

Retail industry ad spend on YouTube to top \$4 billion this year

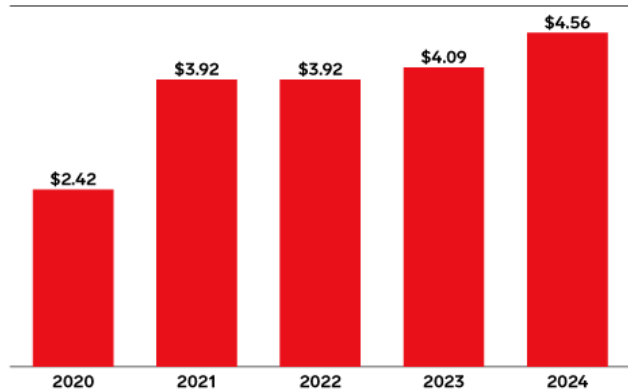
Article



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Retail Industry Ad Spending on YouTube, Worldwide, 2020-2024

billions



Note: WARC Media based on analysis of Nielsen Ad Intel category data; 2023 & 2024 are forecasts; read as retail brands are expected to spend \$4.09 billion on YouTube ads in 2023
Source: WARC Media as cited in B&T, May 25, 2023

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Key stat: Retailers worldwide will spend \$4.09 billion advertising on YouTube this year, per WARC Media. Next year, that figure will increase by nearly half a billion to \$4.56 billion.

Beyond the chart:

- YouTube's net ad revenues will hit \$15.25 billion worldwide this year, according to our forecast, an increase of 8.2% over 2022.
- Growth will accelerate to 10.0% next year, when revenues will reach \$16.77 billion.
- YouTube benefits from the rise of short- and long-form video advertising and has been expanding its ad formats, most recently introducing an **unskippable 30-second ad on connected TVs**.

Use this chart:

- Plan your YouTube ad budget.
- Prioritize video ad spend for retail.

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