

# How retail media markets in China and the US compare

Article

For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

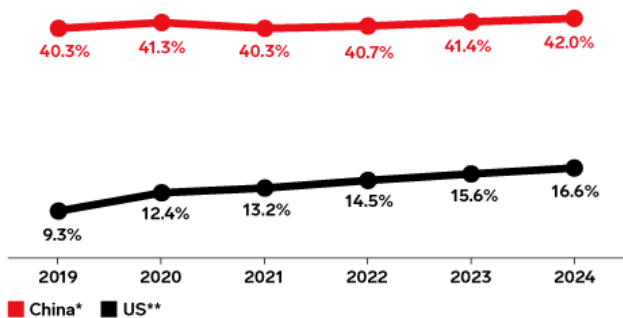
In 2022, **40.7%** of China's digital ad spending will go toward the ecommerce channel, for ads offered by retailers like **Alibaba** and **JD.com**. This eclipses the share in the US, where **14.5%** of

digital ad spending will flow to ecommerce channel ads sold by the likes of **Amazon, Walmart, and eBay**.

**Beyond the chart:** The absolute dollar figures reveal a more nuanced picture. In China, ecommerce channel ad spending will hit **\$55.16 billion** this year, far higher than the US' **\$35.96 billion**. But total digital ad spending in China will be lower, at **\$135.42 billion**, relative to the **\$248.81 billion** of the US—which may explain the ecommerce channel's outside share in China. To put this into perspective, digital advertisers in China will spend **\$132.01** per internet user in 2022, less than **one-sixth** of the **\$826.84** that US digital advertisers will spend per internet user.

### Ecommerce Channel Ad Spending Share in China\* vs. the US\*\*, 2019-2024

% of total digital ad spending



Note: includes digital advertising that appears on websites or apps that are primarily engaged in retail ecommerce; excludes advertising on social networks or search engines; \*examples include advertising on Alibaba and JD.com; excludes Hong Kong; \*\*examples include advertising on Amazon, Walmart, and eBay  
Source: eMarketer, March 2022

274011

eMarketer | InsiderIntelligence.com

More like this:

- Report: [Retail Media Networks Perception Benchmark 2022](#)
- Article: [Walmart, Kroger continue to invest in their retail media networks](#)
- Article: [Innovation in Asia: NFTs deserve a nuanced view from brands in China](#)