

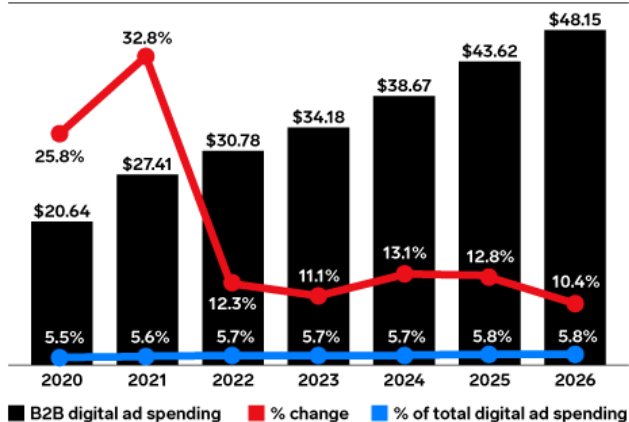
By 2026, worldwide B2B digital ad spend is set to nearly triple its pre-pandemic level

Article



B2B Digital Ad Spending Worldwide, 2020-2026

billions, % change, and % 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

Source: EMARKETER Forecast, Aug 2024

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By 2026, worldwide B2B digital ad spend is set to nearly triple its pre-pandemic level.

Key stat: **B2B** digital ad spend worldwide is expected to reach \$48.15 billion by 2026, up from \$38.67 this year, according to EMARKETER's August 2024 forecast.

Beyond the chart:

- Global **B2B digital ad spend** is forecasted to grow by 13.1% in 2024. Between 2020 and 2026, B2B's share of total digital ad spend is anticipated to inch up from 5.5% to 5.8%, signaling consistent, steady growth.
- Nearly half (47.4%) of global B2B digital ad dollars takes place in the US. This year, US B2B companies will spend \$18.34 billion on **digital advertising**, a 14.9% YoY increase, according to our forecast.

Use this chart: B2B marketers can use this chart to plan their 2025 advertising budgets, aligning with industry growth and digital ad spend trends.

More EMARKETER reports:

- Data Drop: 5 Charts on Worldwide B2B Digital Ad Spending** (EMARKETER subscription required)
- Generative AI for B2B Marketing** (EMARKETER subscription required)

Note: B2B digital advertising includes the advertising of products and services to businesses or other organizations for use in the production of goods, business operations, and resale. It does not include advertising efforts aimed toward individual consumers.

Methodology: Estimates are based on the analysis of various elements related to the ad spending market, including macro-level economic conditions, historical trends of the advertising market, historical trends of each medium in relation to other media, reported revenues from major ad publishers, estimates from other research firms, data from benchmark sources, consumer media consumption trends, consumer device usage trends, and EMARKETER interviews with executives at ad agencies, brands, media publishers, and other industry leaders.