Which social media giants will suffer most in the digital ad downswing?

Article



For more insights and key statistics on the biggest trends in today's most disruptive industries, subscribe to our Chart of the Day newsletter.

Amid privacy changes and macroeconomic headwinds, social media will be the channel hurt most by the digital advertising downturn. For 2023, we have reduced our US social network ad spending forecast by \$16.21 billion.





How Has Our US Social Network Ad Spending Forecast Changed? billions, 2021-2024 \$99,92 Reductions by Company Printerest-30.43 Finiterest-30.43 Linkedin-30.56 Linkedin-30.56 Finiterest-30.43 Finiterest-30.43 Finiterest-30.43 Linkedin-30.56 Finiterest-30.43 Linkedin-30.56 Finiterest-30.43 Linkedin-30.56 Finiterest-30.43 Linkedin-30.56 Finiterest-30.43 Linkedin-30.56 Finiterest-30.43 Linkedin-30.56 Finiterest-30.43 Nate includes poil advertising appearing within social network pames, and social network apps; excludes spending by marriaters that pace toward developing a marriationia paciel network presence

Beyond the chart: Meta will take the largest hit, struggling to come back from the signal loss caused by Apple's AppTrackingTransparency framework. Despite having the fastest growth rate of any social network we track, TikTok also received a downgrade in expected ad spend as it contends with competition from other platforms and regulatory scrutiny across the globe.

More like this:

- The semiautomated social network is coming
- If TikTok gets banned, where does brand ad spend go?
- Can social media and retail media be friends?
- Meta's 'year of efficiency' could result in thousands of layoffs

INSIDER | Marketer

Yesterday's Chart of the Day: Restocking stuffers