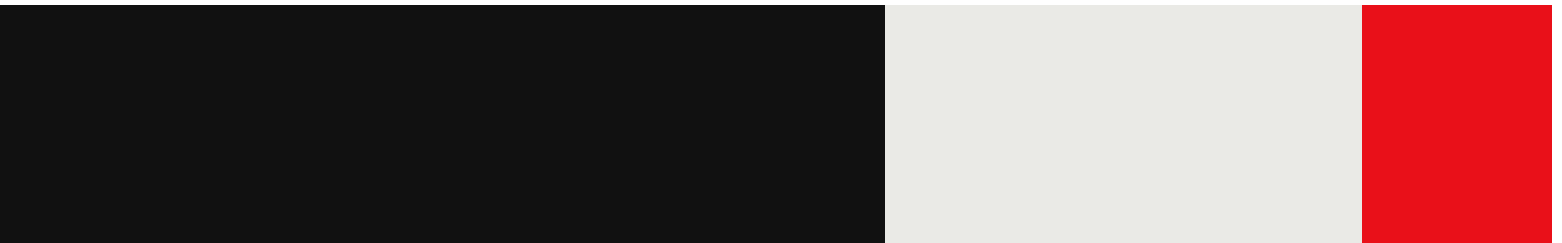


These three companies will pocket 64.0% of all US digital ad spending in 2021

Article

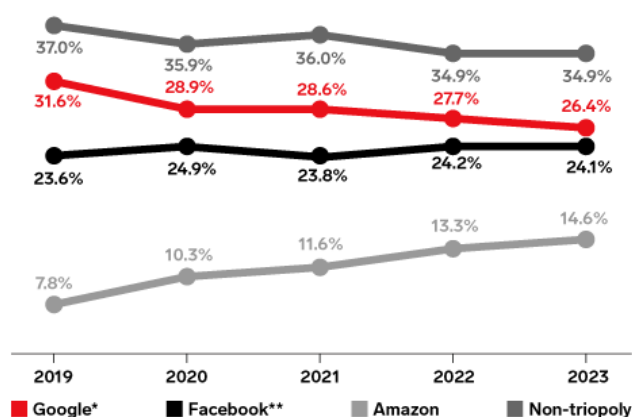


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The triopoly of **Google**, **Facebook**, and **Amazon** will rake in **64.0%** of this year's **\$211.20 billion** in US digital ad spending, about the same share as 2020 and up **1 percentage point** from 2019. We project that Google will lose share over the next two years, and Facebook—now known as Meta—will stay stable, while Amazon will grow its slice of the US digital ad market.

US Triopoly Digital Ad Revenue Share, by Company, 2019-2023

% of total digital 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; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; *includes YouTube advertising revenues; **includes Instagram advertising revenues
Source: eMarketer, Oct 2021

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