

# Retail and CPG advertisers are shaping social ad offerings

Article

While social claims a sizable portion of most advertisers' budgets, two advertising categories —retail and CPG—are responsible for an outsized share of social ad spending in the US.

**Retail and CPG will account for nearly half of all US social ad spending in 2024**

- **Retail advertisers will account for 30.8% of social ad spending, per our forecast.** Social's share of the retail industry's ad spending has not changed much. But the substantial increase in retailers' overall ad spending has sent significant revenues into social platforms' coffers. In 2024, retailers will spend \$25.51 billion on social ads, up from \$9.04 billion in 2019.
- **Retail media is driving a spate of partnerships between retailers and social platforms.** The surge in retail industry ad spending is being driven partly by many retailers' budding retail media ambitions. Social ads that drive traffic to retailer properties have the added effect of increasing the ad revenues retailers get from their media operations. That's compelled retailers to forge a number of partnerships: In 2023, Amazon struck deals with Meta and Pinterest that allowed its advertisers to target users of the two social companies' services. And in 2024, Walmart Connect gave its advertisers the ability to use its custom audiences to target TikTok users with video and display ads.

## Social Network Ad Spending, by Industry

US, 2024, billions

Retail

\$25.51

CPG

\$15.19

Media & entertainment

\$10.32

Technology & electronics

\$7.57

Financial services

\$7.10

Automotive

\$4.97

Telecom

## telecom

 \$4.59

## Healthcare & pharma

 \$4.52

## Other

 \$1.89

## Travel

 \$1.23

---

*Note: Paid advertising only; 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 payments to influencers or other creators to produce sponsored content; includes branded content amplified as paid media. Social networks are sites where the primary activities involve creating a profile and interacting with a network of contacts by sharing updates, comments, photos, or other content*

*Source: EMARKETER Forecast, December 2023*

---

Read the full report, [Paid Social Forecast Report H1 2024](#).

Report by Max Willens Apr 29, 2024

# Paid Social Forecast Report H1 2024

