

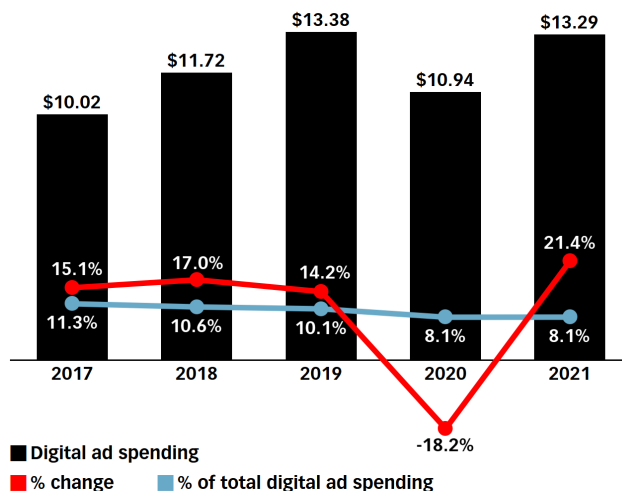
# US Automotive Digital Ad Spending Will Fall by Nearly a Fifth

## ARTICLE

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The coronavirus pandemic has brought US auto sales to a 30-year low. As a result, the US automotive industry will spend just \$10.94 billion on digital advertising this year, down by 18.2% from 2019.

**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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Despite 2020 shaping up to be a grim year for automotive overall, the recent rise in used car sales may indicate a pent-up demand for car purchases. If the pandemic subsides and economic conditions stabilize, we expect automotive digital ad spend to rebound by 21.4% in 2021 to \$13.29 billion, a figure closer to pre-pandemic levels.

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