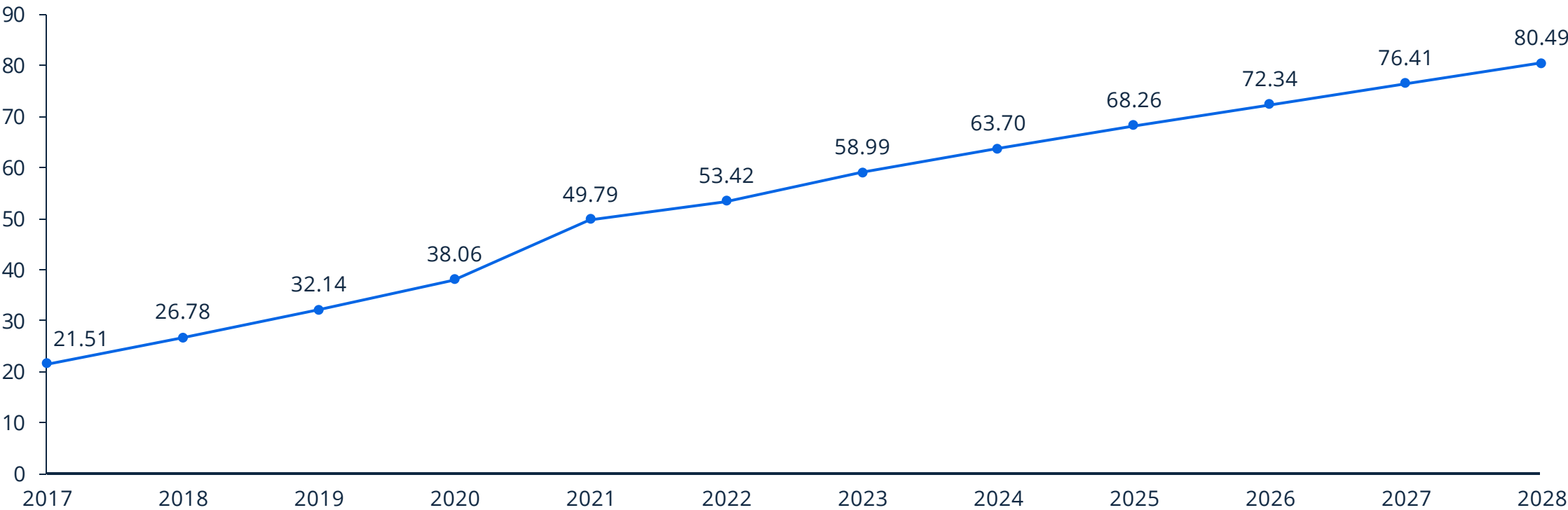
In-App Advertising market: Advertising spending forecast in billion US\$



In-App Advertising average ad spending per internet user is estimated to increase from 2017 to 2028

Market Size: Global

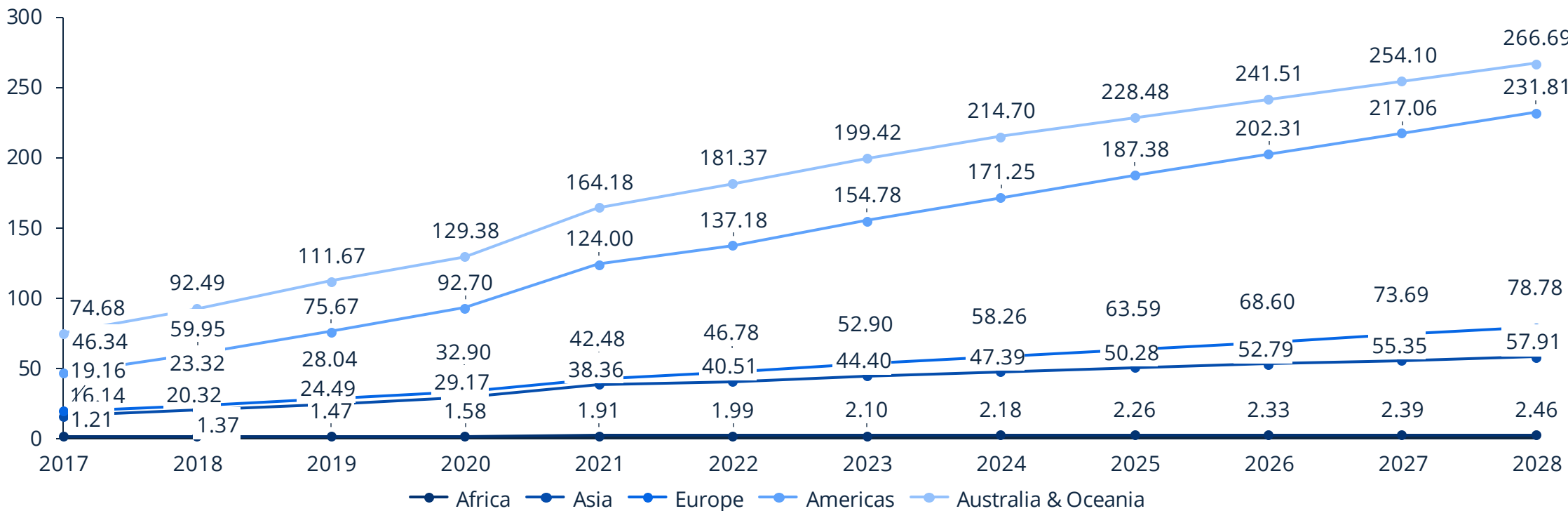
In-App Advertising market: Average ad spending per internet user forecast in US\$



Australia & Oceania has the biggest market in In-App Advertising average ad spending per internet user in 2028

Market Size: Regional Comparison (1/2)

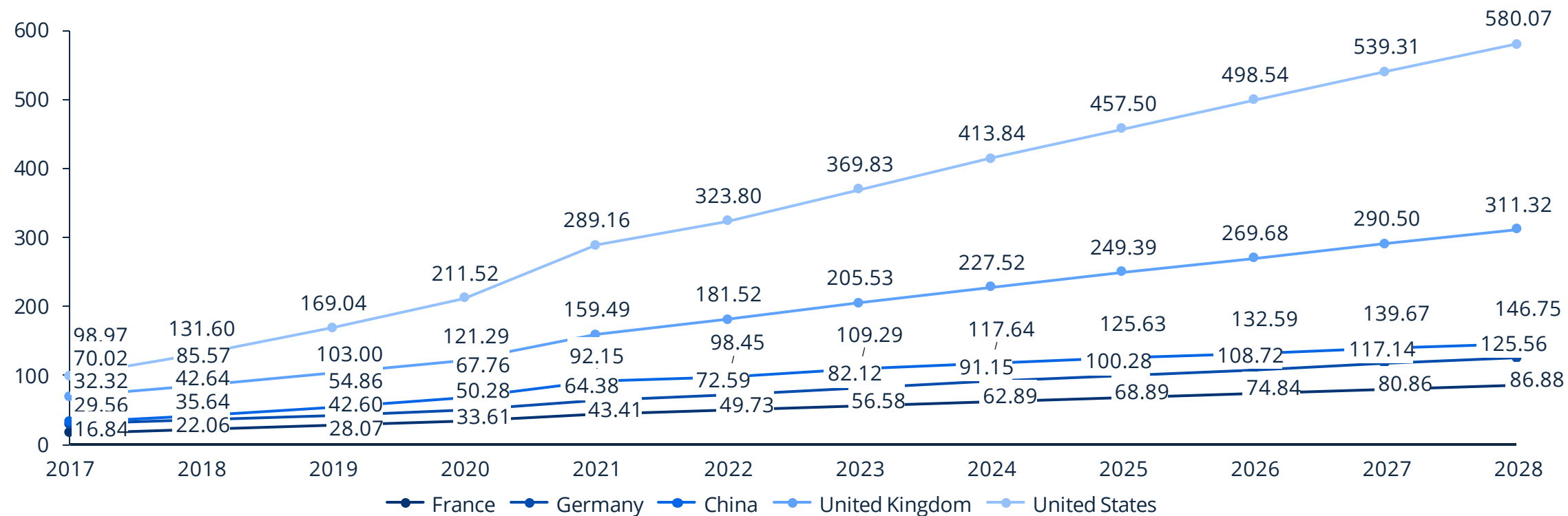
In-App Advertising market: Average ad spending per internet user forecast in US\$



With average ad spending per internet user of US\$369.8, the United States is the biggest market among selected countries in 2023

Market Size: Regional Comparison (2/2)

In-App Advertising market: Average ad spending per internet user forecast in US\$

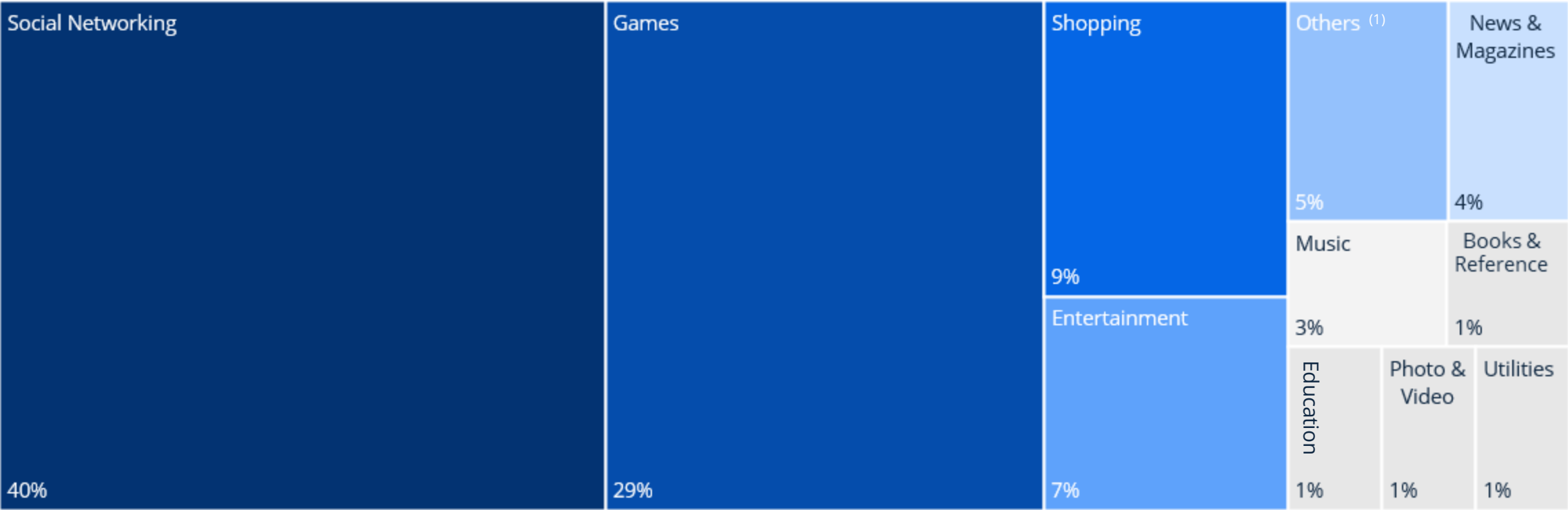


Worldwide, social networking, gaming, and shopping apps contribute to the majority of in-app advertising spending

