

# Social network ad spending growth tumbling in 2022

Article

**The news:** The days of heady increases in ad spending on US social networks look to be ending, leading to a dramatic revision in our growth forecast.

- Marketers are expected to spend **\$65.31 billion** on social networks this year. While that will represent 3.6% growth over 2021, it's a **dramatic reduction of nearly \$10 billion from our March 2022 expectation** of \$74.56 billion.

- While growth will pick up in the next two years—led mostly by **TikTok** and a surge in social video advertising—the \$79.28 billion we project in 2024 will be more than \$20 billion below our March 2022 expectation.

**The downgrade in our forecast** represents a stark reversal for the digital advertising industry, which benefited from heavy investment in online ads during the pandemic but is now being pummeled by rising interest rates, fallout from **Apple’s** privacy changes, and Russia’s war on Ukraine.

- A year ago, companies like Facebook parent **Meta** and **Snap Inc** reported double-digit percentage increases in quarterly revenues; in the most recent third quarter, Meta’s revenues and net income dropped and Snap’s revenues trailed analysts’ estimates.

**Winners and losers:** The challenges tied to the current economic uncertainty are expected to weigh on social networks into the new year, but some platforms will fare better than others.

- TikTok will post the strongest gain in ad revenues among social networks operating in the US even as it faces more government pressure.
- Meta will falter as **Facebook posts its first-ever annual decline in revenues**. **Twitter’s** revenue growth will also slow in 2022, 2023, and 2024; the company bought by **Elon Musk** is expected to **lose 30 million users** over the next two years.

### US Social Network Ad Revenue Growth, by Company, 2019-2024

% change

	2019	2020	2021	2022	2023	2024
TikTok	-	347.5%	170.0%	139.9%	36.0%	26.1%
LinkedIn	35.2%	31.3%	50.4%	19.0%	16.3%	27.9%
Reddit	30.4%	71.7%	89.0%	16.6%	14.2%	15.9%
Snapchat	31.4%	42.8%	54.9%	14.8%	15.9%	17.1%
Twitter	21.4%	6.6%	42.2%	8.4%	1.5%	1.0%
Pinterest	43.5%	38.9%	40.2%	3.3%	10.2%	11.8%
Instagram	100.5%	31.3%	47.6%	1.5%	12.1%	16.3%
Meta*	27.5%	21.8%	32.8%	-3.7%	5.5%	8.6%
Facebook	2.9%	15.6%	21.7%	-8.5%	-1.2%	-0.2%
Other	-13.1%	-9.7%	1.5%	1.2%	1.0%	1.0%

*Note: includes paid advertising appearing within social networks, social network games, and social network apps; excludes spending by marketers that goes toward developing or maintaining a social network presence; \*includes Facebook and Instagram advertising revenues*

Source: eMarketer, Oct 2022

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***Go further:*** To learn more about changes afoot in the social advertising ecosystem, read our [\*Social Network Ad Spending Forecast\*](#).