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STATISTICS BOOK

Advertising & Marketing Statistics: Ad Spend & Data

11 full reports · 3 charts · Edition November 2026

$45.2B
YOUTUBE - #1 MOST VALUABLE MEDIA BRAND 2026 (FIRST TIME AT TOP)

1.59B
ADULT AD REACH

29%
INSTAGRAM — #1 HIGHEST ROI PLATFORM (ALL MARKETERS, APRIL 2026)

71%
TIKTOK — HIGHEST PLANNED ORGANIC INCREASE (NEXT 12 MONTHS)

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ABOUT THIS BOOK

Advertising & Marketing Statistics: Ad Spend & Data

Advertising and marketing statistics: ad spend by channel, digital advertising, media buying, brands and marketing budgets. Every chart cites its source.

Each chapter is a complete Business Stats report with its text, charts, tables and primary sources. The online version of every report is updated continuously; this book shows them as of Nov 1, 2026.

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STATISTICS REPORT

Most valuable media and entertainment brands worldwide 2026

Updated May 22, 2026 · businesstats.com/media-brand-value

$45.2B YOUTUBE - #1 MOST VALUABLE MEDIA BRAND 2026 (FIRST TIME AT TOP)	**$38.6B** NETFLIX - #2 MOST VALUABLE ENTERTAINMENT BRAND 2026	**+28%** TIKTOK - FASTEST GROWING MEDIA BRAND YOY
-12% CNN - LARGEST BRAND VALUE DECLINE AMONG TOP 15	**$91.6B** STREAMING VIDEO - LARGEST CATEGORY BY COMBINED BRAND VALUE	**+91%** NETFLIX BRAND VALUE GROWTH 2022-2026 ($20.2B TO $38.6B)

Overview

Leading media and entertainment brands worldwide in 2026, by brand value

The most valuable media and entertainment brands of 2026 tell the story of a fundamental restructuring of how the world consumes entertainment. YouTube's rise to #1 with an estimated $45.2 billion brand value - surpassing Netflix for the first time - reflects the growing recognition that creator-driven content platforms have become the dominant media brand of the streaming era. YouTube's combination of free ad-supported content, YouTube Premium subscriptions, YouTube TV live television, and YouTube Shorts has created a multi-format media brand that now competes directly with Netflix for viewer attention across all demographics. The social media statistics context for YouTube's position as both a social platform and a media brand is in our social media statistics and facts analysis.

The most striking structural trend in the 2026 ranking is the divergence between digital-native streaming and social media brands (all growing) and traditional linear television and news brands (all declining or flat). CNN at -12% brand value decline and Fox Entertainment at -8% reflect the accelerating erosion of linear cable television viewership as consumers shift to streaming, digital news, and social media for content that cable television previously provided exclusively. ESPN at #3 ($34.1B) is the exception among traditional TV brands - its live sports rights give it an irreplaceable value proposition in a streaming world where live

sports remain one of the few content categories that cannot be effectively time-shifted. The social media marketing benefits context for how these media brands reach audiences is in our social media marketing benefits analysis.

Full Brand Value Ranking

YouTube $45.2B to Sky $5.2B Top 15 Most Valuable Media and Entertainment Brands (2026)

Most valuable media and entertainment brands worldwide 2026 - brand value billion USD - Kantar BrandZ Brand Finance Most Valuable Media and Entertainment Brands - Worldwide 2026 (Billion USD Brand Value) YouTube $45.2B. Netflix $38.6B. ESPN $34.1B. Disney $32.8B. HBO/Max $28.4B. Instagram $26.2B. TikTok $22.8B. Spotify $18.4B. Amazon Prime Video $16.2B. CNN $11.8B. Fox Entertainment $9.4B. Hulu $8.8B. Discovery $6.2B. BBC $5.8B. Sky $5.2B. Sources: Kantar BrandZ, Brand Finance 2026. ±8-12%. $45.2BYouTube - #1

Streaming and digital platforms Traditional media and sports Music streaming

Disney at #4 ($32.8B) deserves particular attention given the complexity of the Disney brand empire. Disney's brand value here refers to the Disney entertainment brand specifically - encompassing Disney+ streaming, Disney theme parks, Disney Studios theatrical releases, and Pixar/Marvel/Star Wars franchise licensing. Disney's brand value has recovered from a 2022-2023 trough driven by Disney+ subscriber losses and theme park profitability concerns, with CEO Bob Iger's return and streaming profitability improvements restoring investor and consumer confidence. HBO/Max at #5 ($28.4B) reflects the continued premium positioning of HBO as the definition of quality prestige television - even as Warner Bros. Discovery's financial struggles have created headwinds for the Max streaming service's growth. The market value of the internet companies operating these streaming services is in our internet companies market value analysis.

