

# In the Middle East and North Africa, social media wins the most digital ad dollars

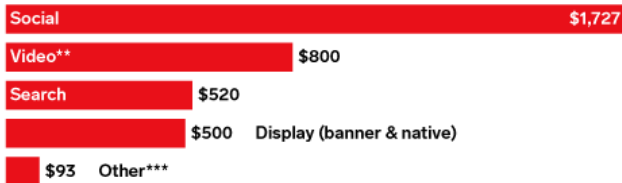
Article

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Advertisers in the Middle East and North Africa spend more on social than on any other digital ad format. In 2020, **\$1.73 billion** went to social advertising, more than double what the next biggest format, video, brought in. This number falls far below the US figure, however: We estimate that US marketers spent nearly **\$46 billion** on social network advertising last year.

### Digital Ad Spending in the Middle East and North Africa\*, by Format, 2020

millions



Note: gross; \*includes Algeria, Bahrain, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Syria, Tunisia, United Arab Emirates, and Yemen; \*\*excludes social video; includes YouTube; \*\*\*includes affiliate and classifieds & directories  
Source: Interactive Advertising Bureau GCC (IAB GCC), "MENA Digital Adspend in 2020," Sep 22, 2021

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