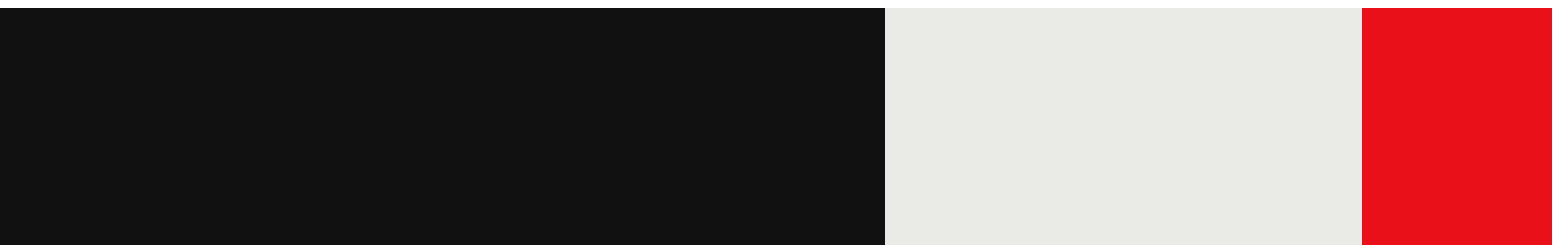


# Display advertising in 5 charts: From programmatic to retail media

Article



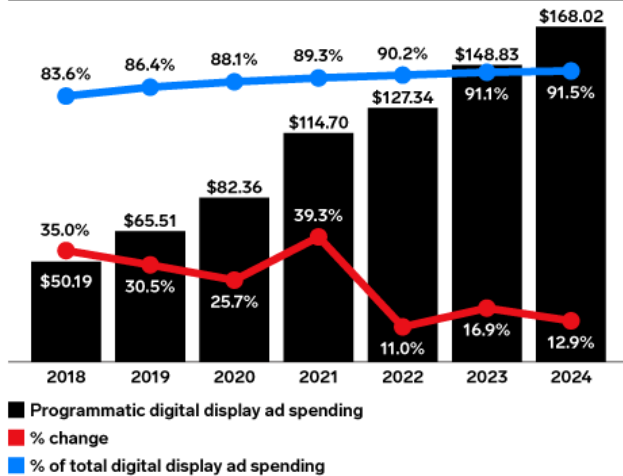
According to our forecast, US display ad spend will grow by 15.7% this year, reaching \$163.29 billion. Here are five charts that offer a closer look at what display ad spending looks like in

2023.

## 1. Programmatic will account for 9 in 10 digital display dollars

### US Programmatic Digital Display Ad Spending, 2018-2024

billions, % change, and % of total digital display ad spending



Note: digital display ads transacted or fulfilled via automation, including everything from publisher-erected APIs to more standardized RTB technology; includes native ads and ads on social networks like Facebook and Twitter; includes advertising that appears on desktop/laptop computers, mobile phones, tablets, and other internet-connected devices  
Source: eMarketer, Nov 2022

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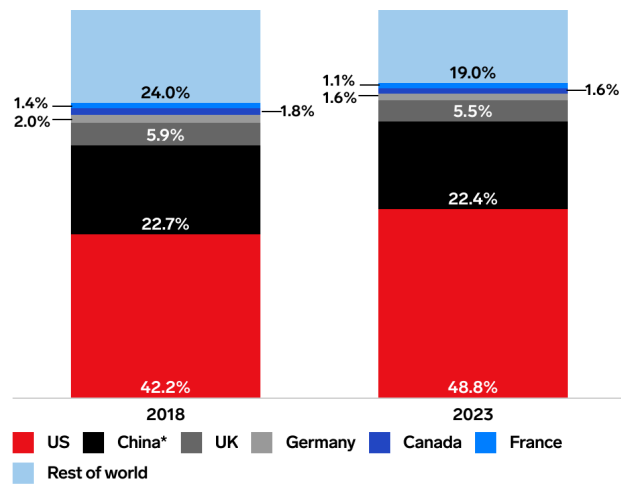
With ad dollars tight, marketers are focusing spend on areas where they have the most control. For that reason, programmatic is still in decent shape **despite an overall ad downturn**.

In her “**Programmatic Ad Spending Forecast Q1 2023**,” our analyst Evelyn Mitchell attributed programmatic display’s prowess to the category’s spending flexibility, low upfront costs, and its use of third-party cookies. But that last advantage could change when Chrome deprecates cookies next year.

## 2. Programmatic digital display ads are biggest in the US

## Programmatic Digital Display Ad Spending Worldwide, by Country, 2018 & 2023

% of worldwide programmatic digital display ad spending



Note: digital display ads transacted or fulfilled via automation, including everything from publisher-erected APIs to more standardized RTB technology; includes native ads and ads on social networks like Facebook and Twitter; includes advertising that appears on desktop/laptop computers, mobile phones, tablets, and other internet-connected devices; \*includes ads on ecommerce websites like Alibaba properties  
Source: eMarketer, Dec 2022