Share by categories: Global



In-App Advertising market: Market share by category in 2023

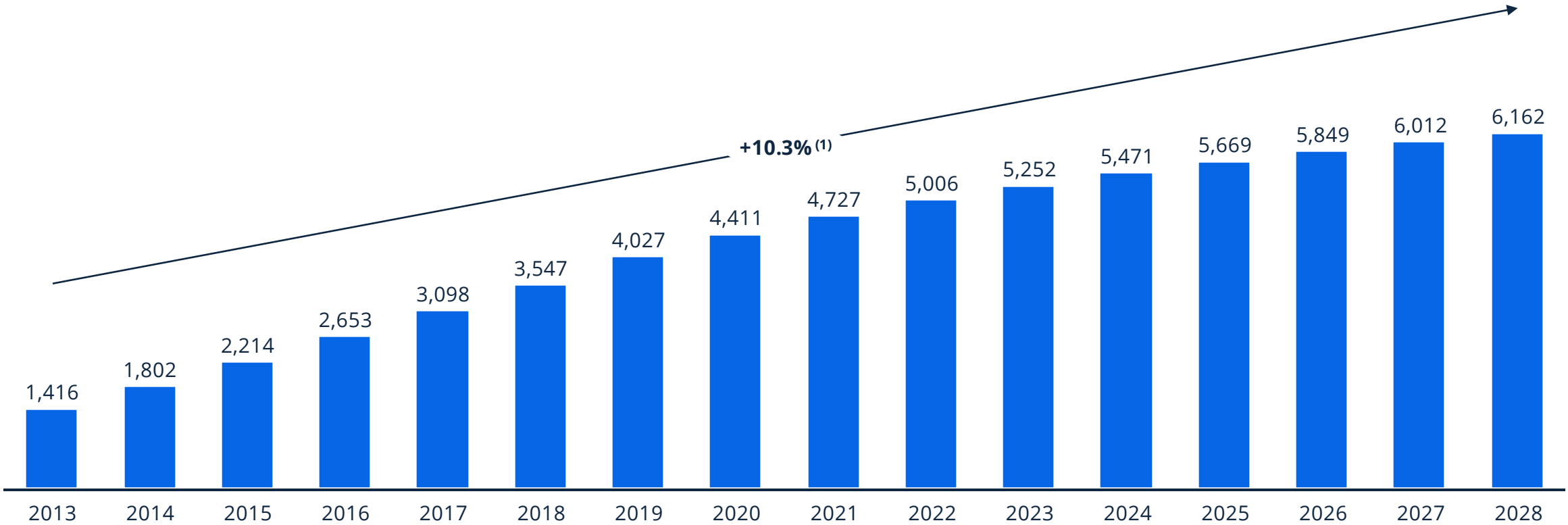


206 | Notes: (1) Others referring to Food & Drink, Lifestyle, Productivity, Weather, Business, Health & Fitness, Finance, Sports, Travel, Navigation, Medical
Sources: Statista Market Insights 2023

The number of smartphone users has significantly increased over the past few years and is expected to reach six billion users by 2027

Deep dive: Smartphone users

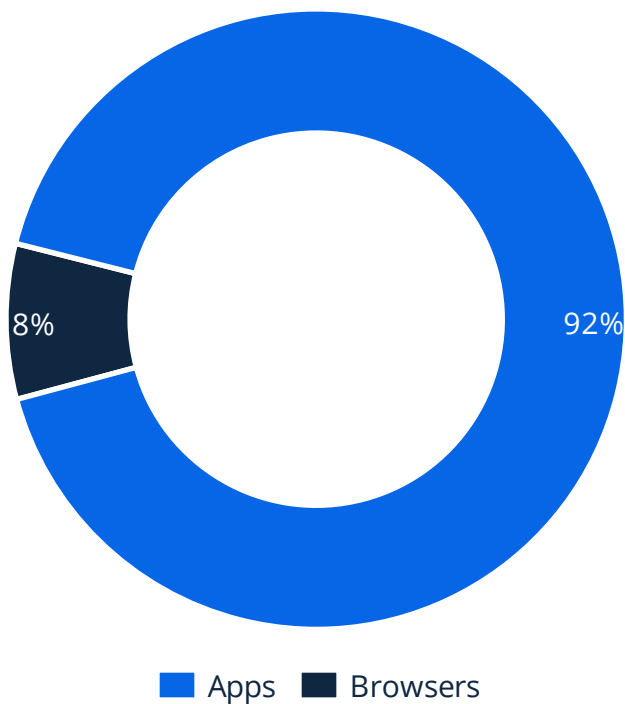
Number of smartphone users worldwide in millions



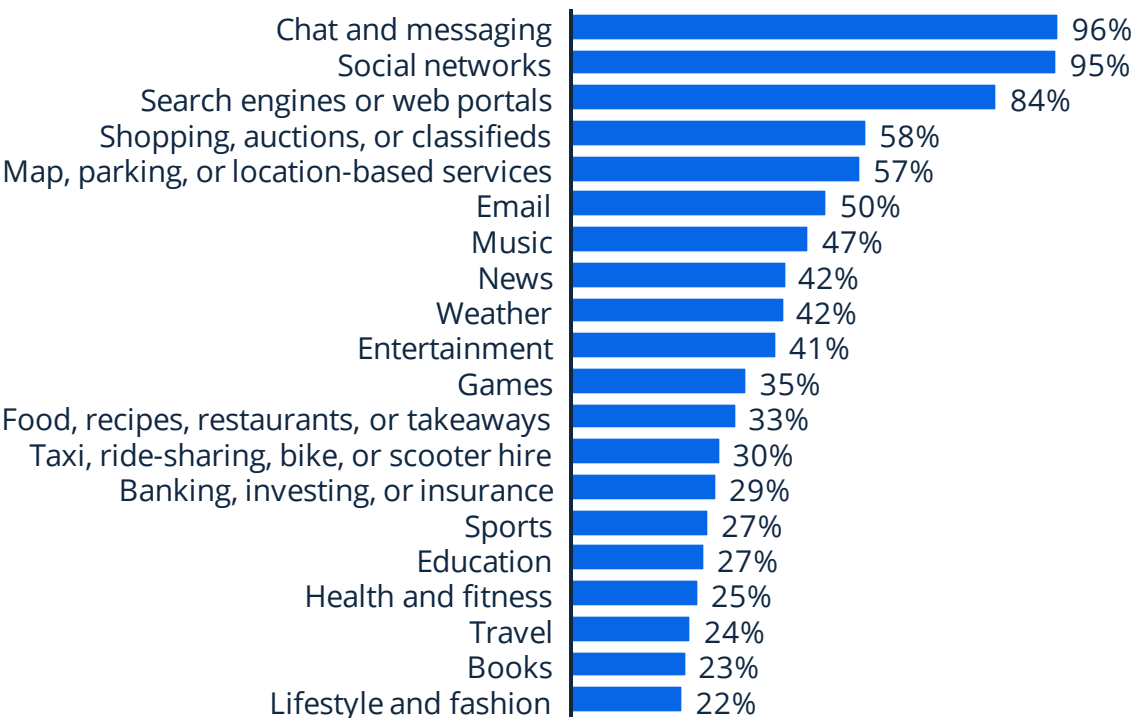
Users of the mobile internet in 2022 spent the bulk of their time on apps but especially on chat/messaging, social networks, and search engines

Deep dive: Time spent and usage on mobile (1/2)

Share of time spent worldwide among Android users in 2022



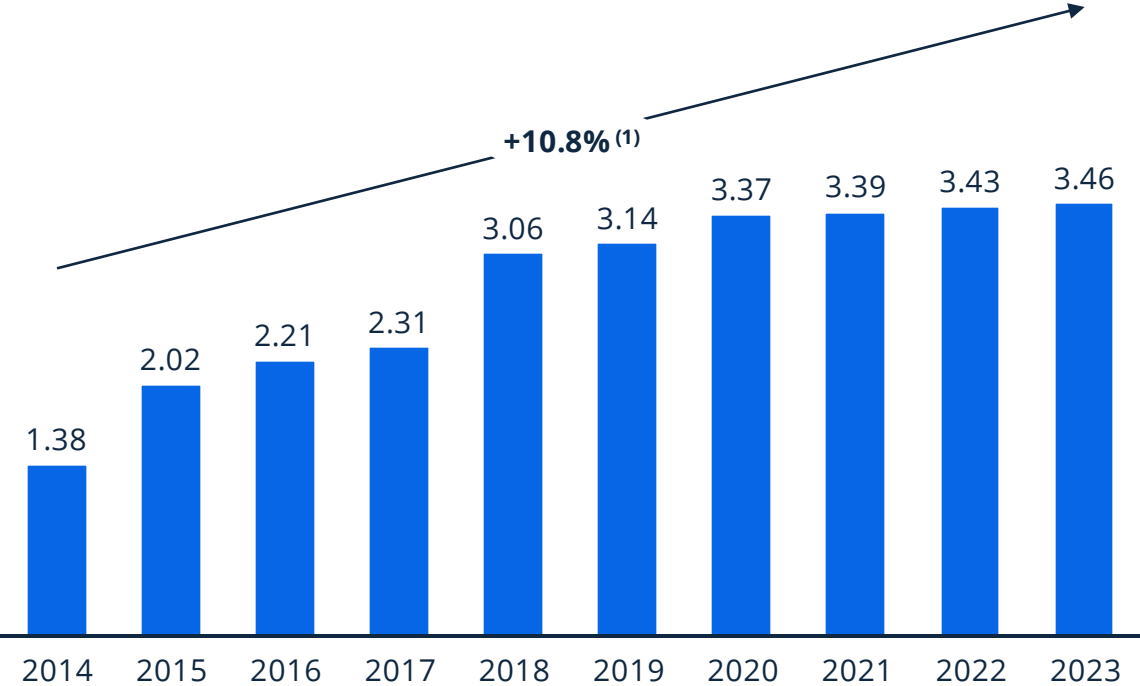
Percentage of users who have visited websites or used apps by types in 2022



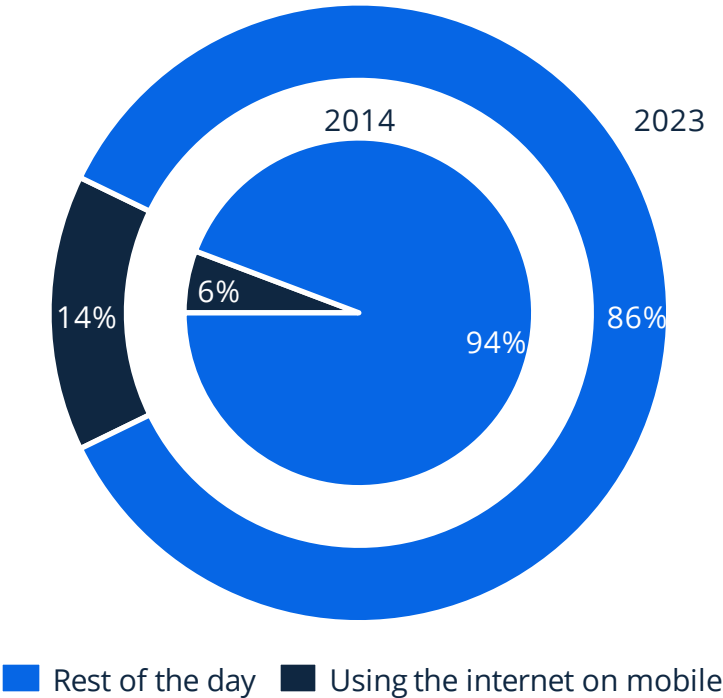
Over the past decade, smartphone users have increased their mobile internet consumption by over 200%

Deep dive: Time spent and usage on mobile (2/2)

