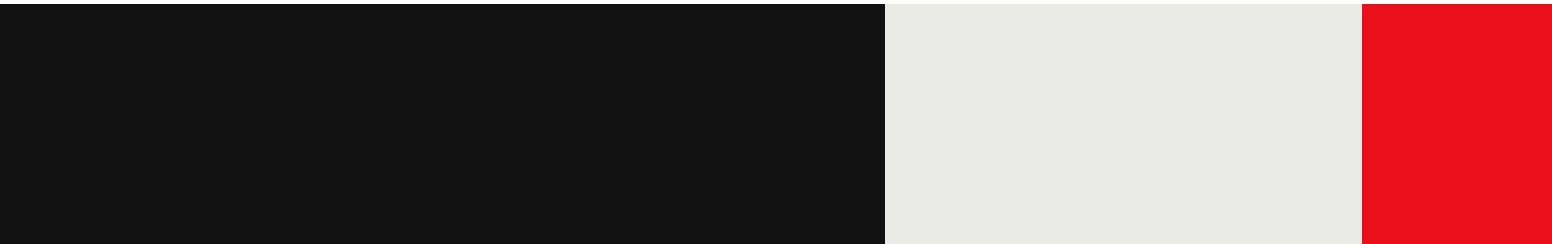


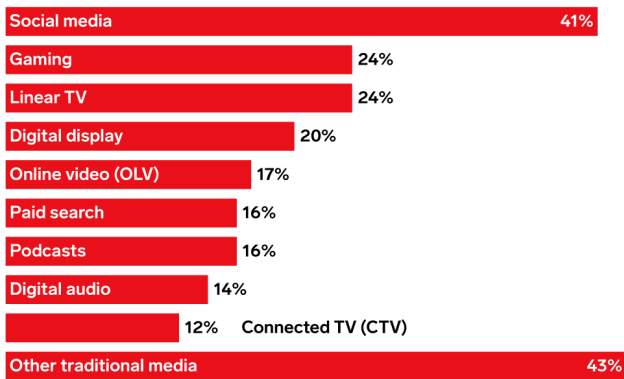
How tariffs will impact different ad channels

Article



Projected Ad Spend Cuts Due to Tariffs in 2025 According to US Advertisers, by Channel, Feb 2025

% of respondents expecting budget cuts



Note: please read chart as 41% of respondents expecting budget cuts plan to cut from social media due to tariffs in 2025

Source: Interactive Advertising Bureau (IAB), "94% of Advertisers Concerned About Tariff Impact on Ad Budgets," March 6, 2025

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Key stat: 41% of US advertisers expecting budget cuts due to tariffs plan to cut from [social media](#), while 24% plan cuts to [linear TV](#) and [gaming](#), per February 2025 from the Interactive Advertising Bureau (IAB).

Beyond the chart:

- Most advertisers (60%) expect a six to 10% ad budget decline due to tariff-related pressures, per the IAB.
- Advertisers will have to devise new strategies as tariffs drive up prices. Messaging that communicates value or locally-made goods will be particularly important.

Use this chart: [Marketers](#) can use this chart to plan where to pull back ad spend, but they should also use it to understand where they might keep spending. Platforms can use this chart to make the case for new incentives for tariff-conscious ad buyers.

Related EMARKETER reports:

- [Impact of Tariffs on US Businesses](#)
- [FAQ: How Trump Tariffs on Latin American Imports Will Affect US Brands](#) (EMARKETER subscription required)
- [FAQ: US-Canada Trade War](#) (EMARKETER subscription required)

Note: Data was provided to EMARKETER by IAB.

Methodology: Data is from the March 2025 Interactive Advertising Bureau (IAB) article titled "94% of Advertisers Concerned About Tariff Impact on Ad Budgets." 100 US buy-side advertising decision-makers who manage or oversee ad budgets of at least \$250K annually were surveyed online during February 13–28, 2025. The respondents included brands and agencies, with additional representation from MarComm/PR agencies and consultancies. The survey collected data on expected budget reductions, strategic media shifts, and industries most impacted by tariffs. Respondents provided insights into planned adjustments, including increased focus on performance marketing, changes in campaign messaging, and negotiations for greater flexibility in media buys.