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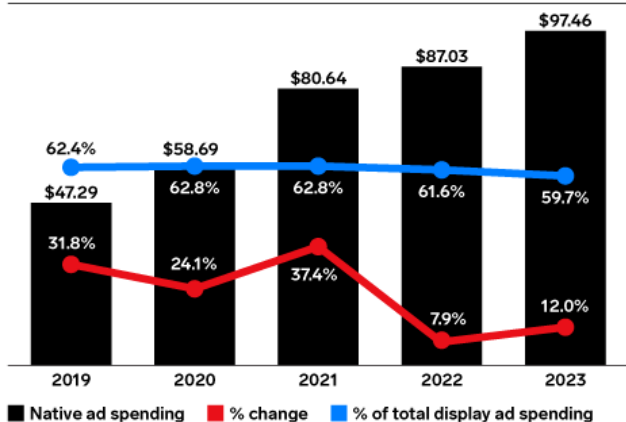
Programmatic ads will account for 91.1% of digital display ad spend in the US this year, compared to 80.7% in China, according to our forecast.

Overall display ad spend in China is also far lower. It will hit \$84.62 billion in 2023, about half of total spend in the US.

### 3. Native spend is high, but it's losing share

## US Native Ad Spending, 2019-2023

billions, % change, and % of total display ad spending



Note: includes digital display ads that reflect the form, feel, and function of the content of the media in which they appear  
Source: eMarketer, Jan 2023

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**US native ad spending** will account for 59.7% of total display ad spending this year as advertisers pivot from social media. In its place, connected TV (CTV) and mobile in-app video are taking over, part of a greater trend of display advertising pivoting to video.

## 4. Retail accounts for the biggest portion of display

### US Display Ad Spending, by Industry, 2022

billions, % change, % of industry digital ad spending, and % of total display ad spending

| Industry                                    | Display ad spending (billions) | % change     | % of industry digital ad spending | % of total display ad spending |
|---|--------------------------------|--------------|-----------------------------------|--------------------------------|
| Automotive                                  | \$10.70                        | 13.9%        | 63.0%                             | 7.5%                           |
| Computing products and consumer electronics | \$14.24                        | 16.1%        | 67.1%                             | 9.9%                           |
| Consumer packaged goods (CPG)               | \$21.07                        | 15.5%        | 56.8%                             | 14.7%                          |
| Entertainment                               | \$11.09                        | 21.2%        | 74.6%                             | 7.7%                           |
| Financial services                          | \$17.85                        | 22.5%        | 55.6%                             | 12.4%                          |
| Healthcare & pharma                         | \$6.59                         | 19.9%        | 41.6%                             | 4.6%                           |
| Media                                       | \$7.10                         | 16.1%        | 57.7%                             | 4.9%                           |
| Retail                                      | \$35.44                        | 27.7%        | 54.2%                             | 24.7%                          |
| Telecom                                     | \$12.72                        | 24.1%        | 65.2%                             | 8.9%                           |
| Travel                                      | \$2.05                         | 28.9%        | 39.2%                             | 1.4%                           |
| Other                                       | \$4.69                         | 20.1%        | 56.8%                             | 3.3%                           |
| <b>Total</b>                                | <b>\$143.55</b>                | <b>20.9%</b> | <b>57.7%</b>                      | <b>100.0%</b>                  |

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; numbers may not add up to total due to rounding; includes banners, rich media, sponsorships, video, and ads such as Facebook's News Feed Ads and Twitter's Promoted Tweets  
Source: eMarketer, July 2022

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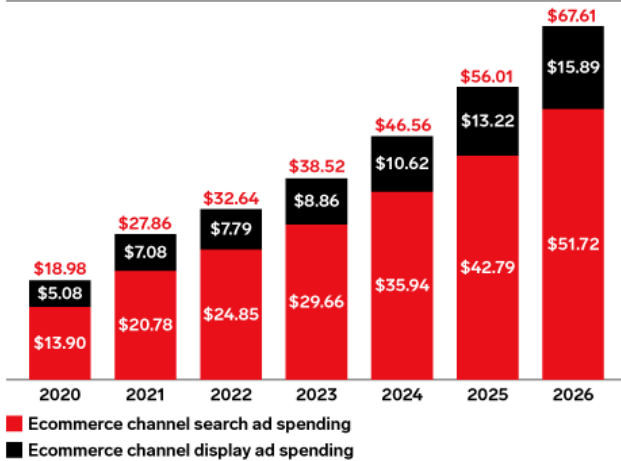
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Retail accounted for 24.7% of US display ad spend as of July 2022. Retail is both the second-fastest-growing and largest category for display ad spend. Consumer packaged goods account for the second-largest piece of US display ad spending.

## 5. Display is growing within retail media

### US Ecommerce Channel Ad Spending, by Format, 2020-2026

billions



Note: digital advertising that appears on websites or apps that are primarily engaged in retail ecommerce; examples include advertising on Amazon, Walmart, and eBay; excludes advertising on social networks or search engines; 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

Source: eMarketer, Oct 2022

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Display ad spending accounts for an increasing portion of ecommerce channel ad spend, a large subset and close proxy of **retail media**, though search is also growing steadily.

Just like with overall digital display, expect retail media to double down on video, with Amazon and The Kroger Co. both focusing on CTV ads.

Learn more about how to seize the retail media opportunity in our “Attention!” webinar this Friday.

This was originally featured in the eMarketer Daily newsletter. For more retail insights, statistics, and trends, [subscribe here](#).