Average daily time spent using the internet on mobile devices in hours



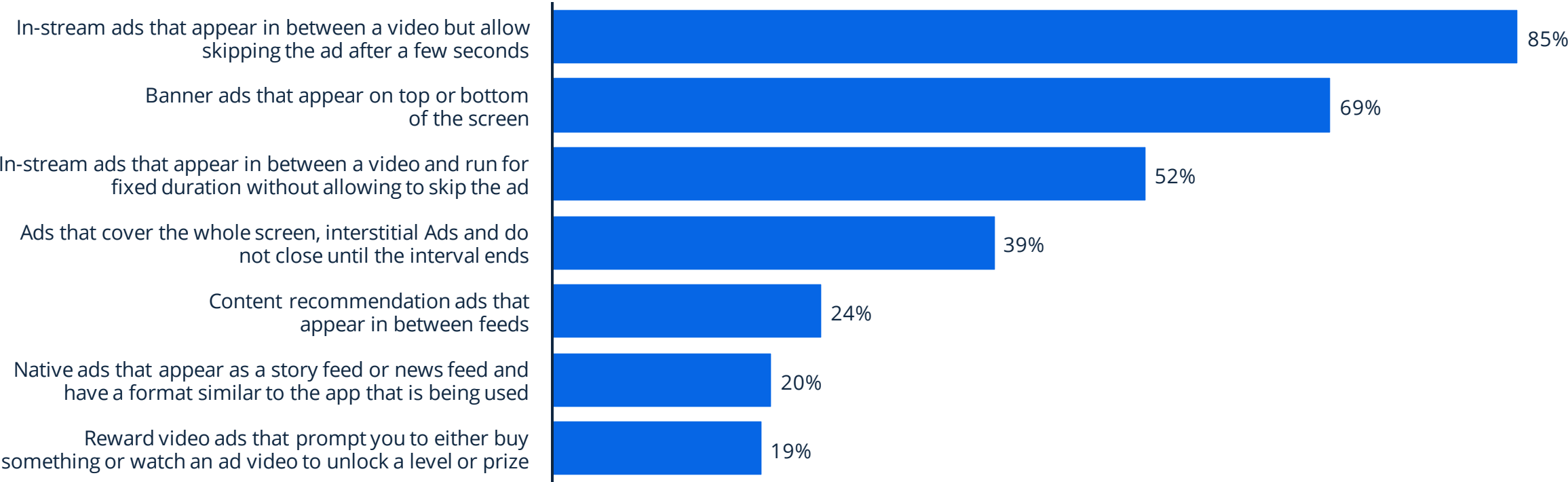
Share of daily time spent using the internet on mobile between 2014 and 2023



In 2023, 85% of smartphone users encountered in-stream ads that appear in between a video but allow the ad to be skipped while using apps

Deep dive: Advertising formats

In-App Advertising market: formats encountered by users in 2023



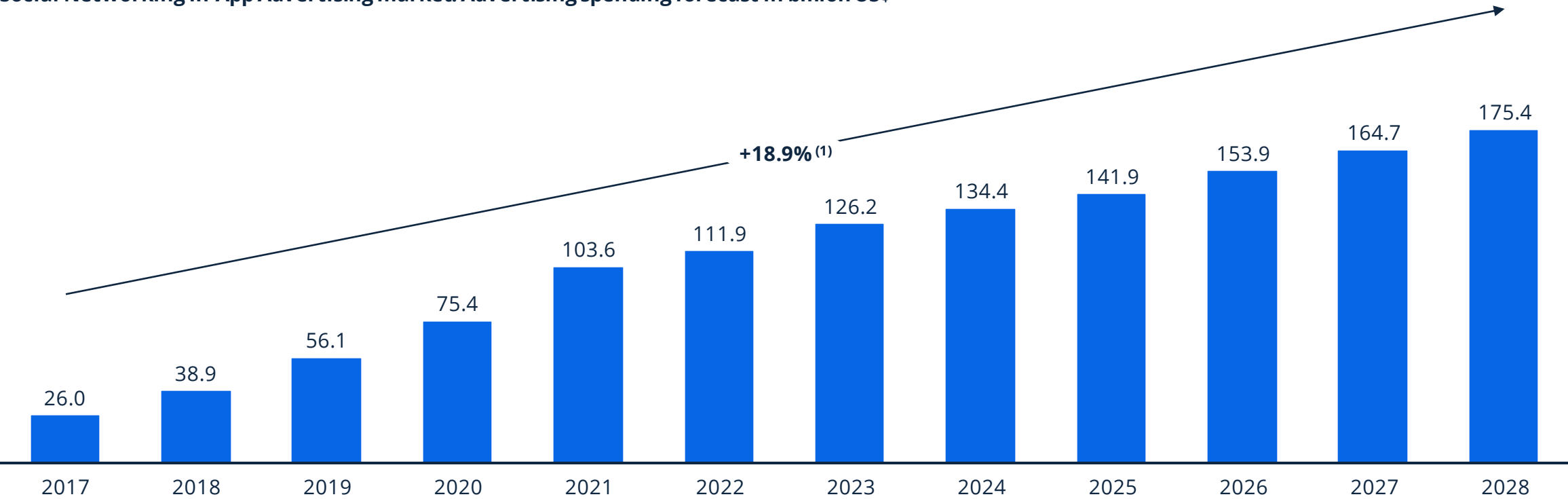
210 Notes: "What type of in-app advertising do you encounter mostly?"; n=660

Sources: GoodFirms

By 2028, global advertising spending on social networking apps is expected to reach US\$175.4 billion

Market Size: Social networking (global)

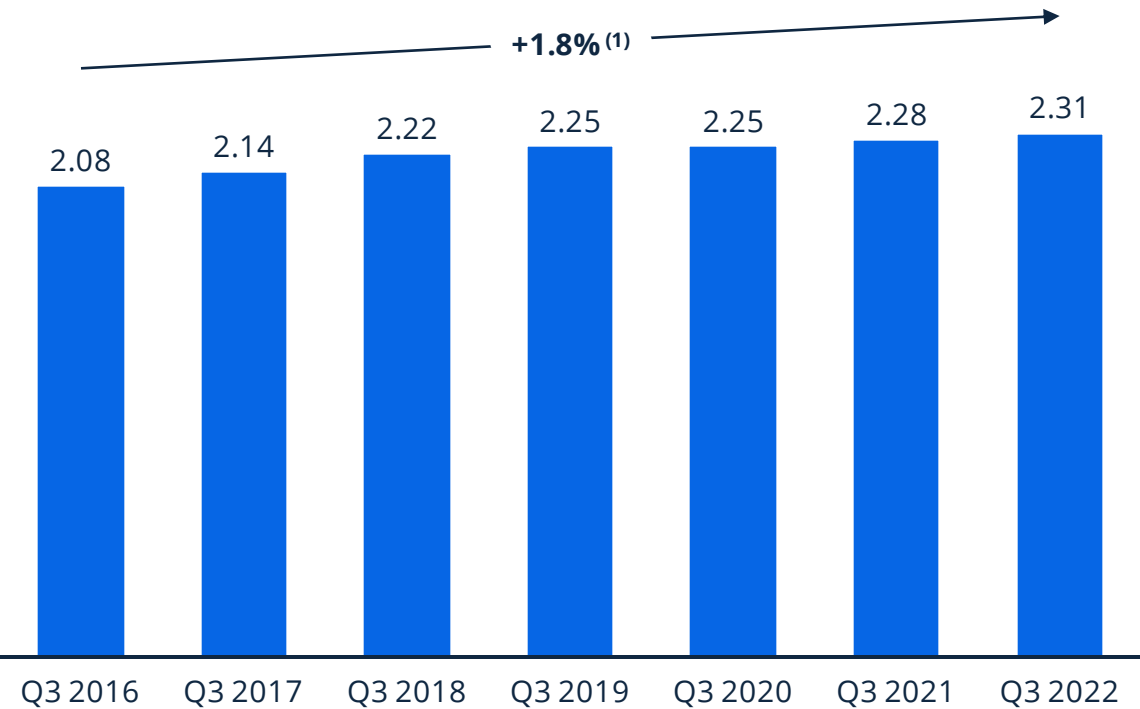
Social Networking In-App Advertising market: Advertising spending forecast in billion US\$



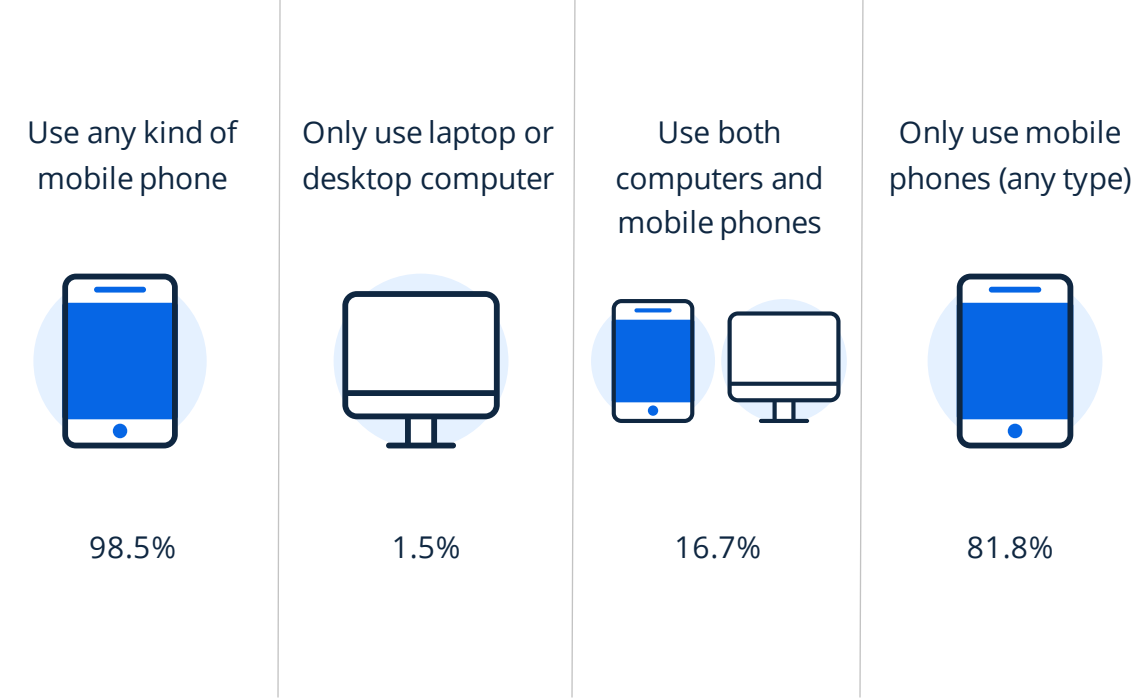
Internet users are spending more time on social media, primarily via their smartphones

