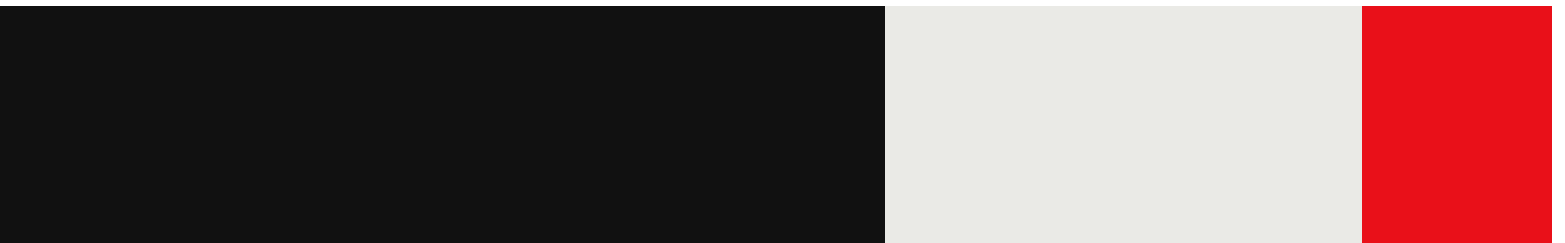


Advertising makes up the lion's share of mobile app revenues

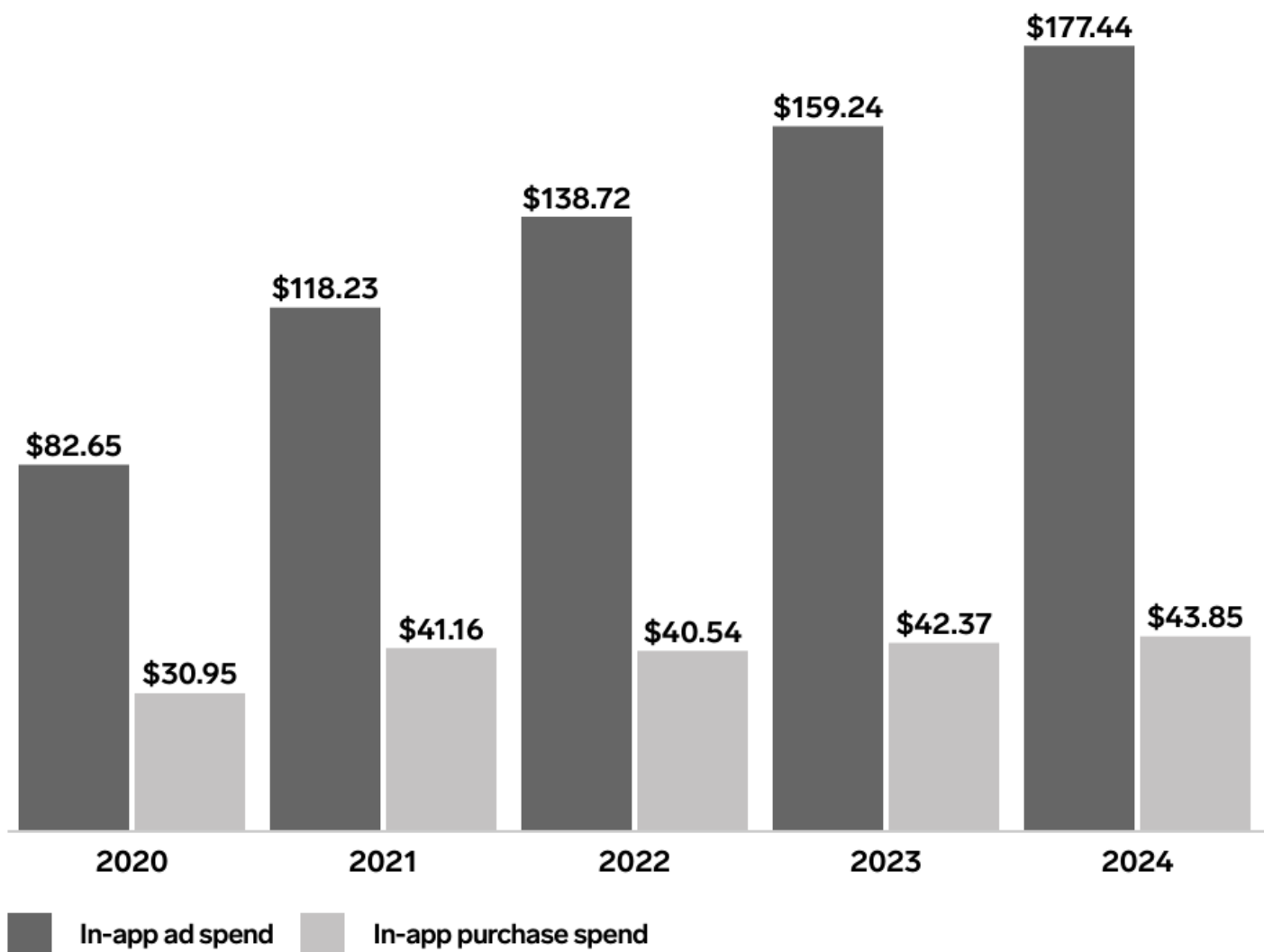
Article



For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

US In-App Purchases Pale in Comparison to In-App Advertising Spend

billions, 2020-2024



Note: total annual spending on in-app purchases by mobile device users; total annual spending on advertising that appears in apps on mobile phones and tablets, and includes all the various formats of advertising on those platforms

Source: Insider Intelligence | eMarketer, July 2023

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Insider Intelligence | eMarketer

Key stat: US mobile in-app ad spend will be about four times higher than in-app purchase spend this year, at \$159.24 billion compared with \$42.37 billion, according to our forecast.

Beyond the chart:

- In-app purchase spend is increasing, with gaming generating the majority of purchases, but ad spend will continue to dominate.
- Gaming saw healthy growth during the pandemic, but a drop in activity in 2022 also led to a drop in spending on virtual goods.
- In-app ad spend growth remains healthy at 14.8% this year, translating to an additional \$20.52 billion in ad sales over 2022.

Use this chart:

- Allocate app ad budgets.
- Understand mobile revenues.

More like this:

- [Mobile App Monetization 2023](#) (Insider Intelligence subscription required)
- [Despite continued strength in mobile advertising, app publishers look for alternatives](#)
- [US social app spending grows to 5 times its pre-pandemic level](#)
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