

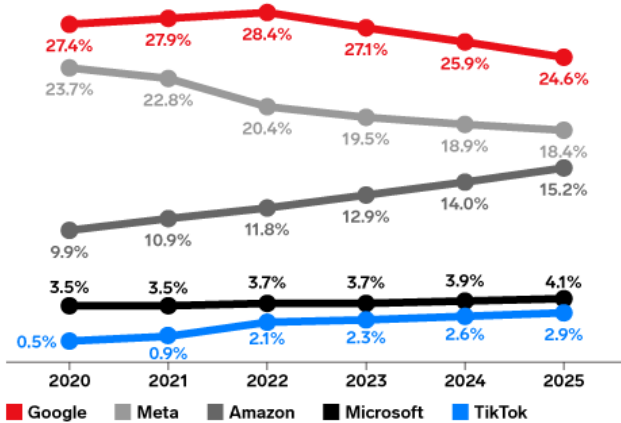
As the duopoly stagnates, Amazon is hot on Meta's tail

Article

Google and Meta's combined share of the US digital ad market dropped below 50% in 2022, and in just a few years that figure will be down to 43.0%. The triopoly is losing share now, as well; Amazon's ascent will not be fast enough to offset the weakness of the other two giants.

Share of Digital Ad Spending Among Select US Companies, 2020-2025

% of digital ad spending



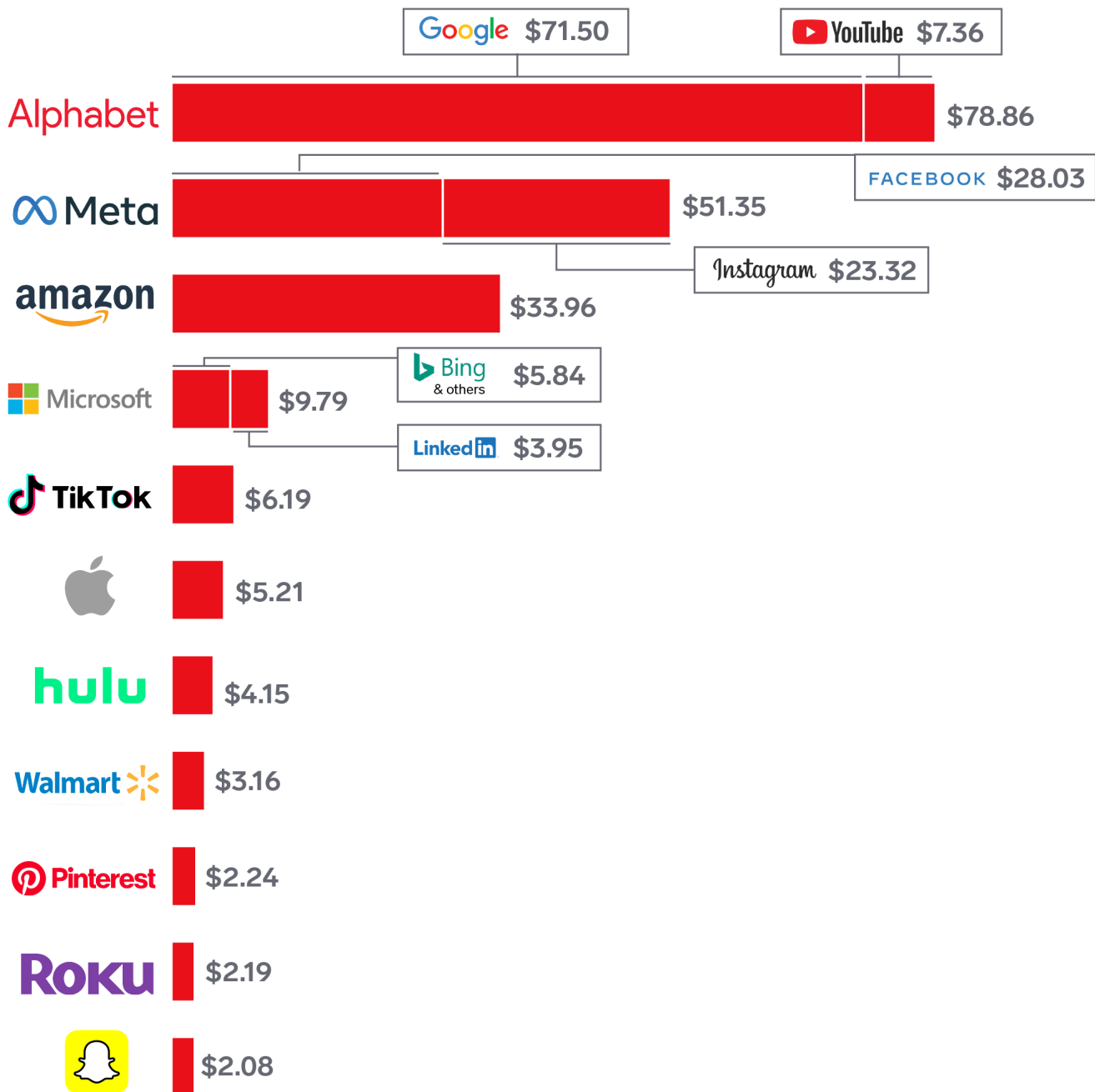
Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms
Source: eMarketer, March 2023

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- Retail media ad spending could propel Amazon into second place soon.** In 2021, **Meta's** US ad revenues were more than double **Amazon's**. But now Amazon is gaining on Meta's share of digital ad spending (12.9% versus 19.5%, respectively, this year). By 2025, the overall market share gap between the two will be just 3.2 percentage points.
- Google is facing its slowest growth since our tracking began in 2009.** The market leader is set to increase its net ad revenues by just 2.9% in 2023, reaching \$71.50 billion. With **YouTube** included, those figures will be 3.3% and \$78.86 billion—still a poor showing by Alphabet's standards. In 2024, **Google's** share of search ad spending is set to drop below 50% for the first time.

Companies With Over \$2 Billion in US Net Digital Ad Revenues, 2023



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; excludes spending by marketers that goes toward developing or maintaining a platform presence

Source: eMarketer, March 2023

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Report by Ethan Cramer-Flood May 05, 2023

US Ad Spending 2023