Deep dive: Social media - time spent and devices

Average daily time spent worldwide on social media in hours



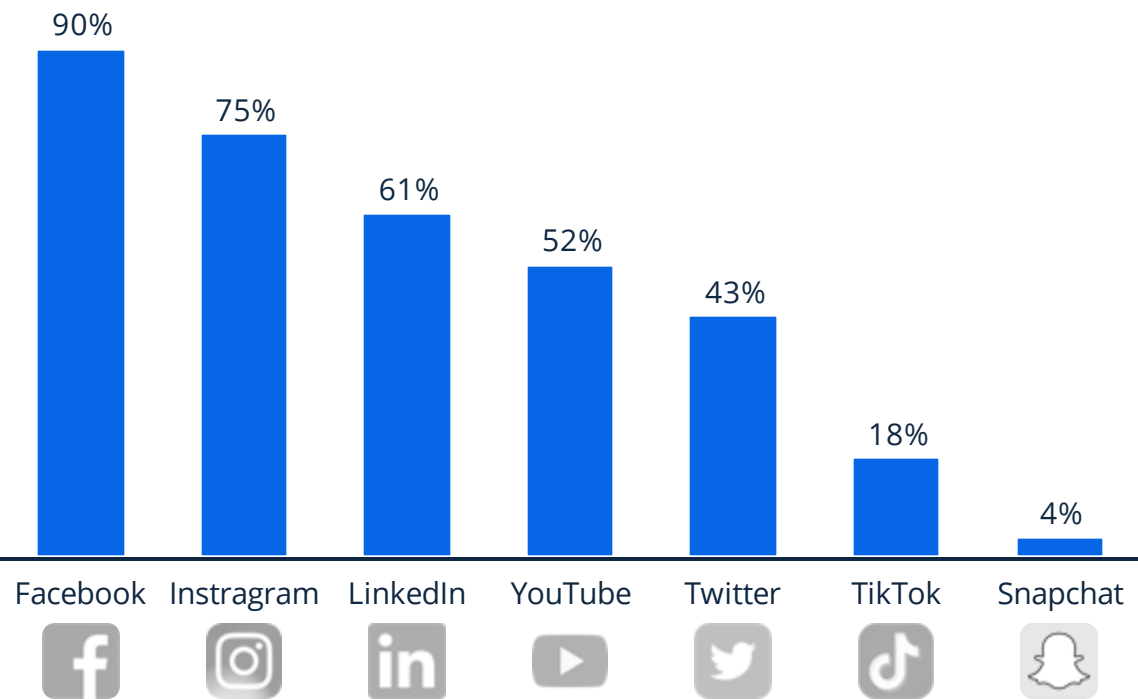
Devices used to access Facebook



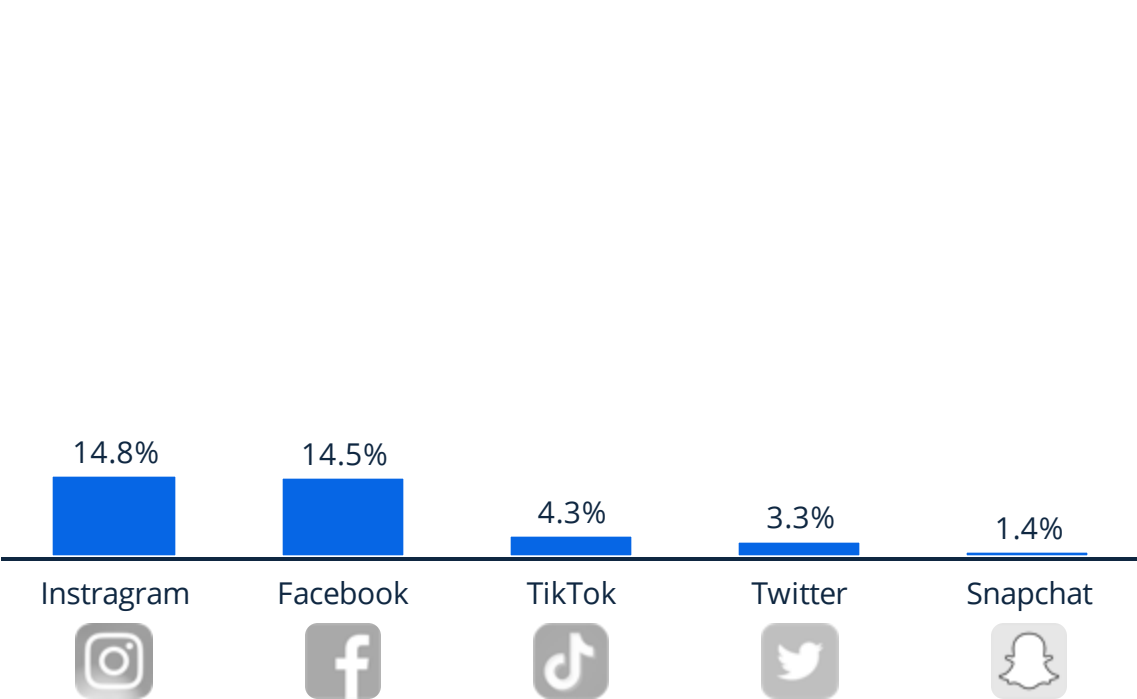
In 2022, social media users showed equal preference for Instagram and Facebook whereas marketers continued to prioritize Facebook

Deep dive: Social media - favorite platforms

Social media platforms used by marketers worldwide in 2022



Favorite social media platforms among internet users in 2022



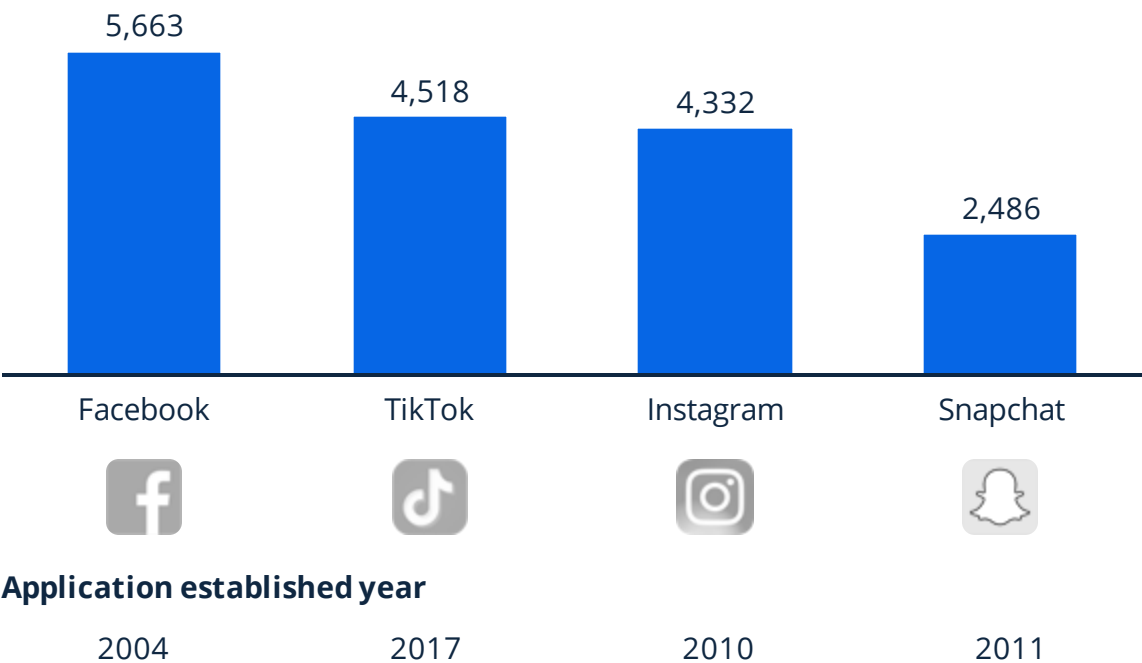
213 | Notes YouTube and LinkedIn are not available as an answer for the "Favorite" social media platforms question in GWI's survey

Sources: Social Media Examiner; Frankwatching; Hootsuite; GWI.com

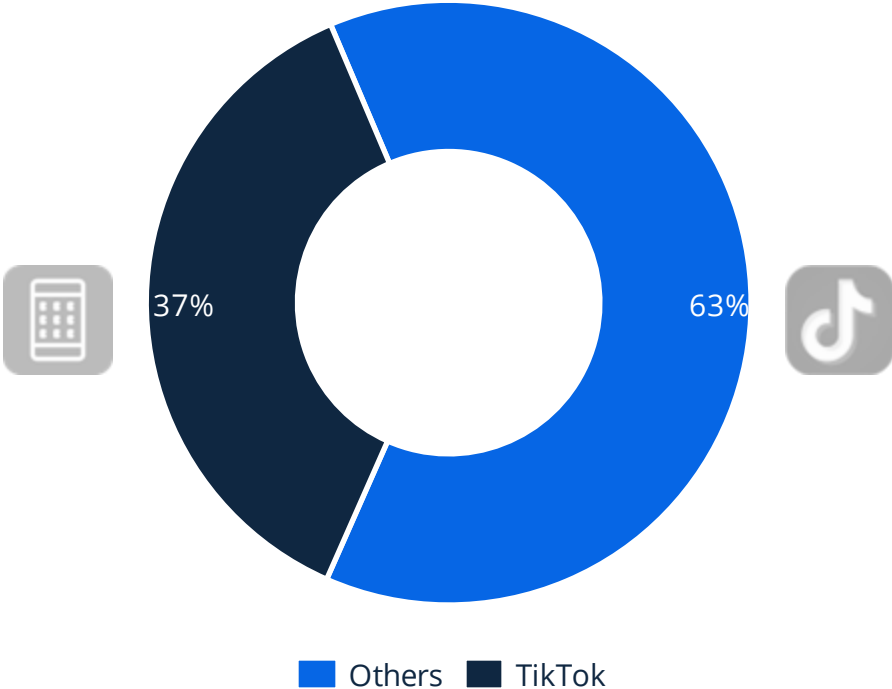
Although it was established seven years after Instagram, TikTok has surpassed Instagram in terms of download numbers

Deep dive: Social media applications

No. of top social media apps download (lifetime as of May 2023), in million



Prediction of online video advertising distribution by platform in 2027



At the height of the COVID-19 pandemic, TikTok experienced remarkable growth in net advertising, surpassing 200%

Platform profiles: TikTok

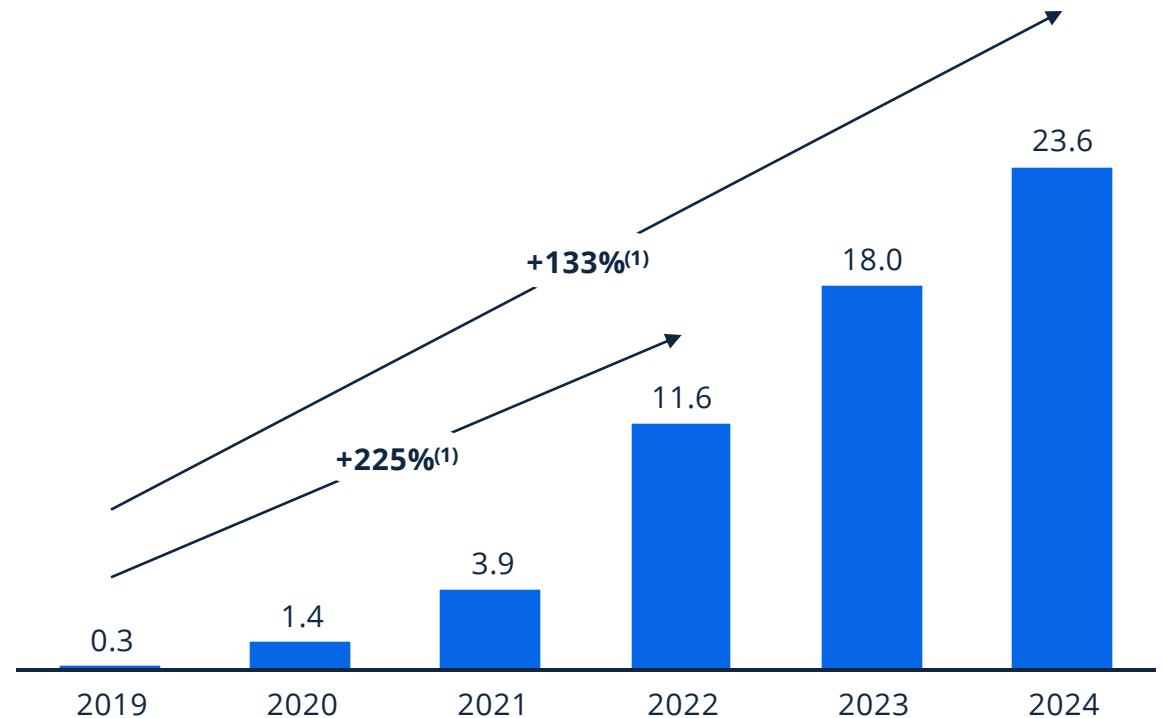
TikTok overview

TikTok is a globally popular social media platform that was launched by ByteDance in 2016. It enables users to create and share short videos and has gained immense popularity worldwide. Particularly during the height of the COVID-19 pandemic, TikTok experienced a significant surge in usage as people sought entertainment and connection while adhering to stay-at-home measures. TikTok served as a creative outlet for users to express themselves and showcase their talents, which resonated with individuals during a time of limited physical interactions.

