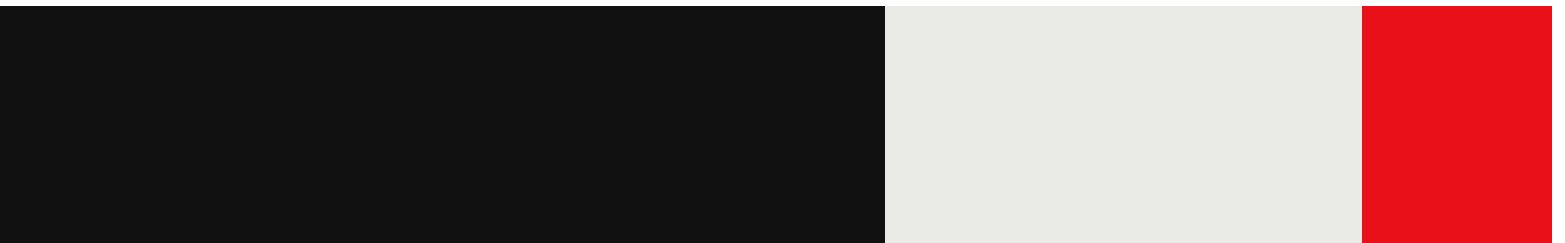


Which Amazon ad types snag the most marketing dollars worldwide?

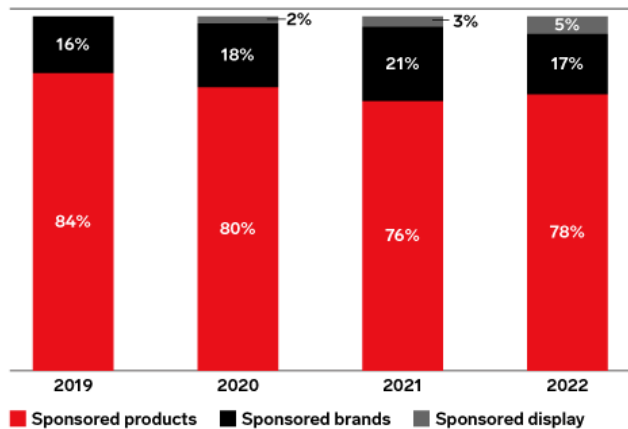
Article



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Amazon Ad Spending Share Worldwide, by Ad Format, 2019-2022

% of total



Source: Jungle Scout, "2023 Amazon Advertising Report," May 16, 2023

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eMarketer | InsiderIntelligence.com

Key stat: Amazon's sponsored product ads, targeted based on keyword searches, have declined in spending share, while its sponsored display ads, targeted based on user behavior, have slowly grown, per Jungle Scout. Still, the majority (78%) of Amazon ad spend was on sponsored product placements last year.

Beyond the chart:

- Prime Day will take place July 11–12 and is sure to give Amazon's advertising business a boost as merchants try to gain an edge over the competition, according to our "[Amazon Prime Day 2023](#)" report.
- Over half (56%) of US adults start their online product searches on Amazon, per Jungle Scout.
- We forecast Amazon's ad revenues will grow 18.9% to reach \$44.88 billion worldwide this year.

Use this chart:

- Determine where to direct ad spend on Amazon.
- Justify experimenting with placements other than sponsored products.

More like this:

- [Amazon gains on Google and Meta, as the duopoly becomes a triopoly](#)

- [How ecommerce powers Amazon's success in 5 charts](#)
- [Search experts on how AI, changing consumer behaviors, and an influx of digital channels are redefining search advertising](#)
- [Amazon Prime Day 2023](#) (Insider Intelligence subscription required)

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- [6/20 - Digital drinking game](#)
- [6/16 - Retail it like it is](#)
- [6/15 - Direct-to-success](#)

Methodology: Data is from the May 2023 Jungle Scout report titled "2023 Amazon Advertising Report." Data is based on ecommerce data collected during January 2018-March 2023 across 20 global marketplaces, 5,000+ brands and 950,000+ unique Amazon advertising campaigns.