


# The pandemic spurred digital ad growth across the Southeast Asia

## Article



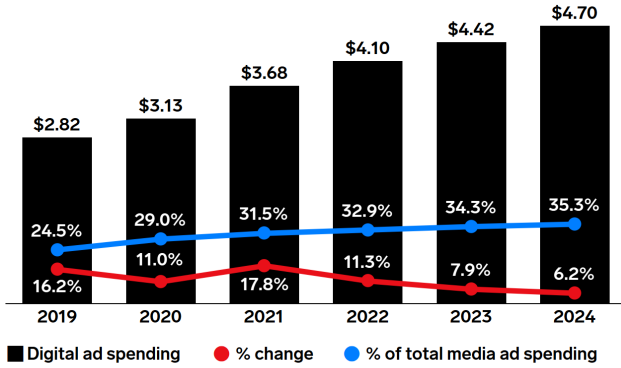
People in Southeast Asia are spending more time online. As a result, digital ad spending in the region will grow by **11.3%** to **\$4.10 billion** in 2022, following a phenomenal **17.8%** growth rate in 2021.



**This year's growth will stem from a firmer economic footing and greater confidence in digital media to generate returns.** That said, digital will account for only **32.9%** of total ad

outlays, though that figure will continue to climb for the rest of our forecast period.

**Digital Ad Spending in Southeast Asia, 2019-2024**  
billions, % change, and % of total media ad spending

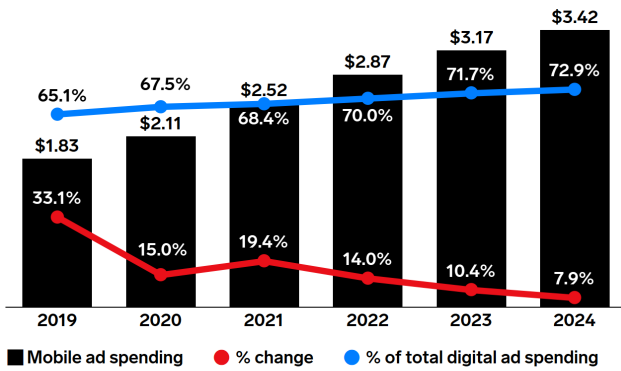


Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; excludes SMS, MMS, and P2P messaging-based advertising  
Source: eMarketer, October 2021

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**Mobile devices are vital to consumers in Southeast Asia, and key for advertisers trying to reach this audience.** Our forecast reflects the dominance of these devices, with mobile’s ad spending growth of **14.0%** outpacing that of digital this year.

**Mobile Ad Spending in Southeast Asia, 2019-2024**  
billions, % change, and % of total digital ad spending



Note: includes display (banners, rich media, and video) and search; excludes SMS, MMS, and P2P messaging-based advertising; includes ad spending on tablets  
Source: eMarketer, October 2021

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**2022 will bring more economic and ad spending certainty.** Vaccination rates in Southeast Asia picked up significantly by the end of 2021. We believe this will unleash pent-up commercial activity and reopen borders to international tourism, a vital sector to many regional economies. Even with the arrival of the omicron variant, travel is unlikely to revert to last year's depressed state.

Based on these factors and more, we have adjusted our ad spending forecast accordingly: reducing last year's annual growth rate and increasing this year's.

Read the full report.

**Report** by Man-Chung Cheung Feb 01, 2022

# Spotlight: Southeast Asia Digital Ad Spending



The thumbnail shows the report cover with the title 'Spotlight: Southeast Asia Digital Ad Spending' and a subtitle 'Our 2022 Growth Forecast Remains Strong After Bumper Year'. Below the text is a bar chart with four bars: a black bar, a red bar, a black bar, and a red bar. The red bars are taller than the black bars, indicating growth. The chart is set against a white background with a grey border.