Post-lockdown, TikTok has maintained its strength by retaining its user base, delving into new markets, and diversifying its content offerings. The platform has successfully integrated social commerce and strengthened partnerships with brands, content creators, and influencers. By focusing on these aspects, TikTok has solidified its position as one of the top social media platforms and aims to dominate the social media landscape in the future. With its continuous emphasis on user engagement, market expansion, and strategic collaborations, TikTok is poised for ongoing success in the evolving world of social media.



TikTok's net advertising revenue worldwide in billion US\$



In 2022, Meta's advertising revenue decreased by 1.1% for the first time since its initial public offering (IPO)

Platform profiles: Facebook

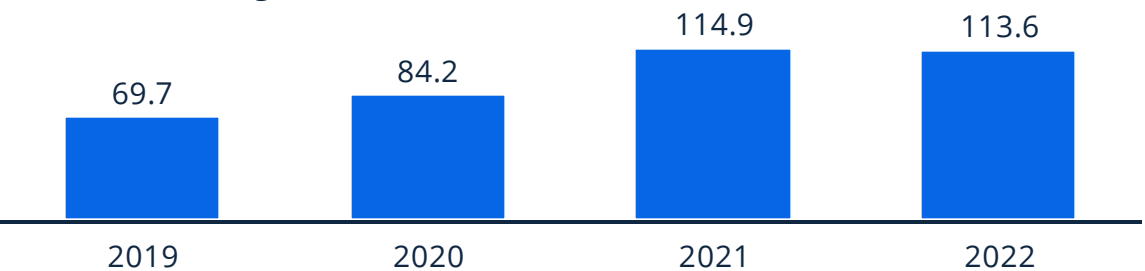


Facebook overview

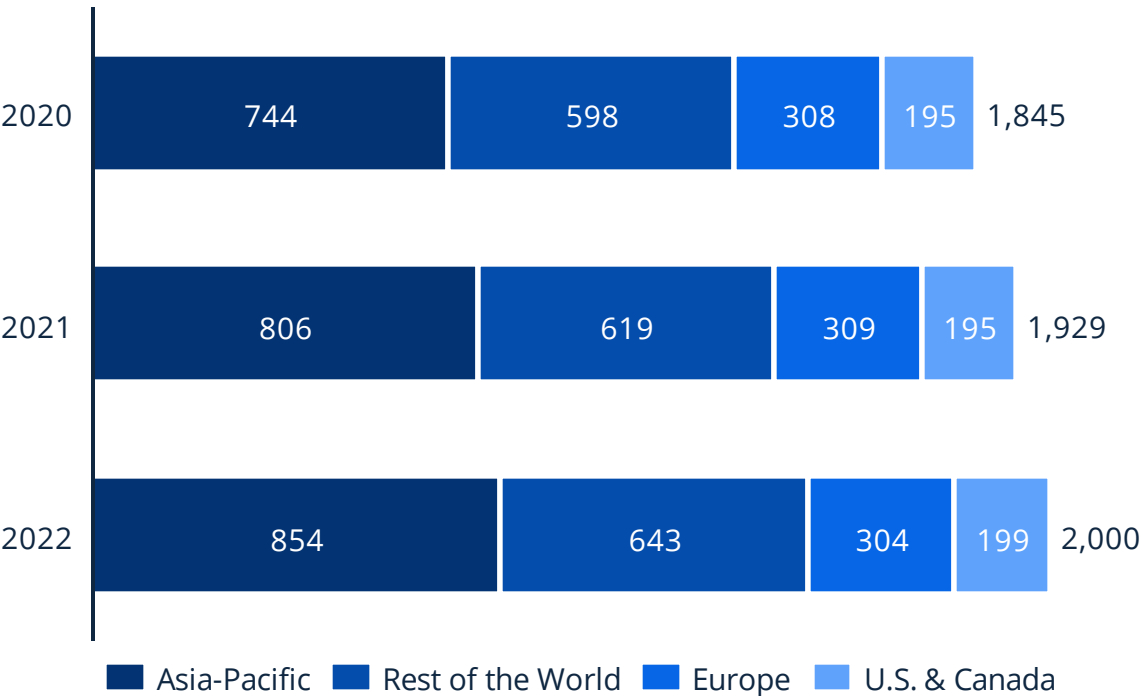
Launched in 2004, the social media platform Facebook allows users to create profiles, connect with friends and family, and share posts. Facebook also provides advertising and business pages for organizations to engage with users. With billions of active users worldwide, Facebook has become a leading social platform.

In 2022, Meta reported that its advertising revenue declined by 1.1%, a first time since its initial public offering (IPO) in 2012. A likely cause for this is the user growth rate in the U.S., Canada, and Europe. Meanwhile, for the first time Facebook's daily active users reached 2 billion in 2022.

Meta's advertising revenue in billion US\$



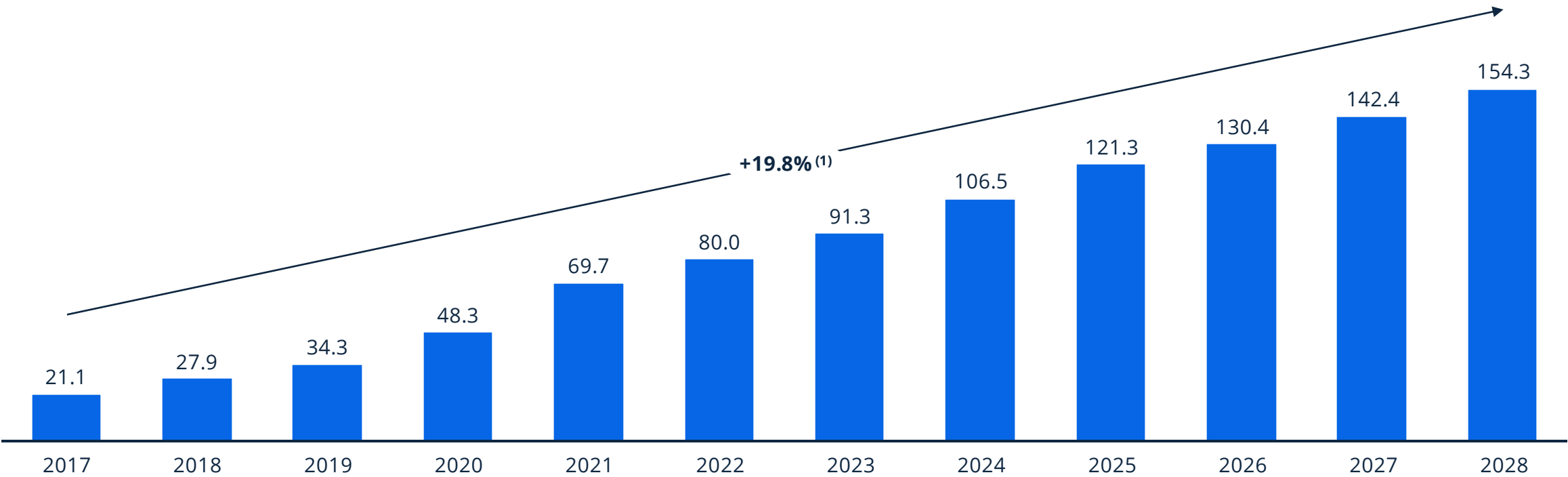
Facebook Daily Active Users in Q4



The Games In-App Advertising market is expected to reach US\$154.3 billion by 2028

Market Size: Games (global)

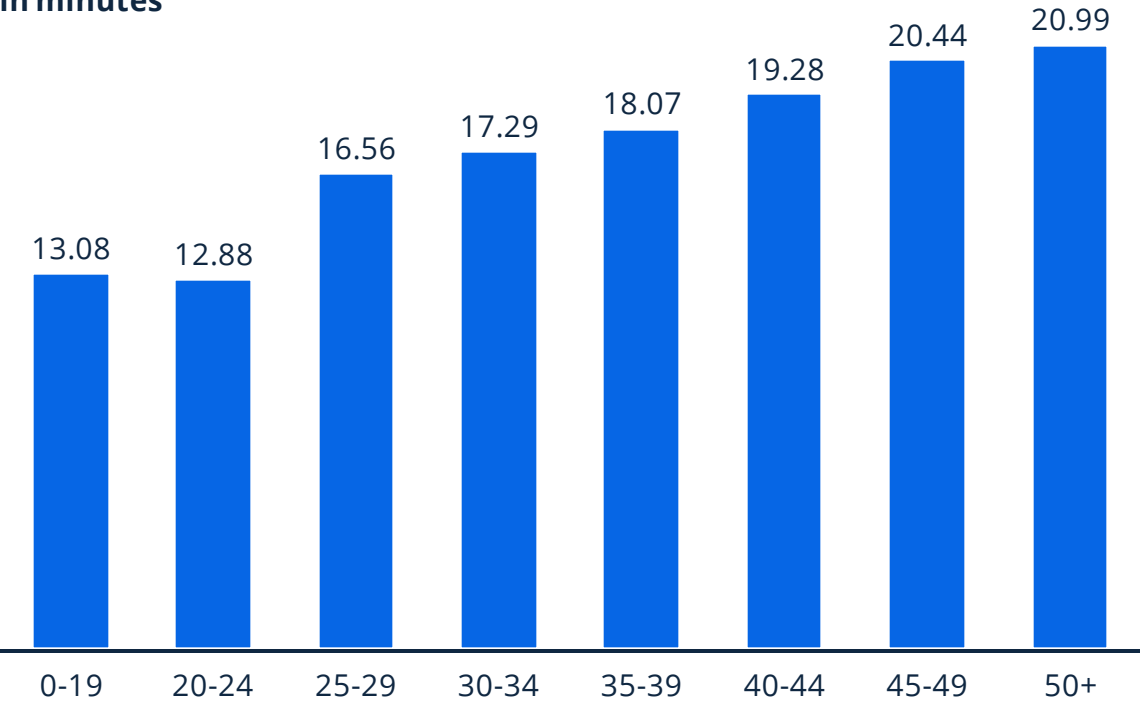
Games In-App Advertising market: Advertising spending forecast in billion US\$



