

# 5 recent charts forecasting how ad spend is changing, from retail media to programmatic

Article

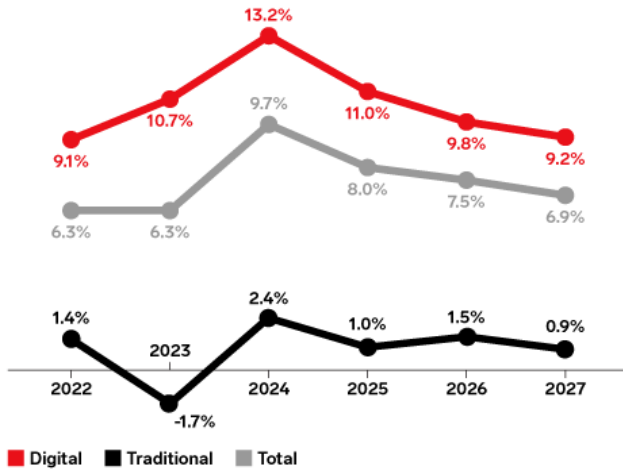
Digital ad spend is growing and going increasingly toward programmatic formats. Search ad spend is on the rise as well, as retail media growth remains healthy. And social media is in

better shape than previously projected. Here are five recent charts forecasting the future of ad spend.

## 1. Digital ad spend worldwide will grow over five times faster than traditional

### Ad Spending Growth for Digital, Traditional, and Total Worldwide, 2022-2027

% change



Note: digital ad spending 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; traditional ad spending includes magazines, newspapers, out-of-home, radio, and TV  
Source: Insider Intelligence | eMarketer Forecast, Oct 2023

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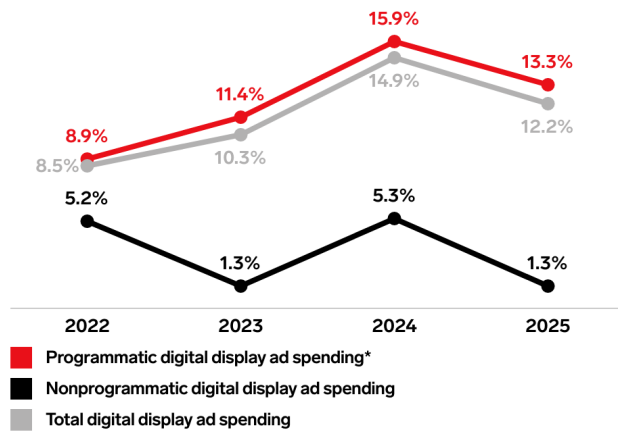
Insider Intelligence | eMarketer

Ad spend growth worldwide will spike this year increasing at one of its fastest rates ever for a total of \$992.00 billion dollars, according to our October 2023 forecast. The biggest jump will come from digital ad spend; unsurprisingly, traditional media ad spend growth will remain low compared with digital, as noted in our [Worldwide Digital Ad Spending Forecast 2024](#) report.

## 2. Programmatic digital display ad spend will grow three times faster than nonprogrammatic

## Programmatic Display Ad Spending Will Grow 3 Times as Fast as Nonprogrammatic in 2024

% change in US ad spending, by category, 2022-2025



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices for all formats mentioned; includes banners, rich media, sponsorships, video, and ads such as Facebook's News Feed Ads and X's Promoted Posts; \*digital display ads transacted or fulfilled via automation, including everything from publisher-erected APIs to more standardized RTB technology  
Source: Insider Intelligence | eMarketer Forecast, Dec 2023

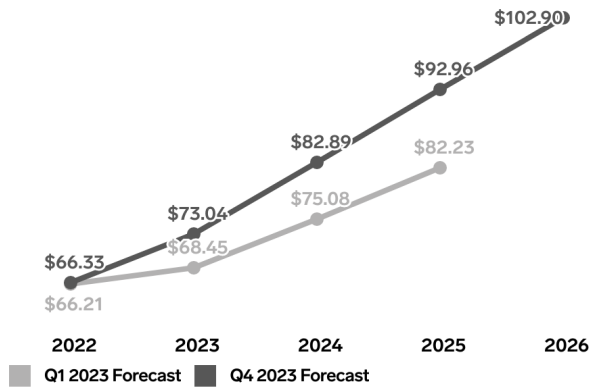
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US programmatic digital display ad spend will grow three times as fast as nonprogrammatic this year, per our December 2023 forecast. Programmatic will account for 91.3% of US digital display ad spend in 2024. Programmatic's flexibility and fluidity make it a winner over nonprogrammatic, as described in our [Programmatic Ad Spending Forecast H1 2024](#) report.