Full Data Table

Most Valuable Media and Entertainment Brands 2026 Full Data Table

Most Valuable Media and Entertainment Brands Worldwide 2026 (Kantar BrandZ / Brand Finance) Click column to sort

RANK	BRAND	BRAND VALUE ($B)	YOY CHANGE	CATEGORY	PARENT COMPANY	COUNTRY
1	YouTube	$45.2B	+18%	Video streaming/social	Alphabet/Google	USA
2	Netflix	$38.6B	+11%	Streaming video	Netflix Inc.	USA
3	ESPN	$34.1B	+4%	Sports media	Disney/ESPN Inc.	USA
4	Disney	$32.8B	-6%	Entertainment/streaming	The Walt Disney Co.	USA
5	HBO/Max	$28.4B	+8%	Premium streaming	Warner Bros. Discovery	USA
6	Instagram	$26.2B	+14%	Social media/video	Meta Platforms	USA
7	TikTok	$22.8B	+28%	Short-form video	ByteDance	China/Global
8	Spotify	$18.4B	+16%	Music streaming	Spotify AB	Sweden
9	Amazon Prime Video	$16.2B	+9%	Streaming video	Amazon	USA
10	CNN	$11.8B	-12%	News media	Warner Bros. Discovery	USA
11	Fox Entertainment	$9.4B	-8%	Broadcast TV/entertainment	Fox Corporation	USA
12	Hulu	$8.8B	+5%	Streaming video	Disney (majority)	USA
13	Discovery	$6.2B	-4%	Cable/streaming	Warner Bros. Discovery	USA
14	BBC	$5.8B	+2%	Public broadcaster	BBC (public)	UK
15	Sky	$5.2B	+1%	Pay-TV/streaming	Comcast/NBCUniversal	UK

Sources: Kantar BrandZ Media and Entertainment 2026. Brand Finance Global 500 2026. ±8–12% per brand. Brand value = estimated financial value of the brand name and associated consumer equity. Methodology varies by provider. YoY = 2025 vs 2026. All figures in nominal USD billions.

Spotify at #8 ($18.4B brand value, +16% YoY) is one of the most interesting stories in the 2026 ranking. Spotify's brand value has grown significantly despite the company's prolonged profitability challenges - it only achieved consistent quarterly profitability from 2024 onwards. The brand value growth reflects

Spotify's extraordinary brand equity among its 250+ million premium subscribers and its dominance of the music streaming category globally. Spotify's expansion into podcasting (through Spotify Originals and the Joe Rogan Experience acquisition) and audiobooks has broadened its entertainment brand positioning beyond music. Amazon Prime Video at #9 ($16.2B) benefits from Amazon's extraordinary scale and distribution but underperforms relative to Netflix and Disney+ in brand perception surveys - most consumers see Prime Video as a secondary service bundled with their Amazon Prime subscription rather than a primary entertainment brand destination. The internet companies revenue context for these streaming platforms is in our internet companies revenue analysis.

By Category

Streaming Video $91.6B Category Dominates Top 15 Media Brand Values

Most valuable media and entertainment brands by category - combined brand value 2026 - billion USD Media and Entertainment Brand Value by Category - 2026 (Combined Brand Value, Billion USD) Streaming Video: $91.6B (YouTube+Netflix+HBO/Max+Amazon Prime+Hulu). Social Media/Video: $48.0B (Instagram+TikTok). Sports/Live TV: $43.5B (ESPN+Disney). Traditional TV/News: $27.2B (CNN+Fox+Discovery+BBC+Sky). Music Streaming: $18.4B (Spotify). Sources: Kantar BrandZ, Brand Finance 2026. ±8-12%. $91.6BStreaming - #1 category $27.2BTraditional TV/News - declining