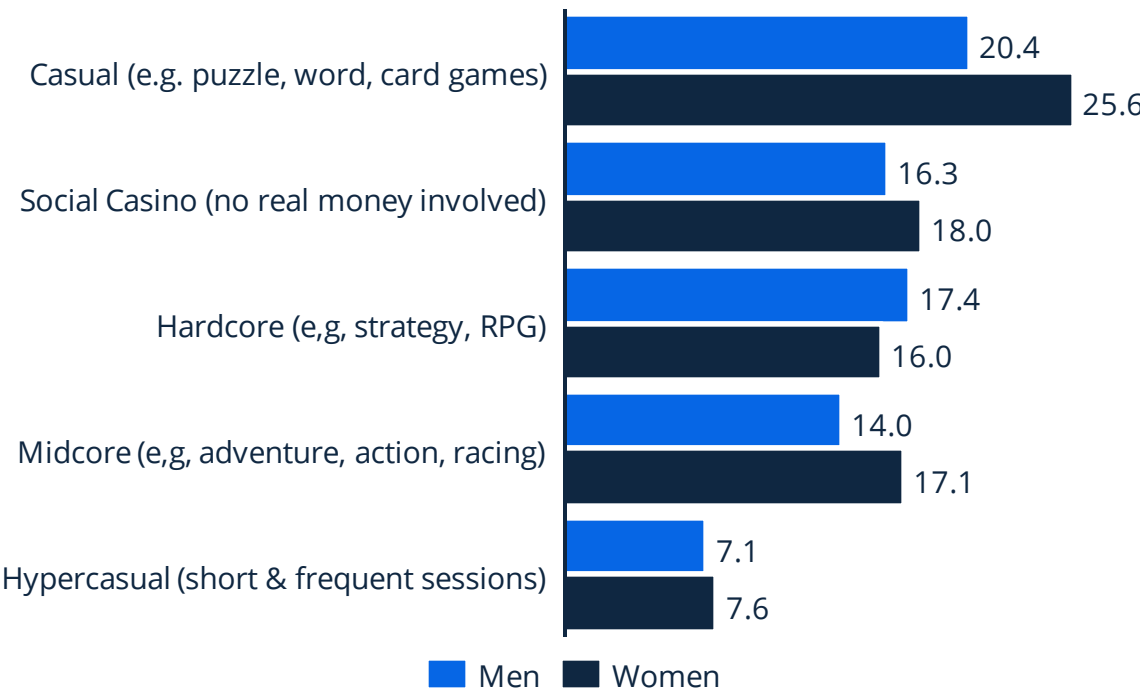
People aged 40 and above spend more time on mobile app games than those under 40, and casual games are the most popular across all age categories

Deep dive: Games – time spent

Average daily time spent worldwide on mobile gaming apps from 2020 to 2021 in minutes



Average daily time spend on mobile game categories on Android in minutes



In the past five years, casual games have had the highest number of downloads

Deep dive: Games – highest number of downloads

Top 10 ad-supported mobile gaming apps by downloads in 2017 and 2022

Type of Games	2017			2022			
Casual (e.g., puzzle, word, card games)	 Candy Crush	 My Talking Tom	 8 Ball Pool	 Candy Crush	 My Talking Tom2	 8 Ball Pool	 Ludo King
Hypercasual (short & frequent sessions)	 Honor of Kings	 Clash of Clans	 Clash Royale	 Free Fire	 Roblox		
Hardcore (e.g., strategy, RPG)	 Subway Surfers	 Super Mario Run			 Subway Surfers	 Stumble Guys	
Midcore (e.g., adventure, action, racing)	 slither.io	 Piano Tiles 2			 Race Master 3D	 Bridge Race	

After launching the immensely popular and free download games Candy Crush and Pet Rescue in 2012, King's revenue rose by 1,046%

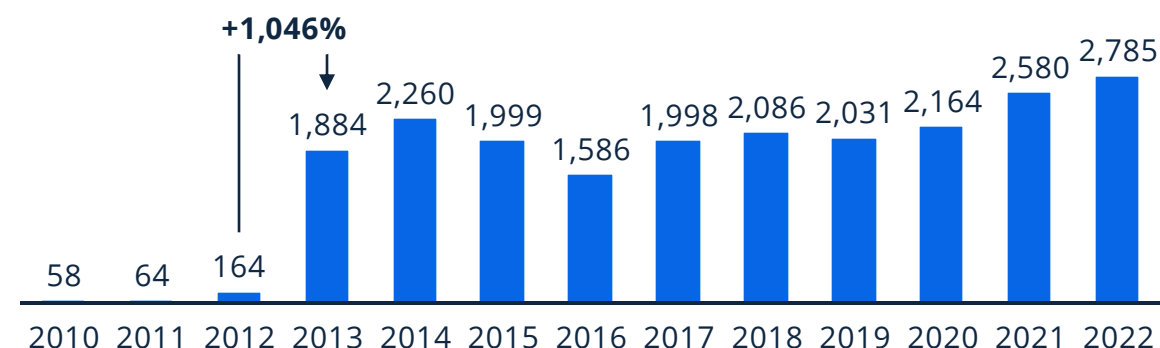
Mobile Game Company: King



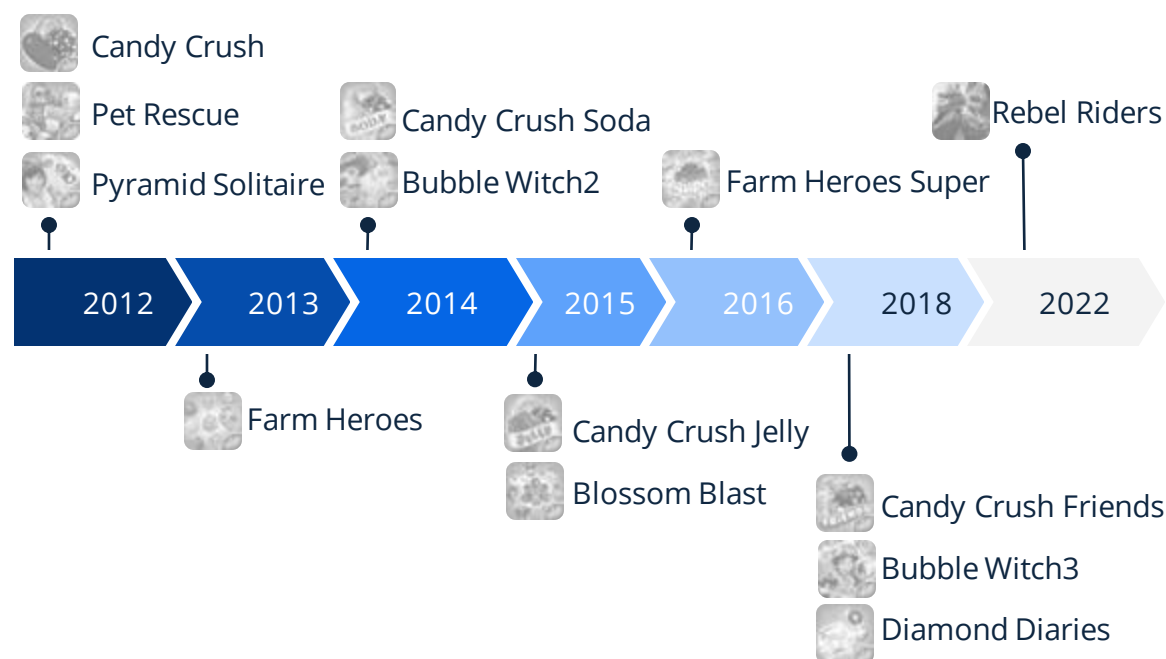
King overview

King is a leading mobile game company recognized for developing popular casual games, such as the puzzle games Candy Crush and Farm Heroes. With an impressive user base of 250 million monthly active users in Q1 2022, King provides free-to-play games with the option of in-game purchases. King operates studios in London, Stockholm, Barcelona, Malmo, and Berlin, and was acquired in 2016 by the Activision Blizzard group for US\$5.9 billion.

King's revenue in million US\$



King's current mobile game apps portfolio and release timeline



The popular battle royale game Free Fire, developed by Garena, reached one billion downloads in 2022

Mobile Game Company: SEA Limited

Sea Limited overview

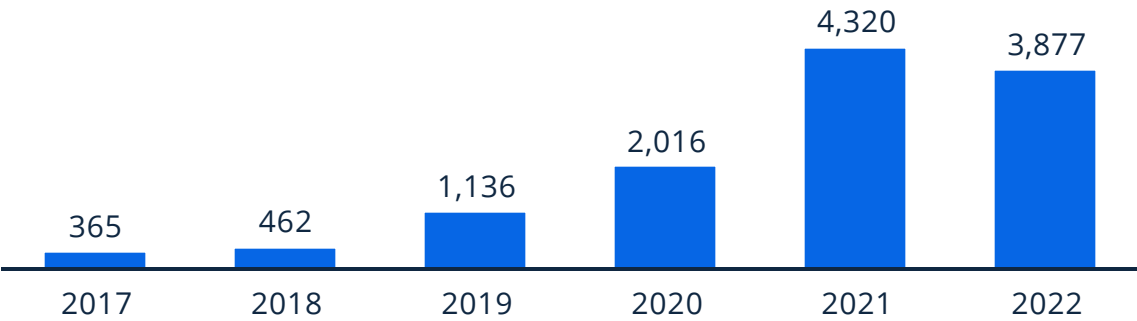
SEA Limited is a leading technology company based in Singapore. It operates a range of businesses, including digital entertainment, eCommerce, and digital financial services. One of its key subsidiaries is Garena Online Private Limited, which was established to operate a digital entertainment business.

Free Fire was released by Garena in 2017. Free Fire has gained tremendous popularity, particularly in the mobile gaming space, with millions of players worldwide. It is a fast-paced, battle royale game involving multiple players and a variety of game modes.

