

The automotive industry shows signs of recovery

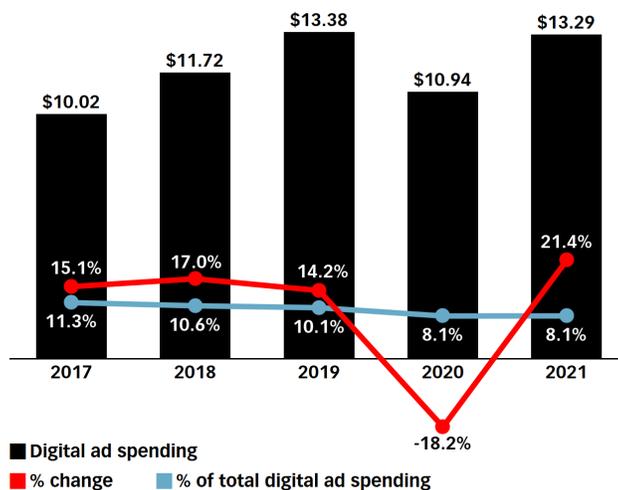
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Insider Intelligence Editors

Annual US auto sales overall declined by as much as 4.7% in 2020, according to Bloomberg. Automotive companies made cuts to their advertising budgets at the onset of the pandemic, which led to an 18.2% decline in digital ad spending for the US automotive industry last year, according to our estimates.

Automotive Industry Digital Ad Spending in the US, 2017-2021

billions, % change and % of total digital ad spending



Note: includes all automotive-related categories including sale/purchase of vehicles and parts and maintenance; 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

Source: eMarketer, August 2020

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However, the arrival of stimulus checks, record-low interest rates, and vaccination rollouts could mean the industry will receive a lift to its sales in the US, which may translate to higher digital ad spending. We estimate that automotive digital ad spending will grow by [21.4%](#) in 2021 to \$13.29 billion, slightly below its pre-pandemic peak.

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