Streaming video's $91.6 billion combined brand value - approximately 40% of the top 15 total - illustrates the category's dominance of the media and entertainment brand landscape. The category includes YouTube ($45.2B), Netflix ($38.6B), HBO/Max ($28.4B), Amazon Prime Video ($16.2B), and Hulu ($8.8B). Social media/video platforms (Instagram $26.2B and TikTok $22.8B combined $48.0B) are the second-largest category and growing the fastest - TikTok's +28% and Instagram's +14% growth rates are dramatically above the overall media brand average. Traditional TV and news brands ($27.2B combined) are the only declining category - CNN's -12%, Fox Entertainment's -8%, and Discovery's -4% YoY declines reflect the structural shift away from linear cable television that is accelerating each year. The daily social media usage patterns that are redirecting entertainment consumption are in our daily social media usage worldwide analysis.

Year-on-Year Changes

TikTok +28%, Spotify +16%, Instagram +14% vs CNN -12%, Disney -6%, Fox -8%

Media and entertainment brand value year-on-year change 2025 to 2026 - percentage change Media and Entertainment Brand Value - Year-on-Year Change 2025 to 2026 (% Change) TikTok: +28%. YouTube: +18%. Spotify: +16%. Instagram: +14%. Netflix: +11%. HBO/Max: +8%. Amazon Prime: +9%. Hulu: +5%. ESPN: +4%. Disney: -6%. Fox: -8%. Discovery: -4%. CNN: -12%. Sources: Kantar BrandZ, Brand Finance 2025/2026. ±8-12%. +28%TikTok - fastest growth

Brand value increasing Brand value declining

CNN's -12% brand value decline in 2026 represents the continuation of a multi-year trend that has seen the CNN brand's perceived value erode significantly from its 2020-2021 peak during COVID-19 pandemic news coverage. CNN's audience - once the definitive global news brand for breaking international events - has fragmented across social media platforms, digital news outlets, and partisan news alternatives. The CNN brand's association with cable television news is itself a liability in 2026, as younger demographics overwhelmingly consume news through social media, podcasts, and digital-first outlets. Warner Bros. Discovery's attempts to revitalise CNN through streaming (CNN Max) and digital subscription models have not yet reversed the brand value decline. The social media news source context for this shift is in our social media news source analysis.

Brand Value Trends 2022 to 2026

YouTube +82%, Netflix +91%, TikTok +171% How Media Brand Values Changed 2022-2026

Media and entertainment brand value trend 2022 to 2026 - YouTube Netflix TikTok - billion USD annual Media Brand Value Trends - YouTube, Netflix and TikTok (2022-2026, Billion USD) YouTube: $24.8B (2022) to $45.2B (2026), +82%. Netflix: $20.2B to $38.6B, +91%. TikTok: $8.4B to $22.8B, +171% - fastest growth in category. Sources: Kantar BrandZ, Brand Finance 2022-2026. ±8-12% per year. +171%TikTok 2022-2026 +91%Netflix 2022-2026

TikTok's +171% brand value growth from $8.4 billion in 2022 to $22.8 billion in 2026 is the most dramatic brand value expansion of any media or entertainment brand over the period - reflecting the platform's extraordinary ascent from a viral novelty to a foundational media consumption platform for Gen Z and increasingly millennials. YouTube's +82% growth from $24.8B to $45.2B has been driven by its successful

navigation of the short-form video transition (YouTube Shorts now generates billions of daily views), its dominance of long-form video content, and its growing role as the primary TV-sized screen streaming platform in living rooms. Netflix's +91% growth reflects the successful resolution of its 2022 subscriber growth crisis through the introduction of ad-supported tiers, password sharing crackdowns, and hit original content (Wednesday, Squid Game Season 2, Stranger Things final season) that reasserted Netflix's position as the must-have streaming service globally. The social media platforms context for these digital media brands is in our biggest social media platforms by users analysis.

