

# Tech, retail, and streaming companies to make stronger play for digital ad dollars in 2023

Article

**The trend:** As recession fears and **Apple's** privacy changes pressure **Meta** and **Google**, an up-and-coming group of digital ad players is looking to garner more of the tens of billions of

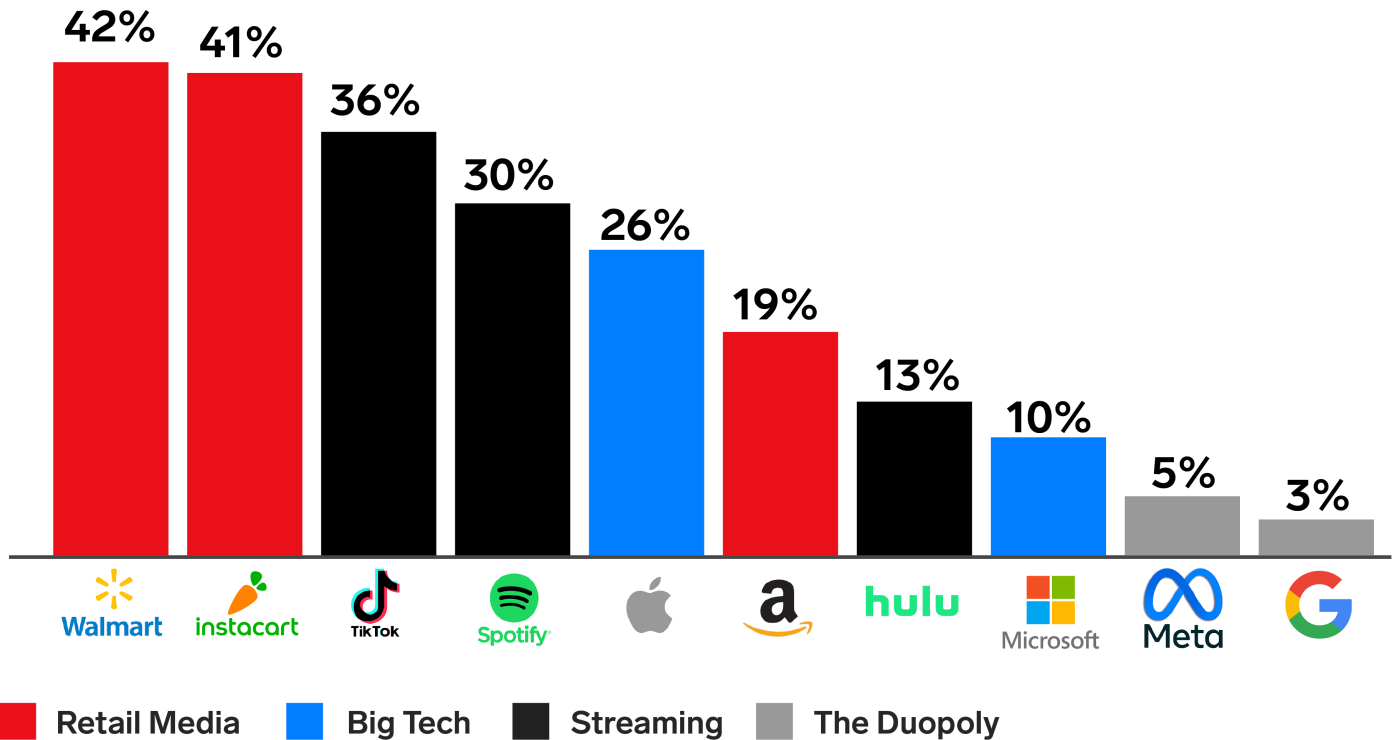
dollars at stake in the industry.

- These go-getters—which include **Amazon, Apple, Instacart, Microsoft, Netflix, TikTok, and Walmart**—are not advertising companies at their core. But they have loyal and large consumer followings, valuable first-party data, and the financial wherewithal to compete for US digital ad market share.

In 2023, these companies **will outperform Meta and Google** when it comes to ad revenue growth.

## US Digital Ad Revenue Growth, by Company, 2023

% change



Note: 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; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; Google includes YouTube advertising revenues; Meta includes Facebook and Instagram advertising revenues; excludes revenues reported under Meta's "Facebook Reality Labs" segment; Microsoft data from 2016 forward includes LinkedIn ad revenues

Source: eMarketer, Oct 2022

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**The one constant:** Here are some shifts underway in digital ad spending:

- **Tech giants' ad ambitions show.** Apple is ramping up its mobile search business—at Meta's expense—and getting into streaming TV ads. Microsoft has quietly laid a foundation for the future of digital advertising with assets in search (Bing), social (LinkedIn), gaming (Xbox), retail media (PromoteIQ), and ad tech (Xandr).
- **Ecommerce giants power the retail media boom.** Amazon drove—and now dominates—digital advertising's third wave with a powerful combination of search, display, and streaming TV ads. Walmart and Instacart are replicating this as they scale their retail media businesses.
- **Streamers embrace ads.** Netflix and Disney+ recently unveiled their own ad-supported tiers. Spotify ads are beginning to scale.

**Where the growth is:** Among retail media networks, the top revenue gainers will be Walmart (up 42%) and Instacart (up 41%), while Amazon will attract the most net new ad revenues in 2023 at \$5.48 billion.

**Go further:** To learn about more changes in store across social media and commerce in the year ahead, read our report, [Top 8 Trends to Watch for 2023](#).