

Among companies, Amazon's ad surge overshadows everything else

Article

The old Google-Meta duopoly will claim less than 47% of digital ad spending this year. Adding Amazon brings the share above 60%. Every other digital ad publisher pales in comparison,

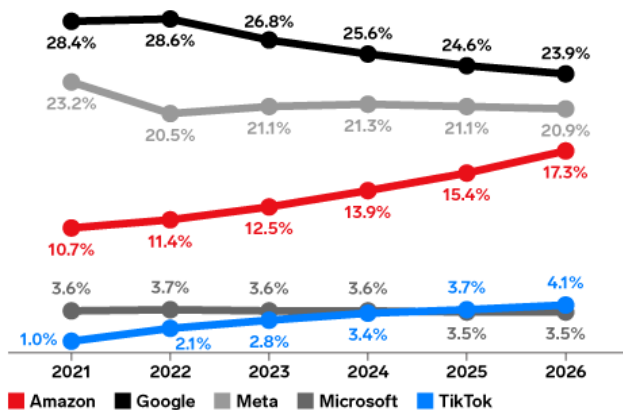
including seemingly major players like Microsoft and TikTok.

Amazon's growth spurt has many years to go

- **The retail media story is no longer new, but it hasn't run out of steam.** [Amazon's](#) ad revenue growth will accelerate for the second consecutive year in 2024, reaching 24.7%. The ecommerce giant's nearly \$42 billion take will amount to 13.9% of the digital ad market. That positions it to possibly overtake Meta before the end of the decade.

Amazon Is Closing In on Meta, as the Duopoly Fades and the Triopoly Solidifies

% of US digital ad spending among select companies, 2021-2026



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; Google includes ad revenues from YouTube
Source: EMARKETER Forecast, March 2024

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- **Amazon's OTT ad revenues are a small but increasingly important part of the story.** Ad revenues from [Twitch, Freevee, Prime Video, and the Fire TV platform](#) will total \$4.72 billion this year, up 84.4% from 2023. That extreme spike mostly derives from Amazon switching all Prime Video users to ad-supported video-on-demand (AVOD) status in early 2024, but healthy OTT ad increases will continue beyond this year. Amazon crosses categories more than any other ad industry player: Most of this income will count as CTV ad revenues, and all of it will count as retail media revenues as well.

Read the full report, [US Ad Spending 2024](#).

Report by Ethan Cramer-Flood May 09, 2024

US Ad Spending 2024