### 3. Social network ad spend is healthier than previously predicted

**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

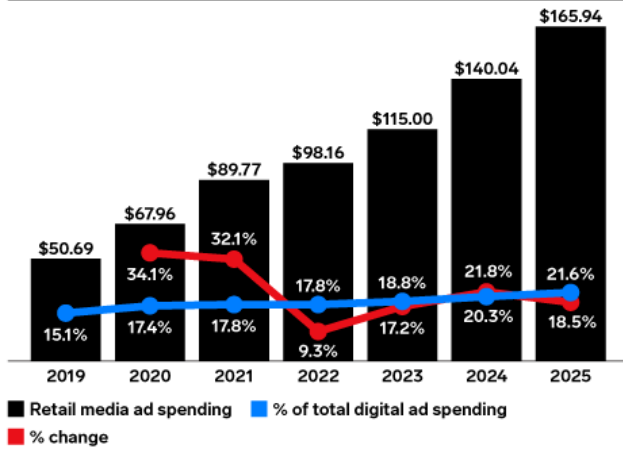
350769 Insider Intelligence | eMarketer

Good news for advertisers and social media networks: Our October 2023 US social network ad spend forecast is 10% higher than we previously expected. We project social ad spend will hit \$82.89 billion this year, a YoY growth of 13.5%. That forecast was increased due to raised ad loads, renewed focus on lower-funnel ads, and a rallying economy, per our [Social Network Ad Spending and Trends Q4 2023](#) report.

#### 4. Retail media will make up one-fifth of worldwide digital ad spend

## Retail Media Ad Spending Worldwide, 2019-2025

billions, % change, and % of total digital ad spending



Note: digital advertising that appears on websites or apps that are primarily engaged in retail ecommerce or is bought through a retailer's media network or demand-side platform (DSP); examples of websites or apps primarily engaged in retail ecommerce include Amazon, Walmart, and eBay; examples of retail media networks include Amazon's DSP and Etsy's Offsite Ads; includes ads purchased through retail media networks that may not appear on ecommerce sites or apps  
Source: Insider Intelligence | eMarketer Forecast, Dec 2023

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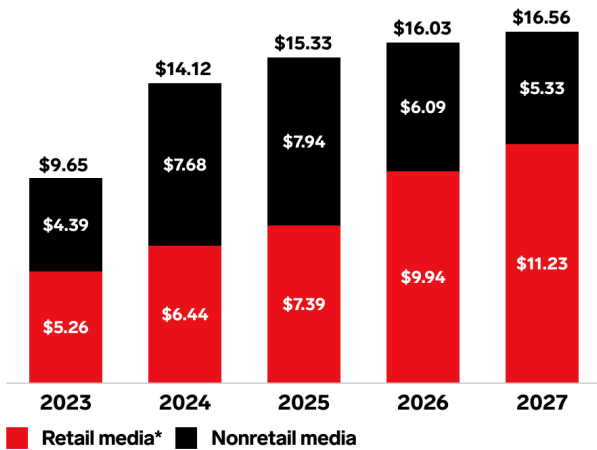
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Retail media ad spend worldwide will hit \$140.04 billion this year, representing 20.3% of digital ad spend, per our December 2023 forecast. Amazon dominates in the US, but Mercado Libre is a major player in Latin America, and in China, Alibaba, JD.com, and Meituan contribute to ad inventory, our [Worldwide Retail Media Ad Spending Forecast 2024](#) report noted.

### 5. Retail media will make up more than half of US search ad spend growth

## Retail Media Will Account for Most Search Ad Spending Growth by 2027

incremental US search ad spending, billions, by channel, 2023-2027



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices for all formats mentioned; includes contextual text links, paid inclusion, paid listings, and SEO; \*digital advertising that appears on websites or apps that are primarily engaged in retail ecommerce or is bought through a retailer's media network or demand-side platform (DSP); includes ads purchased through retail media networks that may not appear on ecommerce sites or apps

Source: Insider Intelligence | eMarketer Forecast, Oct 2023

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Retail media will drive US search ad spend growth in the US in 2024 and beyond. Retail media is the fastest-growing US ad channel we track, and will represent over a third of the US search ad market by 2027, according to our [Search Ad Spending Forecast and Trends H2 2023](#) report. Generative AI search could shake up search ad spend, but how that will happen is still unknown.

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