

# Google, Facebook, and Amazon to account for 64% of US digital ad spending this year

Article

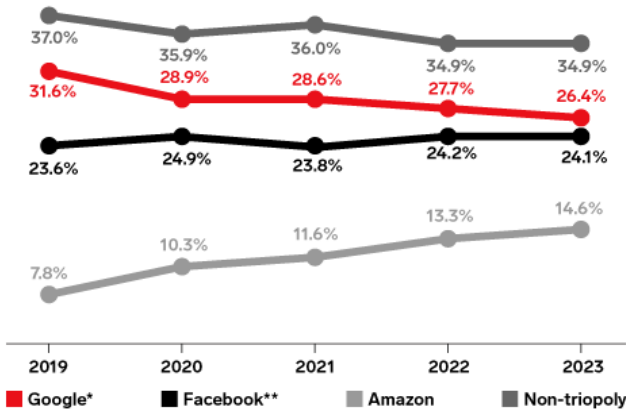


The forecast: US digital ad spending will soar past **\$200 billion** this year, marking **38.3%** growth from 2020. The triopoly of **Google, Facebook, and Amazon** will make up **64.0%** of all

US digital ad spending this year, about the same share they possessed in 2020.

### 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

270192

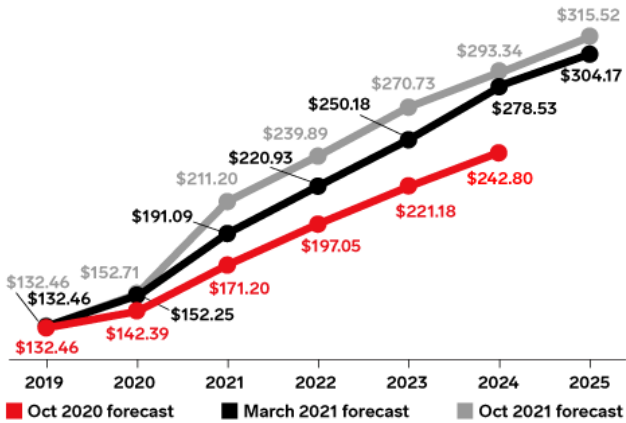
eMarketer | InsiderIntelligence.com

### Dive deeper:

- This year's **\$211.20 billion** in US ad spend marks a **\$20 billion increase** from our previous projection, due in part to the stronger-than-expected performance of major digital ad companies and significant growth in ad prices.
- Google, Facebook, and Amazon made slight gains during the pandemic, with their share growing **1 percentage point** from **63%** in 2019. Looking ahead to 2023, we expect Google to lose share of the digital ad market, Facebook to stay fairly stable, and Amazon to gain share.
- Display will continue to gain share of the overall ad market throughout the duration of our forecast. Search's share will remain about the same this year as in 2020, before falling slightly through 2025.

## How Has the US Digital Ad Spending Forecast Changed?

billions, 2019-2025



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

Source: eMarketer, Oct 2021

270443

eMarketer | InsiderIntelligence.com

**Looking ahead: We forecast US digital ad spend overall will pass the \$300 billion mark in 2025.**