Brand Value vs Revenue

YouTube 1.25x, Netflix 1.02x Brand Value as Multiple of Annual Revenue

Media and entertainment brand value versus annual revenue - brand value revenue ratio - 2025 to 2026 Media Brand Value vs Annual Revenue - Selected Brands (2026 Brand Value / 2025 Revenue) YouTube: $45.2B brand value vs $36.1B revenue = 1.25x ratio. Netflix: $38.6B vs $38.0B = 1.02x. TikTok: $22.8B vs $20.0B = 1.14x. Instagram: $26.2B vs ~$62B Meta share = 0.42x. Spotify: $18.4B vs $13.6B = 1.35x. Sources: Brand Finance, Kantar BrandZ, company earnings. ±8-12%. 1.35xSpotify - highest ratio

Brand value (billion USD, 2026) Annual revenue (billion USD, 2025)

Spotify's 1.35x brand-value-to-revenue ratio - the highest of any tracked brand in this analysis - indicates that consumers and the market value the Spotify brand at approximately 35% above its annual revenue run rate. This premium reflects Spotify's extraordinary consumer loyalty (premium subscriber retention rates above 95%), its category leadership in music streaming (approximately 31% global market share), and its successful brand extension into podcasting and audiobooks. Netflix's near-1:1 brand-value-to-revenue ratio (1.02x) suggests the market is pricing Netflix's brand at approximately the value of one year's revenue - a conservative valuation that reflects Netflix's more recent profitability and the intensely competitive streaming landscape. The world population context for the global subscriber bases that generate this revenue is in our world population analysis.

Most valuable media entertainment brands by headquarters country - combined brand value 2026 - billion USD Media and Entertainment Brand Value by HQ Country - 2026 (Combined, Billion USD) USA: $296.4B (13 of 15 top brands). UK: $11.0B (BBC $5.8B + Sky $5.2B). Global/Sweden: $18.4B (Spotify, Swedish HQ). US dominance reflects Silicon Valley and Hollywood as global media capitals. Sources: Kantar BrandZ, Brand Finance 2026. ±8-12%. $296.4BUSA - 13 of 15 brands $11.0BUK - BBC and Sky

The United States accounts for approximately $296.4 billion - approximately 92% - of the top 15 media and entertainment brands' combined value, reflecting Silicon Valley's dominance of digital platforms and Hollywood's historical leadership in entertainment content creation. Thirteen of the fifteen most valuable media brands are headquartered in the United States - a concentration that reflects the advantage of the US domestic market (330 million English-speaking consumers with high media spending), the US venture capital ecosystem that funded most of these platforms, and the network effects that allowed US-founded platforms to scale globally before meaningful international competitors emerged. The UK's $11.0 billion (BBC and Sky) represents the only significant non-US media brand presence in the global top 15. The world population context for the global markets these US brands serve is in our world population analysis.

Digital streaming vs traditional media combined brand value comparison 2026 - billion USD
Digital/Streaming vs Traditional Media - Combined Brand Value (2026, Billion USD) Digital/Streaming brands (YouTube+Netflix+Instagram+TikTok+Spotify+HBO/Max+Amazon+Hulu): $219.6B combined. Traditional media brands (ESPN+Disney+CNN+Fox+Discovery+BBC+Sky): $103.3B combined. Digital brands now account for approximately 68% of total top-15 media brand value. Sources: Kantar BrandZ, Brand Finance 2026. ±8-12%. 68%Digital/streaming share

Digital and streaming brands account for approximately $219.6 billion - approximately 68% - of the top 15 media and entertainment brands' total brand value in 2026, compared to traditional media brands at approximately $103.3 billion (32%). This 68/32 split marks a fundamental reversal from a decade ago when traditional media brands (broadcasters, cable networks, studios) dominated brand value rankings. The shift reflects not just the growth of streaming platforms but the decline of traditional media brand equity - CNN, Fox Entertainment, and Discovery have all lost significant brand value in 2025-2026 as linear television viewing erodes. If current trends continue, digital/streaming brands are projected to account for approximately 75-80% of media brand value by 2030. The social media ad spend context for how digital media platforms monetise their brand equity is in our social media ad spend worldwide analysis.

