

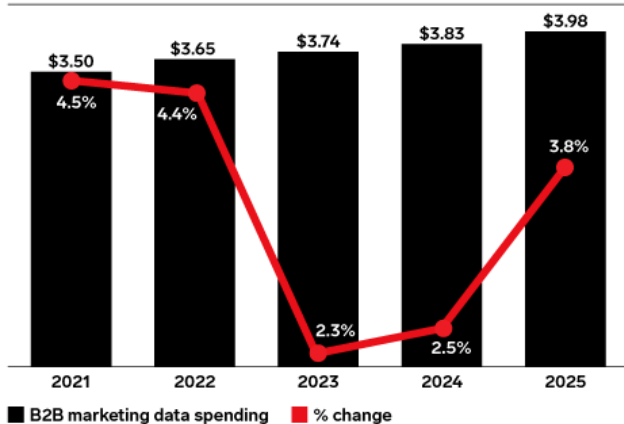
# US B2B marketing data spending growth remains sluggish amid economic pressures

Article

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## US B2B Marketing Data Spending, 2021-2025

billions and % change



Note: includes spending by companies on firmographic, intent, and other third-party data that marketers use to understand and engage with B2B prospects and customers; excludes spending on related technology  
Source: Insider Intelligence | eMarketer Forecast, Aug 2023

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Insider Intelligence | eMarketer

**Key stat:** US B2B marketing data spending will grow 2.5% in 2024, up slightly from 2023's 2.3% growth but still below pandemic growth rates of over 4%, per our forecast.

### Beyond the chart:

- B2B marketers invested heavily in data during the pandemic as in-person leads dried up.
- Now, B2B firms are having to make do with tighter budgets, forcing them to make cuts on nonessential spending, according to our [US B2B Marketing Data Spending Forecast 2023 Update](#) report.
- Marketers must be strategic with their data investments, using help from third-party services or walled gardens to supplement their proprietary data.

### Use this chart:

- Identify trends in US B2B marketing data spending.

### More like this:

- [US B2B Marketing Data Spending Forecast 2023 Update](#) (Insider Intelligence subscription required)
- [B2B marketing firms are spending less and focused on ROI for 2023 and 2024](#)
- [B2B digital ad spend lags post-pandemic, hinting at prolonged recovery](#)

- **Post-cookie preparation lags due to deprecation delays and slow adoption of new tools**

*Methodology: Estimates are based on the analysis of data from other research firms and government agencies, historical trends, reported and estimated revenues from company reports, and macro-level economic conditions.*