

Digital Advertising - US - 2022

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This report looks at the following areas:

- Market size and segmentation of the US digital advertising sector, along with growth forecasts through 2027
- Key players in the digital advertising landscape, along with an analysis of their most effective strategies
- In-depth findings on consumer attitudes and behavior regarding digital advertising
- Opportunities for future success for digital advertisers and publishers

As consumers spend more and more time online, digital advertising has become an essential channel for brands to connect with them. 90% of US consumers report seeing some type of online ad over the past week, and growth forecasts remain robust for this \$234.4 billion industry despite economic headwinds. Digital advertising achieved 12% growth during 2020, the first year of the pandemic, and has continued at that pace despite factors like inflation and the conflict in Ukraine. Meanwhile, increased competition among digital media companies is causing companies such as Netflix to adopt advertising models, adding further opportunities for growth.

Of course the digital advertising sector also faces consumer pushback. Close to three quarters of consumers have used tactics to avoid ads, and more than half dislike being asked for personal information or being forced to watch or interact with ads. It also hardly seems possible that consumers could spend more time with digital media than they already do, creating potential limits on revenue expansion. In order to continue to grow, advertisers and digital publishers will need to thread a tricky needle – delivering advertising without turning customers off and jeopardizing ad effectiveness.



“As consumers spend more time online, digital advertising has achieved consistently strong growth – decelerating only briefly due to COVID-19. It continues to succeed despite regulatory pressures and consumer frustration with invasive and irrelevant ads that can lead to use of ad blockers.”

- Fiona O'Donnell, Senior Director – US Reports

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