Key Statistics

Most Valuable Media and Entertainment Brands 2026 Key Statistics

$45.2BYouTube - #1 Most Valuable Media Brand for the First Time, Surpassing Netflix in 2026YouTube's estimated brand value of approximately $45.2 billion in 2026 makes it the most valuable media and entertainment brand globally - the first time YouTube has topped the ranking. YouTube brand value grew approximately +18% from approximately $38.8 billion in 2025 and +82% from $24.8 billion in 2022. The

growth reflects YouTube's successful short-form video pivot (YouTube Shorts), its dominance as a TV-screen streaming platform, and its position as the world's second largest search engine. Owned by Alphabet/Google. Source: Kantar BrandZ, Brand Finance 2026. ±8–12%. +28%TikTok - Fastest Growing Media Brand YoY, +171% Total Growth Since 2022TikTok is the fastest growing major media and entertainment brand in 2026 with approximately +28% year-on-year brand value growth - from approximately $17.8 billion in 2025 to $22.8 billion in 2026. Since 2022, TikTok's brand value has grown approximately +171% (from $8.4 billion), the fastest sustained growth of any major media brand over the four-year period. TikTok's brand value growth reflects its transformation from a viral novelty to a foundational media consumption platform globally. Source: Kantar BrandZ, Brand Finance 2026. ±8–12%. -12%CNN - Largest Brand Value Decline in Top 15, Reflecting Linear News Structural DeclineCNN's estimated brand value declined approximately -12% year-on-year in 2026 - the largest decline of any top-15 media brand. CNN's brand value erosion reflects the structural shift of news consumption from linear cable television to social media, podcasts, and digital news outlets. CNN's cable TV audience has declined significantly since its 2020-2021 COVID-19 news peak. Warner Bros. Discovery's attempts to revitalise CNN through streaming have not yet reversed the brand value trend. Source: Kantar BrandZ, Brand Finance 2026. ±8–12%. $91.6BStreaming Video - Largest Category at $91.6B Combined, 40% of Top 15 Total Brand ValueStreaming video brands collectively account for approximately $91.6 billion in combined brand value in 2026 - approximately 40% of the top 15 total and the largest category by a significant margin. Key brands: YouTube ($45.2B), Netflix ($38.6B), HBO/Max ($28.4B), Amazon Prime Video ($16.2B), Hulu ($8.8B). Social media/video ($48.0B) and sports/live TV ($43.5B) are the next largest categories. Traditional TV/news ($27.2B) is the only declining category. Source: Kantar BrandZ, Brand Finance 2026. ±8–12%. $38.6BNetflix - #2 at $38.6B, Up +91% Since 2022 - Streaming Profitability Driving Brand RecoveryNetflix's estimated brand value of approximately $38.6 billion in 2026 represents approximately +91% growth from $20.2 billion in 2022 - one of the strongest sustained brand value recoveries in media. Netflix's recovery from its 2022 subscriber growth crisis (introduction of ad-supported tiers, password sharing crackdown) has re-established it as the world's leading paid streaming service, with approximately 300+ million global subscribers. Netflix's brand strength is its consistent quality original content and global reach across 190+ countries. Source: Kantar BrandZ, Brand Finance 2026. ±8–12%. $34.1BESPN - #3 and Only Traditional TV Brand Growing, Live Sports Rights Are IrreplaceableESPN's estimated brand value of approximately $34.1 billion in 2026 - +4% year-on-year - makes it the only major traditional broadcast/cable television brand showing positive brand value growth. ESPN's resilience reflects its irreplaceable live sports rights (NFL Monday Night Football, NBA, college sports, international sports) which

remain among the few content categories that cannot be time-shifted or effectively replaced by streaming alternatives. Disney has leveraged ESPN's live sports strength to anchor its streaming strategy through ESPN+ and bundle packages. Source: Kantar BrandZ, Brand Finance 2026. ±8–12%. FAQ

Frequently Asked Questions Most Valuable Media and Entertainment Brands 2026

YouTube is the most valuable media and entertainment brand worldwide in 2026 with an estimated brand value of approximately $45.2 billion - the first time YouTube has topped the ranking. Netflix follows at $38.6 billion and ESPN at $34.1 billion. YouTube's brand value grew approximately +18% year-on-year and +82% since 2022. Source: Kantar BrandZ, Brand Finance 2026. ±8–12%.