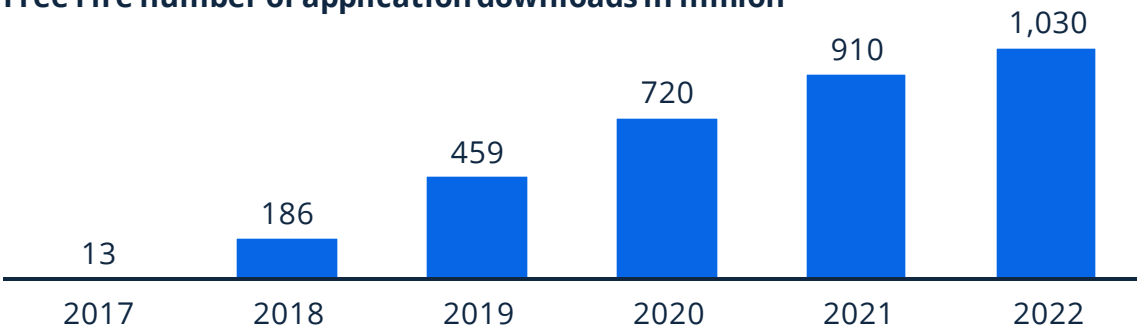
Garena's list of mobile games



Sea Limited's digital entertainment⁽¹⁾ revenue in million US\$



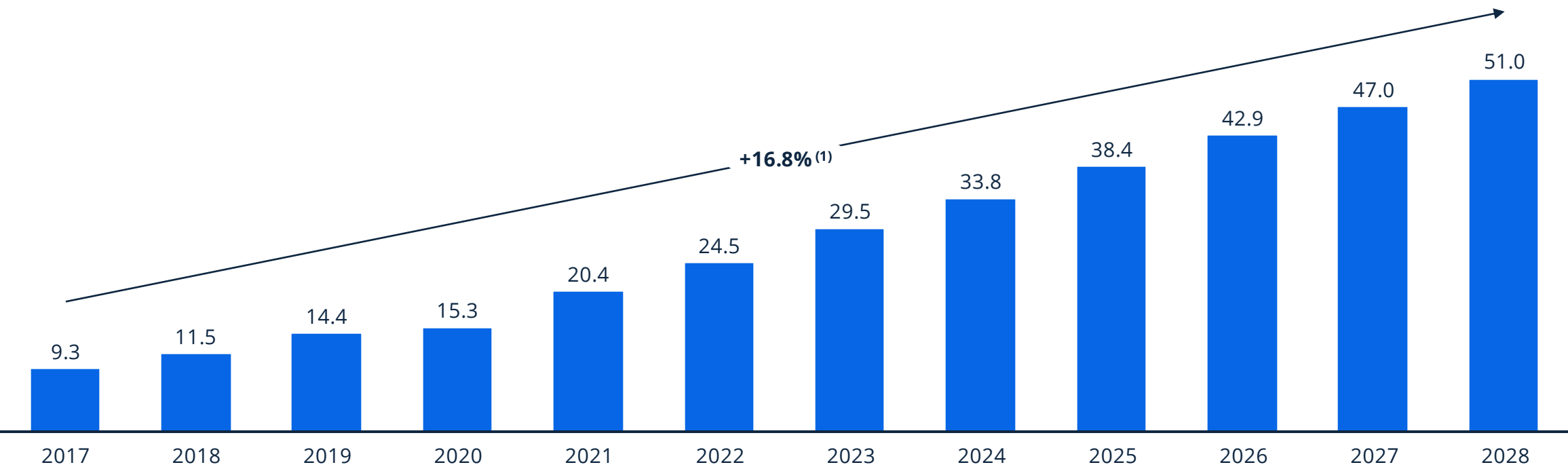
Free Fire number of application downloads in million



In 2023, spending in the Shopping In-App Advertising market reached US\$29.5 billion

Market Size: Shopping (global)

Shopping In-App Advertising market spending forecast in billion US\$



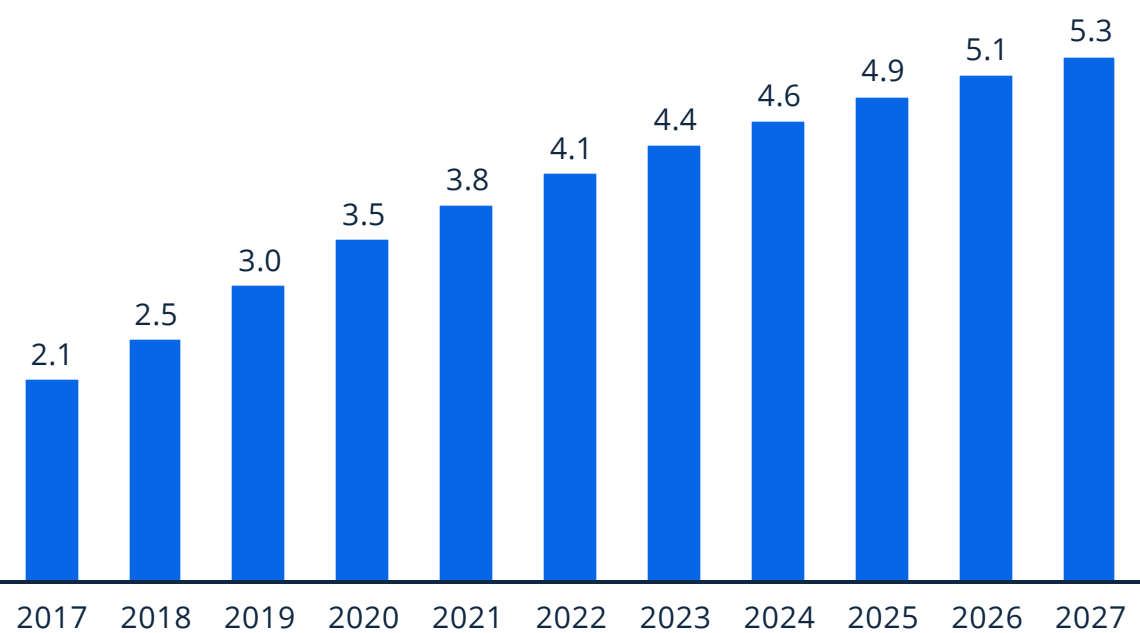
222 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: [Statista Market Insights](#) 2023

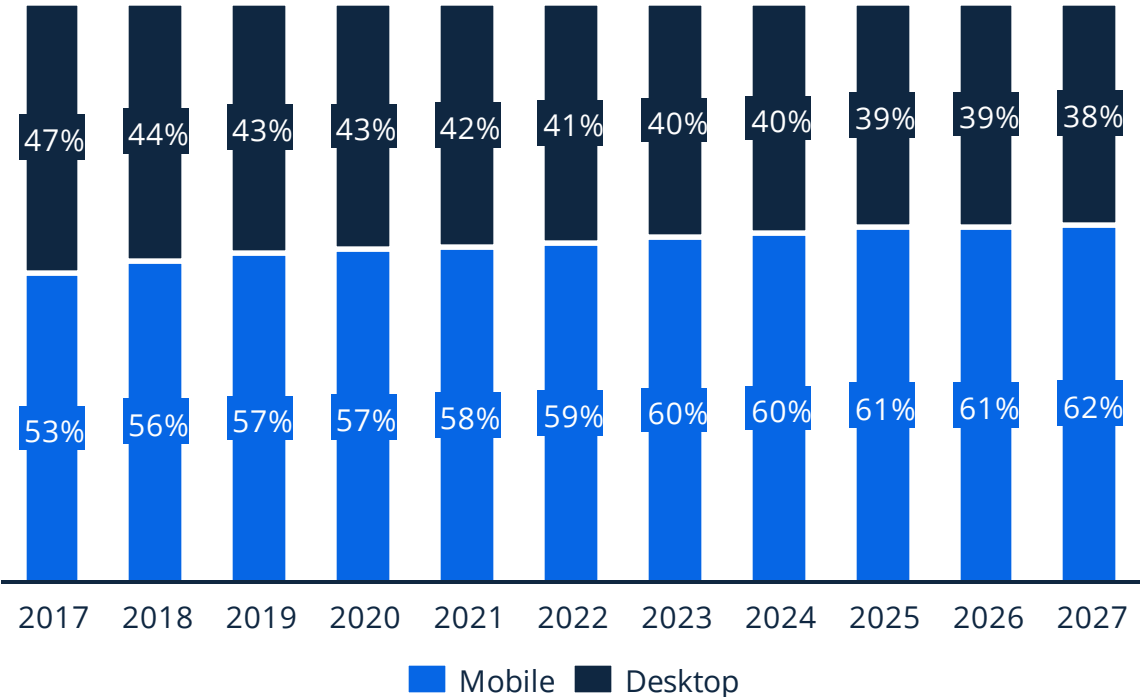
Since 2017, more than 50% of all online shoppers have been conducting their online purchases via their smartphones

Deep dive: Online purchase users and devices

Number of active paying customers in billion



Online purchase by device

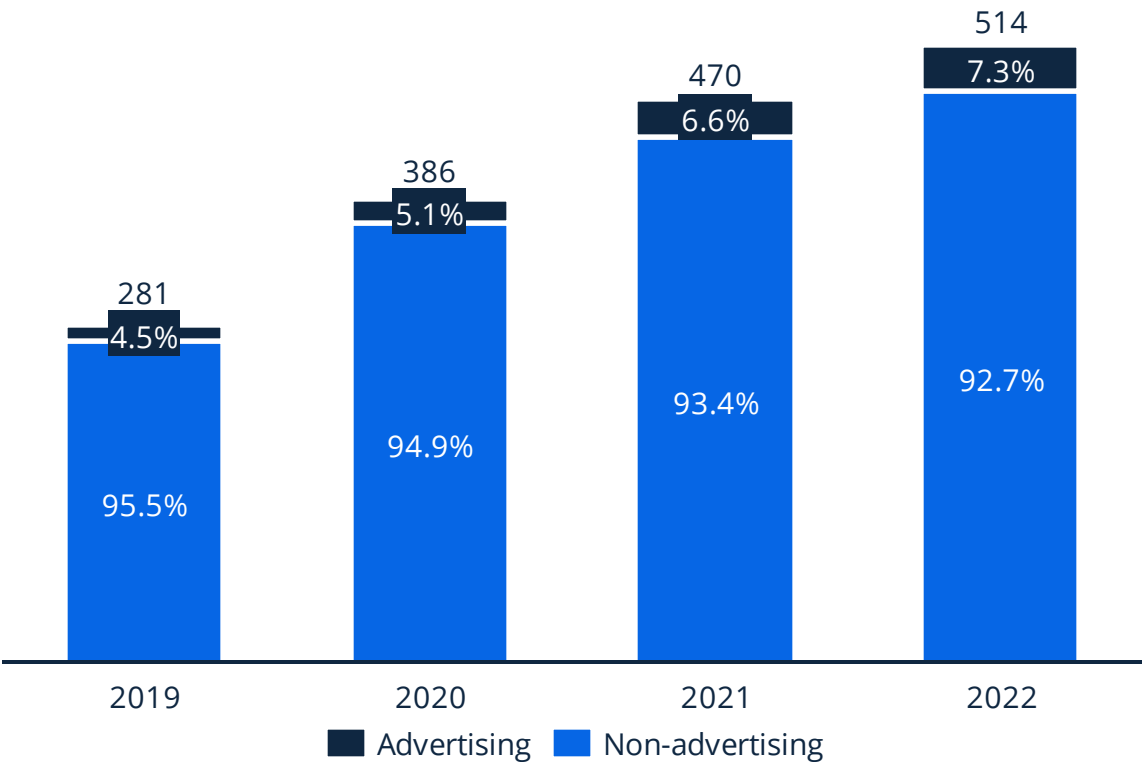


Amazon's advertising revenue has constituted a larger proportion of its total revenue over the years, increasing from 4.5% in 2019 to 7.3% in 2022

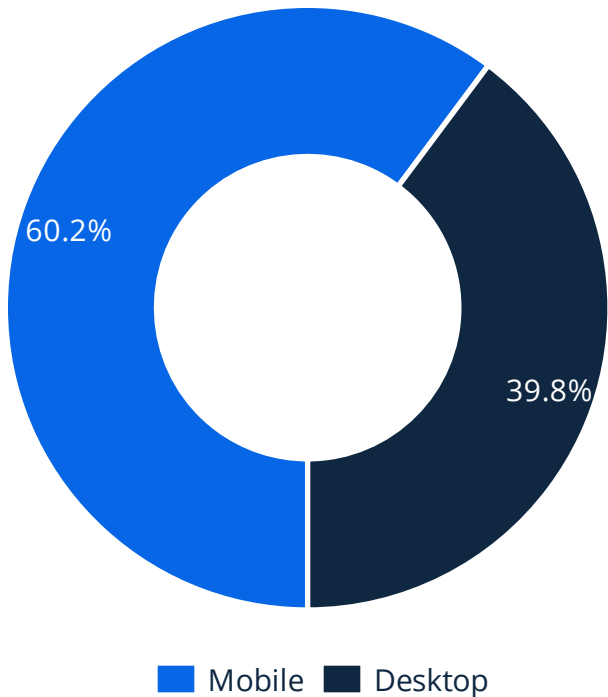
Company profiles: Amazon



Amazon’s advertising and non-advertising revenue, in billion US\$



Traffic share for amazon.com by device in May 2023



In 2021, the combined number of mobile monthly active users on Alibaba marketplaces in China exceeded 900 million

