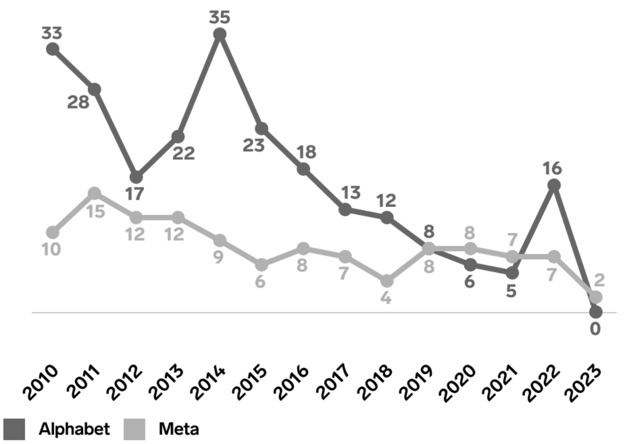
Arielle Feger

Meta, Alphabet acquisitions on the decline as antitrust scrutiny ramps up

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.

Alphabet and Meta Have Both Pursued Fewer Acquisitions in Recent Years
number of deals worldwide, 2010-2023



Source: Luma Partners, provided to Insider Intelligence | eMarketer on Feb 15, 2024

350858 Insider Intelligence | eMarketer

Key stat: Meta made only two acquisitions in 2023, while Alphabet (parent company of Google and YouTube) made none, per Luma Partners data provided to EMARKETER.

Beyond the chart:

- This slowdown in deals is likely due to increased antitrust scrutiny from the Federal Trade Commission (FTC) and the US Department of Justice (DOJ), according to our Big Tech Antitrust 2024 report.
- Big Tech companies have previously used mergers and acquisitions (M&A) to bolster their ad businesses, like Facebook buying Instagram or Google purchasing YouTube.
- Just this week, the DOJ announced it was suing Apple for its iPhone monopoly, showing the department is serious about taking antitrust action against Big Tech.

Use this chart:

- Illustrate the decline in Big Tech acquisitions.
- Consider potential impact on the digital advertising landscape.

More like this:

- Apple's new ad product pushes it closer to Google
- Big Tech has amassed tremendous influence over the digital ad market

- A US TikTok ban could fuel Meta's advertising dominance—but Google and YouTube stand to benefit as well
- Antitrust Explainer *(EMARKETER subscription required)*