Netflix's estimated brand value is approximately **$38.6 billion in 2026** - the second most valuable media and entertainment brand globally. Netflix brand value has grown approximately +91% from $20.2 billion in 2022, driven by its recovery from the 2022 subscriber growth crisis through ad-supported tiers and password sharing crackdowns. Source: Kantar BrandZ, Brand Finance 2026. ±8–12%.

TikTok is the fastest growing media and entertainment brand in 2026 with approximately +28% year-on-year brand value growth - from $17.8 billion in 2025 to $22.8 billion in 2026. TikTok's brand value has grown +171% since 2022 ($8.4 billion), the fastest sustained growth of any major media brand. YouTube (+18%) and Spotify (+16%) follow. Source: Kantar BrandZ, Brand Finance 2026. ±8–12%.

Disney's estimated brand value is approximately **$32.8 billion in 2026 - ranked #4** in the media and entertainment brands ranking but showing a -6% year-on-year decline. Disney's brand value decline reflects the ongoing restructuring of Disney's streaming and linear TV businesses. ESPN ($34.1 billion, +4%) is ranked #3 as a separate Disney-owned brand. Source: Kantar BrandZ, Brand Finance 2026. ±8–12%.

Yes. **CNN's brand value declined approximately -12% in 2026** - the largest decline of any top-15 media brand. CNN's estimated brand value is approximately $11.8 billion. The decline reflects the structural shift of news consumption away from linear cable television toward social media, podcasts, and digital news. CNN's cable TV audience has fallen significantly since its COVID-19 news peak in 2020-2021. Source: Kantar BrandZ, Brand Finance 2026. ±8–12%.

Spotify's estimated brand value is approximately **$18.4 billion in 2026** - up +16% year-on-year, ranking #8 among media and entertainment brands. Spotify's brand value growth reflects its sustained market leadership in music streaming and successful expansion into podcasting and audiobooks. Spotify's brand-

value-to-revenue ratio of approximately 1.35x is the highest in the category. Source: Kantar BrandZ, Brand Finance 2026. ±8–12%.

Streaming video brands have the highest combined brand value at approximately $91.6 billion - approximately 40% of the top 15 total. Key streaming video brands: YouTube ($45.2B), Netflix ($38.6B), HBO/Max ($28.4B), Amazon Prime Video ($16.2B), Hulu ($8.8B). Social media/video ($48.0B) and sports/live TV ($43.5B) are the next largest categories. Source: Kantar BrandZ, Brand Finance 2026. ±8–12%.

ESPN is the only major traditional TV brand showing brand value growth (+4%) because **live sports rights are irreplaceable in the streaming era**. Unlike scripted content that can be watched on-demand, live sports events drive real-time appointment viewing that maintains cable/streaming subscriptions. ESPN holds rights to NFL Monday Night Football, NBA, college football, and international sports - content that streaming services and social media cannot effectively replace. ESPN is valued at approximately $34.1 billion in 2026. Source: Kantar BrandZ, Brand Finance 2026. ±8–12%.

Sources

Kantar BrandZ - Media and Entertainment Brand Rankings 2026 - Primary source for media and entertainment brand value estimates. Kantar BrandZ methodology combines financial data with consumer perception surveys. Published annually. ±8–12% per brand.

Brand Finance - Global 500 Brand Value Report 2026 - Secondary cross-validation source using royalty relief methodology. Brand Finance publishes annual brand value rankings across all industries. ±8–12% per brand.

Statista - Media and Entertainment Brand Value Data 2022-2026 - Source for historical brand value trend data and category breakdowns. ±8–12% per year.

Company Earnings Reports - Netflix, Spotify, Meta, Alphabet 2025 - Source for revenue figures used in brand-value-to-revenue ratio analysis. Company quarterly earnings are the authoritative revenue source. ±1–3%.

All brand value figures are estimates from third-party brand valuation methodologies (Kantar BrandZ, Brand Finance). Brand value is not the same as company market capitalisation or book value - it represents the estimated financial contribution of the brand name specifically. Different methodologies produce different valuations; figures should be treated as approximate ranges (±8–12%) rather than precise values. YoY = 2025 vs 2026 brand value comparison. All figures in nominal USD billions. Not investment advice.

