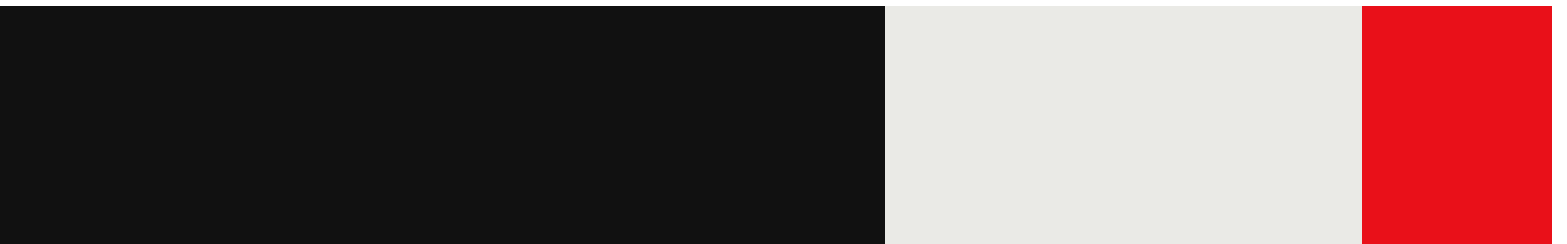


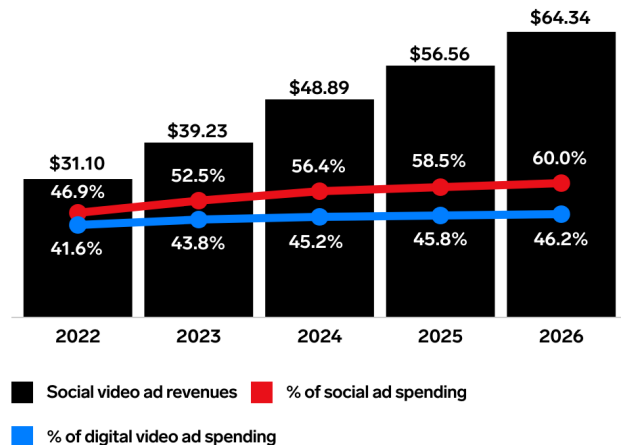
# Social video ad spend increases, but growth rates stall

Article



## Social Video's Share of Digital Video Ad Spending Is Beginning to Level Off

billions in US social video ad revenues, % of social ad spending, and % of digital video ad spending, 2022-2026



Note: excludes spending by marketers that goes toward developing organic social video content; excludes YouTube; includes paid video advertising appearing within social networks, social network games, and social network apps  
Source: EMARKETER Forecast, March 2024

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**Key stat:** US social video spend is still growing, reaching 45.2% of total digital video ad spend, or \$48.89 billion, this year, per our March 2024 forecast. But that share growth is slowing, with rates increasing just 1.0% between 2024 and 2026.

### Beyond the chart:

- This slowdown may be due a plateau in time spent with social video (which will climb just one minute between 2024 and 2025, per our forecast) and the fact that brands are still struggling to produce short-form creative at scale, according to our [Paid Social Forecast Report H1 2024](#) report.
- Still, more money will be spent on social video ads (\$56.56 billion) than linear TV ads (\$51.14 billion) by 2025, showing the format will continue to play a major role in digital advertising strategies.

### Use this chart:

- Adjust social video ad strategies.
- Compare your own spending patterns against the norm.

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Page 2

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