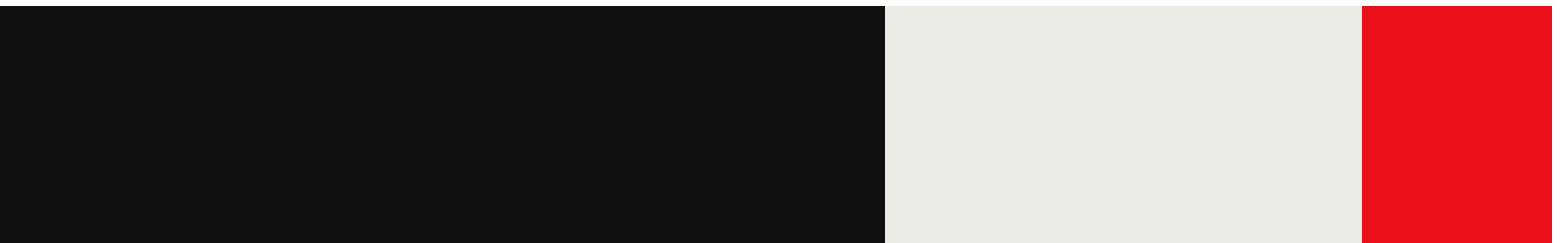


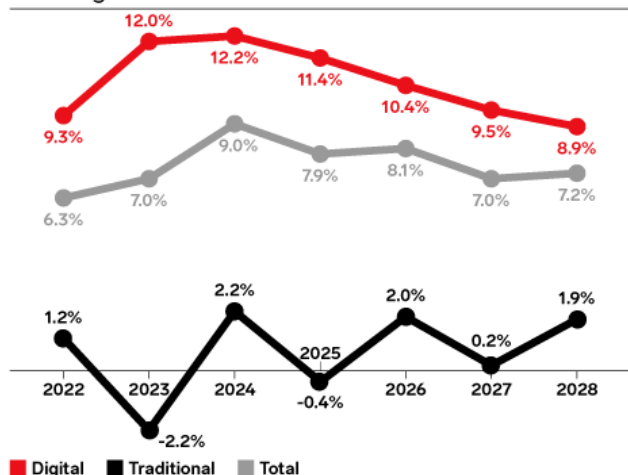
Worldwide ad spend will see steady growth through 2028

Article



Ad Spending Growth for Digital, Traditional, and Total Media Worldwide, 2022-2028

% 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 media ad spending includes magazines, newspapers, out-of-home, radio, and TV
Source: EMARKETER Forecast, March 2024

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Key stat: Worldwide ad spend will grow 9.0% this year, according to our March 2024 forecast. Its growth is primarily bolstered by digital ad spend, which will increase 12.2% YoY.

Beyond the chart:

- Digital will account for 70.0% of overall media ad spend worldwide, per our March 2024 forecast.
- Nearly every country we track, with the exception of Argentina, will see its digital ad spend grow this year.
- Worldwide ad spend will pass the \$1 trillion milestone next year.

Use this chart:

- Emphasize the importance of a balanced media approach.
- Illustrate how recurring events like the Olympics boost traditional ad spend.

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- **Retail marketers ramp up social media ad spend in 2024**
- **How marketers can do more with less after a rocky earnings season**

- 5 recent charts forecasting how ad spend is changing, from retail media to programmatic
- Political ad spend is nearly triple what it was in 2016

Note: Digital ad spending includes banner ads and other (static display ads such as Facebook's News Feed Ads and X's Promoted Posts), classified ads, email (embedded ads only), mobile messaging (SMS, MMS, and P2P messaging), rich media (including in-stream video ads), search ads (including contextual text links, paid inclusion, paid listings, and SEO), sponsorships, and lead generation (referrals). EMARKETER benchmarks its Canada digital ad spending figures against data from IAB Canada, for which the last full year measured was 2021.

Methodology: Estimates are based on the analysis of various elements related to the ad spending market, including macro-level economic conditions, historical trends of the advertising market, historical trends of each medium in relation to other media, reported revenues from major ad publishers, estimates from other research firms, data from benchmark sources, consumer media consumption trends, consumer device usage trends, and EMARKETER interviews with executives at ad agencies, brands, media publishers, and other industry leaders.