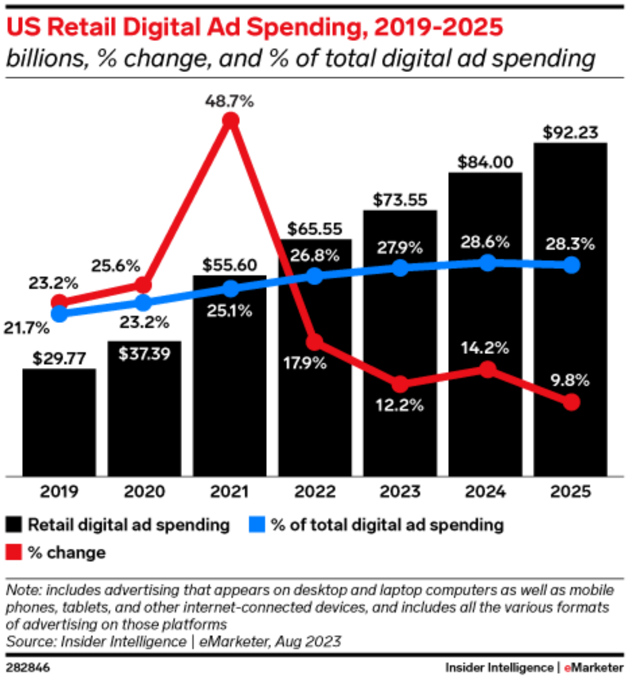
Arielle Feger

US retail digital ad spend growth will outpace overall digital ad spend growth in 2024

Article

For more insights and key statistics on the biggest trends in today's most disruptive industries, subscribe to our Chart of the Day newsletter.



Key stat: US retail digital ad spend will grow 14.2% next year to reach $84.00 billion, or 28.6% of total digital ad spend, per our forecast.

Beyond the chart:

- This growth is above our forecast for overall US digital ad spend growth at 11.2%.
- Though retail spending on video ads will grow 19.5% next year, retail's share of display dollars spend on video trails the other industries we track, per our forecast. That's because search ads are still the bread and butter of retail advertising.
- The apparel and accessories category will increase its share of retail ad spend over the next few years, while other sectors will reel in their spending, according to our US Retail Industry Digital Ad Spending 2023 report.

Use this chart:

- Track US retail digital ad spend over time.

More like this:

- Why retail media standardization may take a while
- Why experiences and discoverability drive customers to stores

- Lessons from Macy's, Michaels, and H&M for launching a third-party marketplace
- Omnichannel approaches to getting a complete customer view

More Chart of the Day:

- 10/9 - Digital ad spend top 10
- 10/6 - Marketers bet on email
- 10/5 - Instagram is crucial for creators
- 10/4 - Why apply AI
- 10/3 - Gen Z streams

Note: Historical digital ad spending data up to 2015 is derived from Interactive Advertising Bureau (IAB) and PwC data. Retail includes mail order/catalog, restaurants/fast food, drugstores, retail stores, cosmetics stores, and merchants of apparel, home furnishings/textiles, toys, pet food/supplies, appliances, jewelry, and general merchandise.Less

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.