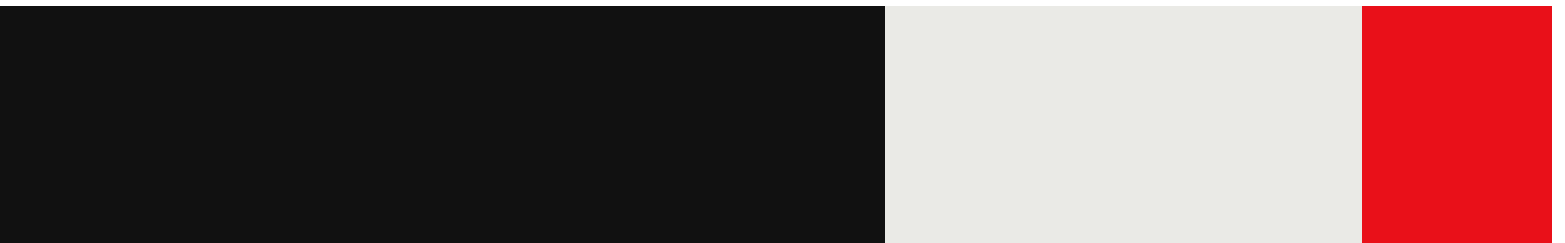


Facebook still accounts for nearly a quarter of US digital ad spending

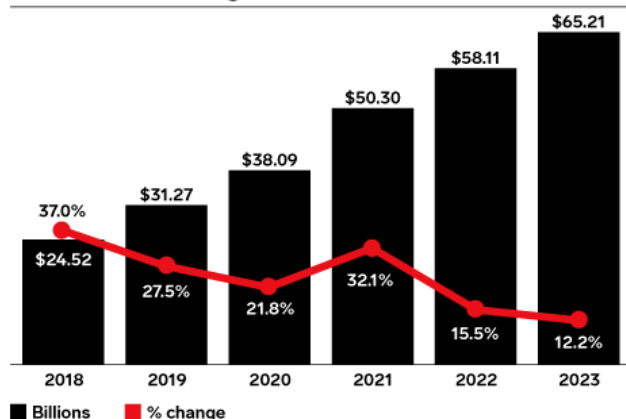
Article



The forecast: Following an excellent Q1 and Q2 in 2021 with **46%** and **56% growth** respectively, **Facebook's** US ad revenue is projected to hit **\$50 billion** by year-end 2021, accounting for a **23.8%** share of the US's total digital ad spending in 2021.

Facebook Ad Revenue Growth, 2018-2023

billions and % change



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; includes Instagram advertising revenues; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites
Source: eMarketer, Oct 12, 2021

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eMarketer | InsiderIntelligence.com

Dive deeper:

- Facebook's strongest verticals in H1 2021 have been ecommerce, retail, and CPG—the same ones that performed well during 2020's pandemic year.
- The social network boasts a uniquely diverse advertiser base with **over 10 million different advertisers** ranging from brands, direct response, and small and medium-sized businesses to large organizations.
- Facebook's revenues are still primarily mobile: **97%** of US ad revenues come from mobile devices.
- Our latest projections show lower ad revenues for future years, dropping **from 17.7% to 15.5% growth** in 2022 and **from 14.6% and 12.2%** in 2023. This is partially due to the recent iOS changes that have made it more difficult for Facebook to provide accurate ad performance readings, leading to lower growth in iPhone spending.
- Our decreased growth projections are also a result of more scrutiny from governments over recent antitrust, privacy protection, and child mental health concerns.

Looking ahead: In 2023, Facebook's US ad revenues will top **\$65 billion**, though that figure may change as the company faces new challenges.