

Insurance digital ad spend is growing but slowing

Article

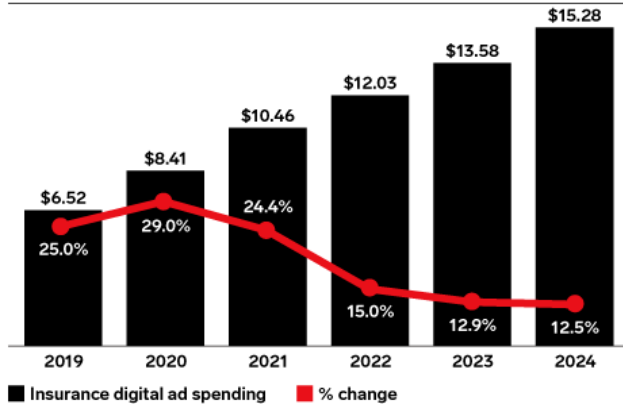
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The US insurance industry will top **\$12 billion** in digital ad spending this year, up **15.0%** from 2021. Outlays will continue to increase by double-digit rates over the next couple of years, surpassing **\$15 billion** in 2024.

Beyond the chart: Insurance will make up **4.8%** of the **\$248.81 billion** spent on digital advertising in the US this year, and its share is shrinking, down from **5.5%** in 2020. Budgets are tightening across the industry, for traditional companies and insurtechs alike, meaning marketers must focus on reaching the right audiences at the right time.

US Insurance Digital Ad Spending, 2019-2024

billions and % change



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices on all formats mentioned
Source: Insider Intelligence, July 2022

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