

TikTok's ad revenues climb as it gains on major digital ad players

Article

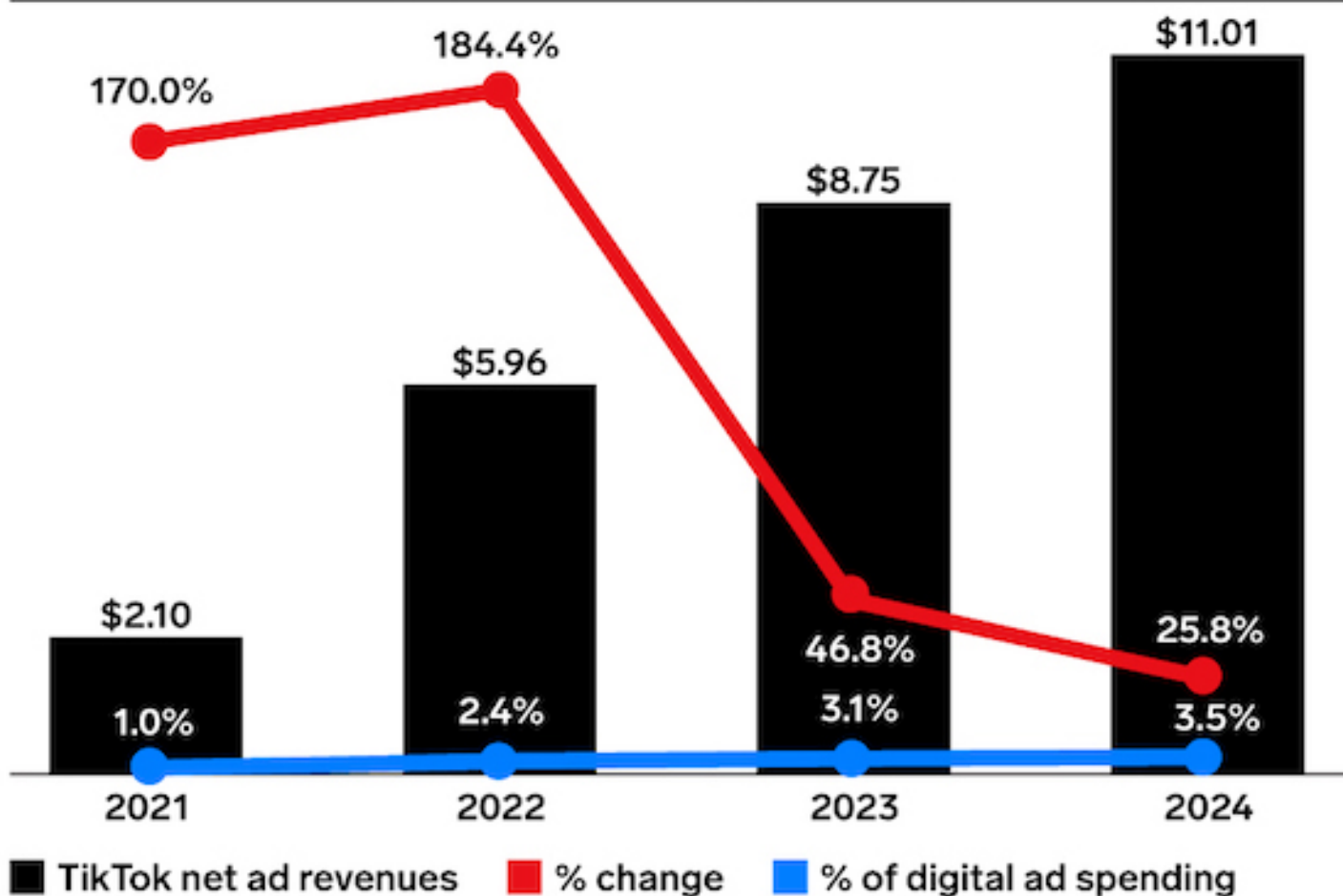
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TikTok will grow its net ad revenues in the US by an astounding **184.4%** this year to hit **\$5.96 billion**. The app's ad revenues will settle into a double-digit growth trajectory starting next year and top **\$11 billion** in 2024.

Beyond the chart: TikTok is gaining on some more-established digital ad sellers. In 2022, the short-video app will rake in **2.4%** of the country's nearly **\$250 billion** in digital ad spending—just **1 percentage point** less than **YouTube**, and more than **Snapchat** and **Twitter** combined. Still, that's a drop in the bucket compared with **Google** and **Meta**, which will claim **28.2%** and **22.3%** of the US digital ad market, respectively.

US TikTok Net Ad Revenues, 2021-2024

billions, % change, and % of 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

Source: eMarketer, March 2022

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