

The stage is set for mobile AR advertising to shine

Article

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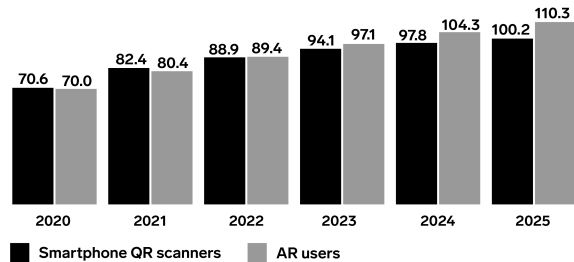
This year, both the number of smartphone QR scanners and the number of augmented reality (AR) users will grow in the US, reaching 94.1 million and 97.1 million, respectively, according to our "[Mobile Trends to Watch for 2023](#)" report. Growth is expected to continue through 2025.

US spend on mobile advertising will also rise over the next two years, reaching \$235.67 billion by 2025, per our forecast.

Mobile AR Advertising Set to Take Off

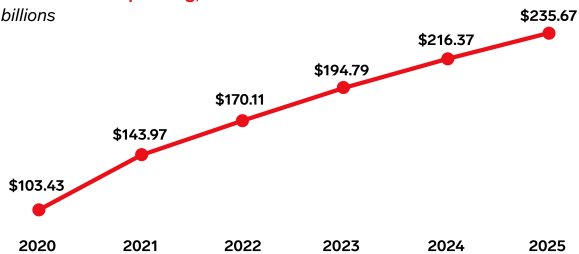
US Smartphone QR Scanners & AR Users, 2020-2025

millions



US Mobile Ad Spending, 2020-2025

billions



Note: QR code users are ages 18+ and smartphone users who scan a QR code at least once during the calendar year; AR users are individuals of any age who experience AR content at least once per month via any device; mobile ad spending includes advertising that appears on mobile phones, tablets, and mobile internet-connected devices
Source: Insider Intelligence, 2022

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Beyond the chart: QR-launched **AR will inject life into out-of-home (OOH) advertising**, which is expected to see a 6.0% spending increase in 2023, according to our report. With QR codes, OOH ads will become more immersive and trackable.

Social media will be another driver of AR advertising growth. More than 60 million US consumers will experience AR via Instagram, Snapchat, TikTok, or other social networks in 2023, paving the way for major platforms to double down on anchored AR tools.

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