

US mobile ad spending will increase 22.2% to \$117.35 billion this year

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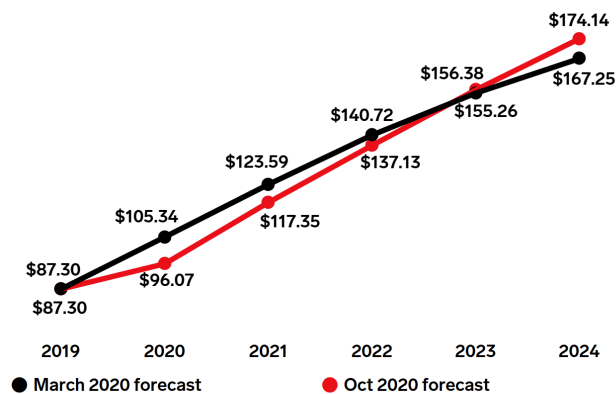
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The coronavirus pandemic dampened growth in US mobile ad spending. This year, we expect US mobile ad spending will rise by 22.2% to \$117.35 billion, which falls below our pre-pandemic estimate (\$123.59 billion).

How Has the Forecast for Mobile Ad Spending in the US Changed? 2019-2024

billions, March 2020 vs. Oct 2020



Note: includes classifieds, display (banners and other, rich media and video), email, lead generation, messaging-based and search advertising; includes ad spending on tablets

Source: eMarketer, October 2020

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Still, due to increased mobile usage, we expect US mobile ad spending to continue rising, reaching \$156.38 billion by 2023—and edging out our pre-pandemic estimates.

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