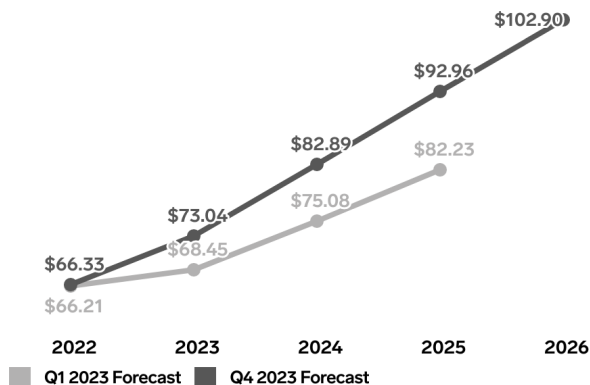


US social network ad spend will be 10% higher than previously expected

Article



Our US Social Network Ad Spending Forecast for 2024 Is Now 10% Higher billions, 2022-2026



Note: paid advertising only; 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; excludes payments to influencers or other creators to produce sponsored content; includes branded content amplified as paid media
Source: Insider Intelligence | eMarketer Forecast, Oct 2023

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Insider Intelligence | eMarketer

Key stat: US social network ad spend will reach \$82.89 billion this year, according to our October 2023 forecast. That's \$7.81 billion higher than we projected in Q1 2023.

Beyond the chart:

- Social media advertising's outlook is better than before, thanks to higher ad loads, a focus on lower-funnel ads, and an improved advertising economy.
- Some of this rosiness comes from Meta and TikTok, which have both been improving their ad businesses.
- But social media advertising isn't totally out of the woods, as challenges related to challenges with user growth, time spent, and driving CPM growth for short-term videos persist.

Use this chart:

- Assess social media ad investments.
- Budget for 2025.

More like this:

- [A guide to ad types on Meta](#)

- What the past few months of TikTok trends teach us about marketing to Gen Z
- TikTok set to surpass Facebook in daily minutes by 2025—but ad spend hasn't followed
- Instagram leads influencer marketing, even as marketers spread budgets across social channels