

TikTok threatening YouTube in US video ad spend

Article

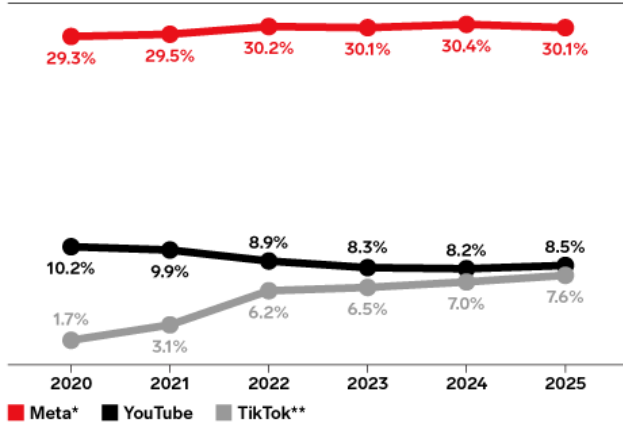
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Meta is way ahead of competitors in US video ad spend, with 30.1% share this year compared with YouTube's 8.3% and TikTok's 6.5%, according to our forecast. TikTok is on YouTube's tail

as it gains share, but the short video newcomer won't surpass YouTube before the end of our forecast period in 2025.

Meta, YouTube, and TikTok Share of US Video Ad Spending, 2020-2025

% of total video ad spending



Note: paid advertising only; includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; *includes Facebook and Instagram ad revenues; excludes payments to influencers or other creators to produce sponsored content; includes branded content amplified as paid media; excludes revenues reported under Meta's Reality Labs segment; **excludes payments to influencers or other creators to produce sponsored content; includes branded content amplified as paid media
Source: eMarketer, March 2023

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Beyond the chart: Days of monster growth like last year's 133.0% for TikTok are behind us, but video ads are still a strong market for all three companies.

Meta's total US video ad revenues will pass \$25 billion this year, a growth of 13.6% over last year. YouTube's video ad revenues will approach \$7 billion, growing 6.4%. TikTok's revenues will cross the \$5 billion mark, a 20.2% increase.

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Methodology: Estimates are based on the analysis of various elements related to the ad spending market, including macro-level economic conditions, historical trends of the advertising market, historical trends of each medium in relation to other media, reported revenues from major ad publishers, estimates from other research firms, data from benchmark sources, consumer media consumption trends, consumer device usage trends, and eMarketer interviews with executives at ad agencies, brands, media publishers, and other industry leaders