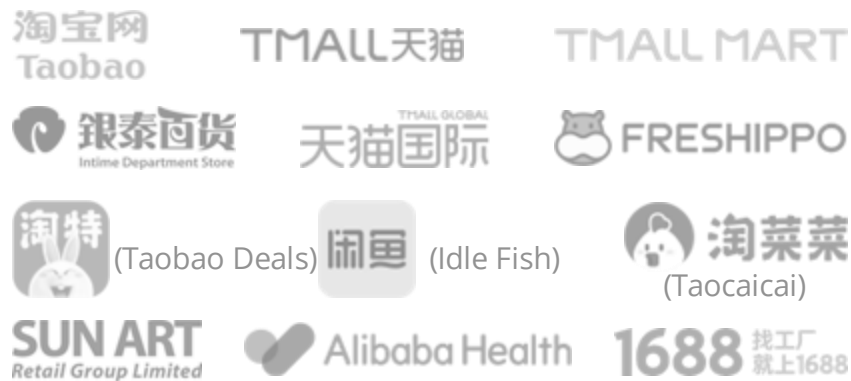
Company profiles: Alibaba Group



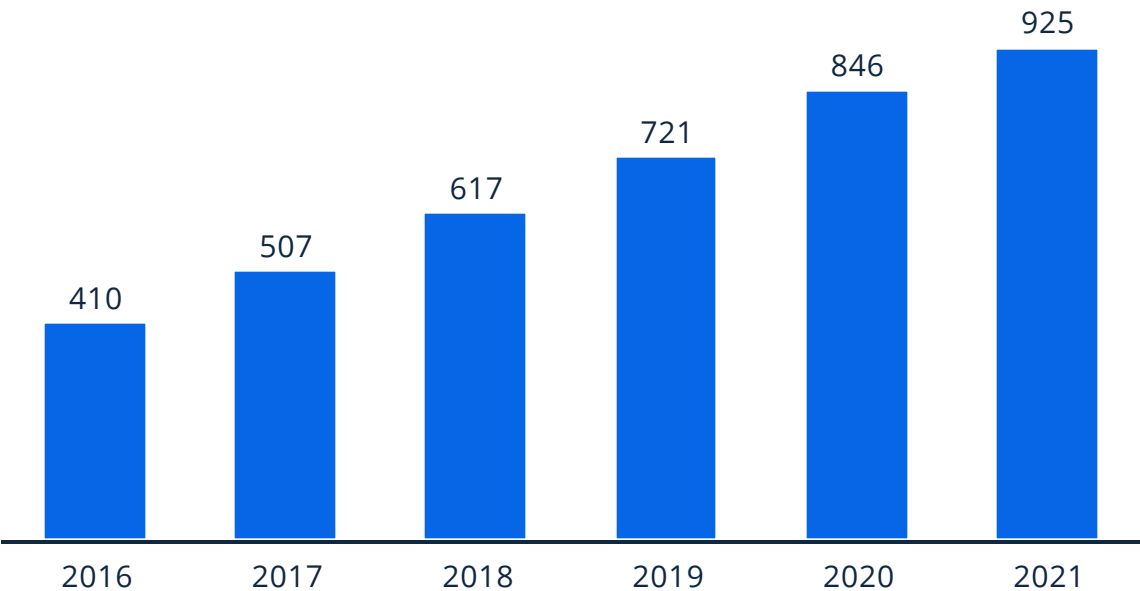
Alibaba Group overview

Alibaba Group is a multinational conglomerate based in China and was founded by Jack Ma in 1999. It operates in the eCommerce, technology, and entertainment sectors. Alibaba Group's eCommerce ecosystem in China includes key players such as Taobao, Tmall, and Freshippo. Alibaba's China marketplaces successfully capture Chinese users with over 900 million mobile monthly active users.

Alibaba Group's China Marketplaces



Mobile monthly active users on Alibaba Group's China Marketplaces in millions



AI is applied across a wide range of fields in mobile advertising to increase reach, boost engagement, and detect fraud

Deep dive: Current use of AI in Mobile Advertising

Popular applications of AI in mobile advertising



In-depth reporting in real time:

AI technologies make it possible to conduct real-time analyses of data from previous campaigns, customer profiles, and behavior. This makes it easier and faster for advertisers to make decisions based on data and improve their ads. AI can also be used for predictive analytics, which uses past trends and results to anticipate what will happen in the future. With this technology, advertisers can quickly adjust their strategies based on current events.



Detect fraud advertising:

AI uses advanced algorithms to pinpoint irregular behaviors and suspicious patterns in real time. By using AI to distinguish between typical and unusual interactions, mobile ads are able to detect and reduce fraud, which in turn contributes to improvements in ad investments, campaign performance, and user engagement.



Improve SEO⁽¹⁾ and ad bidding:

AI improves the efficiency of mobile ad bidding and SEO(1) performance. With AI algorithms, marketers can adjust and optimize their ad investment strategies based on real-time data analysis.

AI can also boost SEO by analyzing a website's data, keywords, and content, and suggest improvements that lead to higher search engine rankings.



Advanced customer targeting:

AI utilizes advanced algorithms to analyze big data and determine user preferences, behaviors, and interests. By identifying patterns and trends, AI algorithms make it possible for marketers to identify and reach their target audiences. Using AI helps to deliver personalized content, optimize ad placements, and enhance ad engagement.

AI-powered tools help marketers to generate effective content against the rising tide of data privacy regulations

Deep dive: Potential trends in AI-enhanced mobile advertising

Evolution of AI in mobile advertising



Real-time content generation:

In the future, real-time in-app advertising content generation will significantly be influenced by AI. AI has the ability to produce personalized ads that connect with the target audience by analyzing user behavior, preferences, and engagement data, together with A/B tests of different versions of content to determine which one is more effective.



Real-time generation of visual ads:

AI is believed to be able to produce not only text-based in-app advertising but also visual content such as images and videos. A massive amount of data, including pictures and videos, can be analyzed by algorithms to learn about visual trends, tastes, and user behavior. Through this analysis, AI can generate visually appealing and relevant ad content that incorporates videos and images to match the tastes and preferences of the target audience.



Facial and emotional recognition:

Facial and emotional recognition technology will help to analyze facial expressions, emotions, and demographics. This will make it possible for apps to show more personalization and relevant ads. Real-time personalization based on emotional states can make ads more interesting, and tracking emotional responses can help advertisers understand how well their ads are performing.



Data privacy & consumer targeting:

Despite the increase of data privacy regulations, marketers will still be able to reach targeted audiences with the help of AI-powered technologies and machine learning. AI can use contextual and non-personalized data to balance the conflicting needs of personalized advertising and data privacy, which will help build trust in the ever-changing world of privacy laws.

CHAPTER 3

Appendix



STATISTA MARKET INSIGHTS

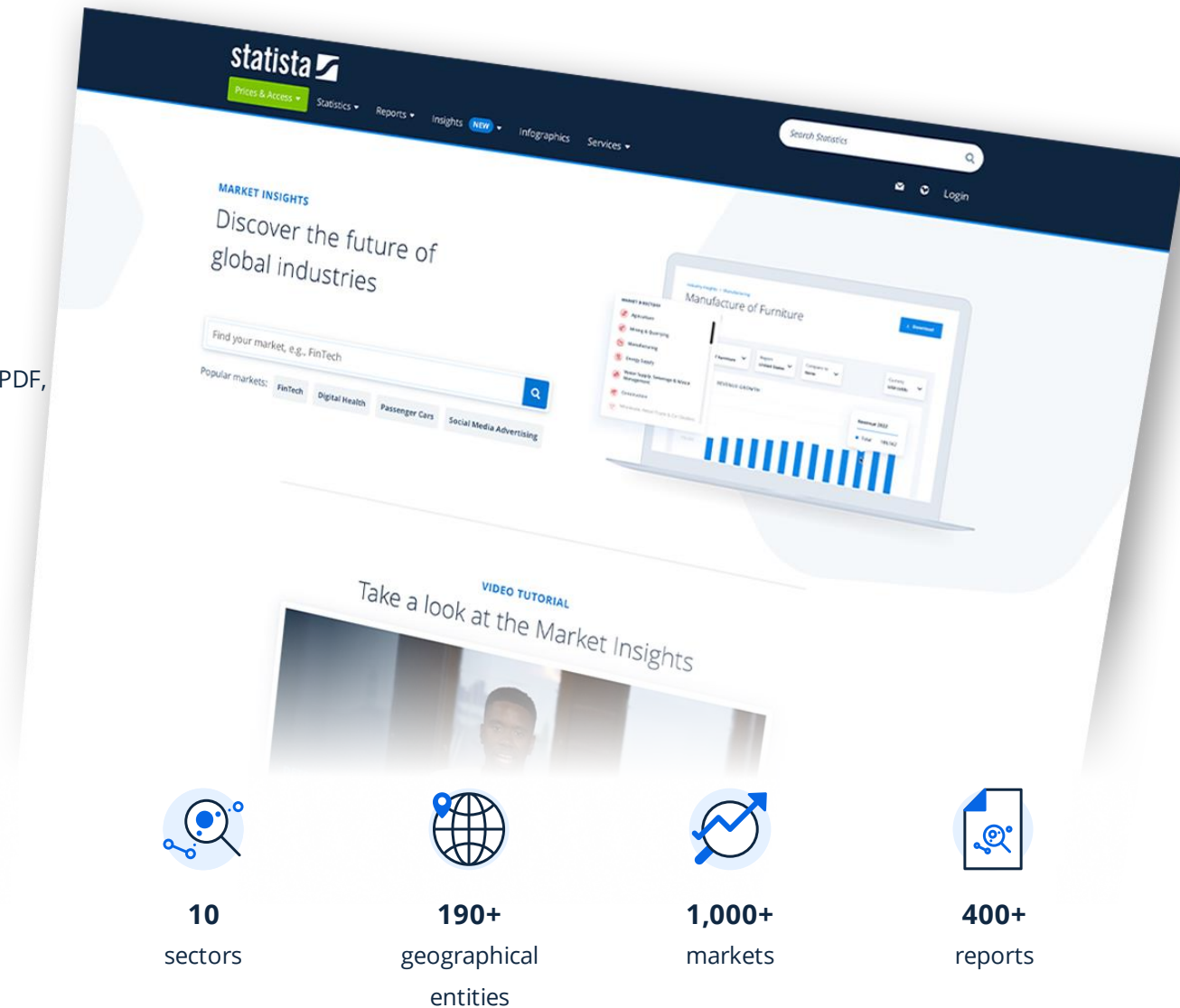
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The screenshot displays the Statista Market Insights website. The top navigation bar includes links for 'Prices & Access', 'Statistics', 'Reports', 'Insights' (marked as 'NEW'), 'Infographics', and 'Services'. A search bar is located on the right. The main heading reads 'MARKET INSIGHTS Discover the future of global industries'. Below this is a search input field with the placeholder 'Find your market, e.g., FinTech' and a list of 'Popular markets' including FinTech, Digital Health, Passenger Cars, and Social Media Advertising. A featured report titled 'Manufacture of Furniture' is shown with a bar chart. A 'VIDEO TUTORIAL' section titled 'Take a look at the Market Insights' features a video thumbnail. At the bottom, four icons represent key features: 10 sectors, 190+ geographical entities, 1,000+ markets, and 400+ reports.

10
sectors

190+
geographical
entities

1,000+
markets

400+
reports

Author



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