

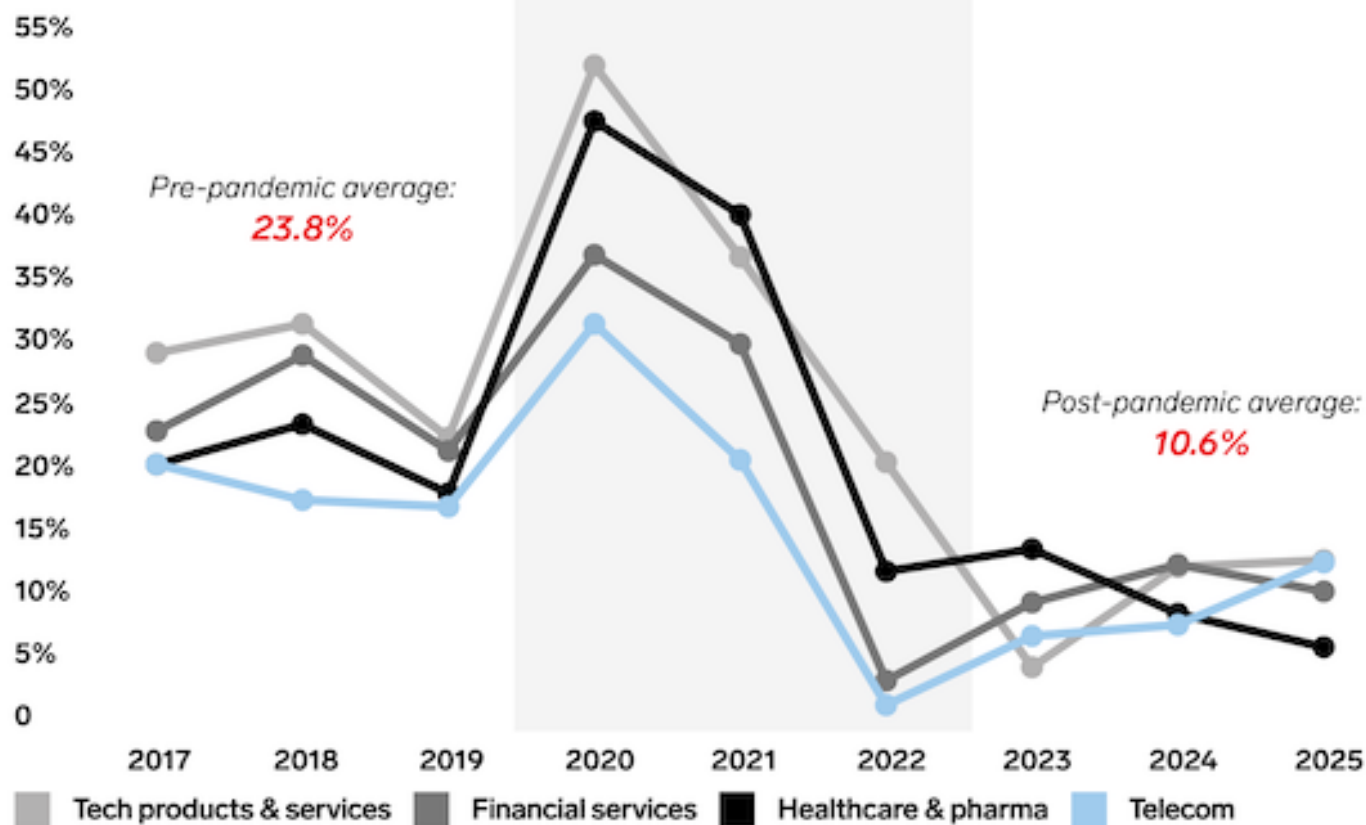
# B2B digital ad spend lags post-pandemic, hinting at prolonged recovery

Article

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# B2B Digital Ad Spend Growth Is Slower Post-Pandemic

B2B digital ad growth rates (YoY) for key industries, 2017-2025



Note: includes advertising from the referenced industry that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices on all formats mentioned; includes ads such as Facebook's News Feed Ads and Twitter's Promoted Tweets

Source: Insider Intelligence | eMarketer, July 2023

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Insider Intelligence | eMarketer

**Key stat:** US B2B digital ad spend growth rates for key sectors like tech, finance, healthcare, and telecom will be 13.2 percentage points lower on average between 2023 to 2025 compared with 2017 to 2019, according to our forecast.

## Behind the chart:

- US B2B ad spend will total \$31.72 billion this year, according to our forecast.
- As younger, more tech-savvy generations embrace digital, we expect B2B traditional ad spend growth to slow to 5.0% YoY by 2025 compared with digital at 11.6%.

- B2B digital advertisers will target social media as younger B2B buyers increasingly engage with social media and video. LinkedIn and Meta will account for 37.4% of 2023's US B2B ad spend.
- Nearly 50% of US B2B digital ad spend will go to mobile this year, per our forecast. Advertisers favor display formats on mobile to appeal to younger buyers.

#### **Use this chart:**

- Understand the future of B2B ad spend.
- Evaluate changes in the B2B market.

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