

The US share of worldwide ad spending will decline this year but remain on an upward trend

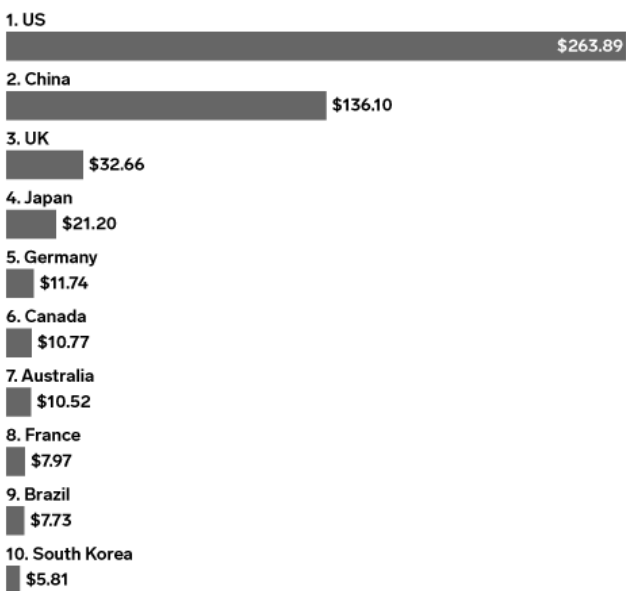
Article

The US is the overwhelming center of gravity for all things advertising—and it will remain that way, even though 2023 will see a slight share drop for the country across various metrics. By the end of next year, the US shares of total and digital ad spending will increase once again.

- **Numerous major markets will struggle this year, including the US.** Although China is on the rebound, many of the world’s largest ad markets will mark all-time lows in digital ad spending growth this year. The US (7.8%), UK (4.9%), Germany (3.1%), Canada (6.0%), and Brazil (11.3%) are all in the worldwide top 10 for digital ad spending and will see their lowest growth since our tracking began in 2011.
- **Despite slow growth, the US will still produce a huge portion of all new spending.** Digital ad spending in the US will increase by \$19.11 billion this year, which will account for more than a third of all the new digital ad dollars in the world in 2023. If we include traditional, the US will produce about a quarter of all the new ad spending worldwide.
- **The US lead is safe.** The US will account for 39.4% of total media ad spending worldwide this year and 43.8% of all digital ad spending. Both of those figures will be down almost a percentage point compared with 2022. But in the coming years, the US will reclaim that lost share and exceed it.

Top 10 Countries, Ranked by Digital Ad Spending, 2023

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
Source: eMarketer, March 2023

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Report by Ethan Cramer-Flood May 11, 2023

Worldwide Ad Spending Update 2023

