

TikTok and Douyin will account for more than 5% of global digital ad spend this year

Article

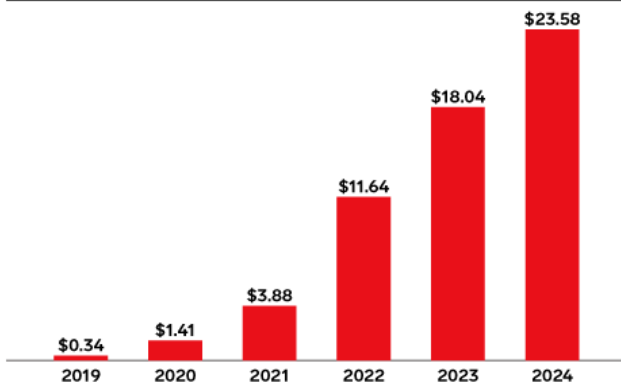
The forecast: Ad revenues for short-video-sharing app **TikTok** and Chinese sister app **Douyin** will hit **\$31.66 billion** this year to account for **5.3%** of the global digital ad market.

Dive deeper:

- TikTok alone will triple its worldwide ad revenues this year to reach **\$11.64 billion**, making up **1.9%** of worldwide digital ad spend.
- The US currently accounts for **more than half** of TikTok's worldwide ad revenues, but that share will fall **below 50%** next year as the app continues to gain popularity worldwide.
- While **more than half** of ad revenues for TikTok and Douyin parent company **Bytedance** currently come from China, this share will shrink in the coming years as platform use saturates in China and grows in the rest of the world.
- Notably, TikTok and Douyin are No. 5 globally for share of digital ad spend, falling behind **Google, Meta, Alibaba, and Amazon**.

Looking ahead: TikTok and Douyin's combined revenues will maintain double-digit growth through 2024, as their share of global digital ad revenues expands to **6.7%** for a total of **\$50.88 billion**.

TikTok Net Ad Revenues Worldwide, 2019-2024
billions



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 company pays traffic acquisition costs (TAC) and content acquisition costs (CAC) to partner sites

Source: eMarketer, April 2022

274195

eMarketer | InsiderIntelligence.com