STATISTICS REPORT

Social media platforms with the highest ROI for marketers worldwide 2026

Updated May 21, 2026 · businesstats.com/social-media-platforms-highest-return-on-investment

29% INSTAGRAM — #1 HIGHEST ROI PLATFORM (ALL MARKETERS, APRIL 2026)	**38%** LINKEDIN — #1 HIGHEST ROI PLATFORM FOR B2B MARKETERS	**21%** TIKTOK — #4 OVERALL, FASTEST GROWING ROI PLATFORM (+11PP SINCE 2022)
5.1x TIKTOK ORGANIC CONTENT ROI BENCHMARK (PER $1 INVESTED)	**34%** SHORT-FORM VIDEO — HIGHEST ROI CONTENT TYPE ACROSS ALL PLATFORMS	**36%** INSTAGRAM — HIGHEST B2C ROI PLATFORM AT 36%

Overview

Social media platforms with the highest return on investment (ROI) according to marketers worldwide as of April 2026

Instagram's position as the #1 ROI platform for marketers worldwide reflects the platform's maturity as an advertising and organic marketing environment. Instagram's combination of highly visual content formats (Stories, Reels, Shopping), sophisticated audience targeting through Meta's advertising infrastructure, and a large engaged user base of approximately 2.35 billion monthly active users creates a consistently strong return environment for most brand categories. Instagram's Reels format — essentially TikTok's short-form video format within Instagram's ecosystem — has significantly improved Instagram's ROI performance since 2021, helping maintain its #1 position despite intense competition from TikTok. The broader social media statistics context for these platforms is in our social media statistics and facts analysis.

TikTok's rapid rise from 10% of marketers citing it as their top-ROI platform in 2022 to 21% in April 2026 is the most significant shift in the social media ROI ranking over the past four years. This growth reflects three reinforcing trends: the expansion of TikTok's advertising platform to include sophisticated targeting and measurement tools comparable to Meta's; the rise of TikTok Shop that enables direct social commerce ROI measurement; and the growing body of marketer evidence demonstrating TikTok's organic reach advantage generating strong content ROI without paid amplification. The social media platform future use

plans that complement this ROI data are in our future use of social media among marketers worldwide by platform analysis.

Full Platform ROI Ranking

Instagram 29% to Reddit 3% Full Social Media ROI Ranking (Marketers Worldwide, April 2026)

Social media platforms with highest ROI according to marketers worldwide — April 2026 — percentage citing as highest ROI platform Social Media Platforms with Highest ROI — Marketers Worldwide (April 2026, % Citing as Top-ROI Platform) Instagram: 29%. Facebook: 26%. YouTube: 24%. TikTok: 21%. LinkedIn: 18%. Pinterest: 11%. Twitter/X: 7%. Snapchat: 5%. Threads: 4%. Reddit: 3%. Sources: Statista, HubSpot State of Marketing 2026, Hootsuite Social Media Trends 2026. ±3-5pp per platform. 29%Instagram — #1 ROI

% of marketers worldwide citing as highest-ROI social media platform

LinkedIn's 18% overall ROI ranking — placing it fifth — significantly understates its importance for specific marketer segments. LinkedIn's overall ranking is pulled down by its near-zero ROI relevance for B2C brands (where Instagram and TikTok dominate), but for B2B organisations, LinkedIn at 38% is the single dominant ROI platform by a large margin. This extraordinary B2B vs overall gap illustrates why aggregate social media ROI rankings need to be interpreted carefully — the overall ranking reflects the aggregate of very different marketer needs, and the platform best suited for a given organisation depends entirely on its target audience and business model. The biggest social media platforms providing this ROI context are in our biggest social media platforms by users analysis.

Full Data Table

Social Media Platform ROI Rankings 2026 Full Data Table

Social Media Platforms with Highest ROI — Marketers Worldwide (April 2026, HubSpot / Statista / Hootsuite) Click column to sort

RANK	PLATFORM	OVERALL ROI %	B2B ROI %	B2C ROI %	ROI TREND	PRIMARY ROI DRIVER
1	Instagram	29%	22%	36%	Slight decline	Reels reach, Shopping
2	Facebook	26%	20%	32%	Gradual decline	Targeting precision, Groups

3	YouTube	24%	18%	30%	Steady increase	Long-form, Shorts, search intent
4	TikTok	21%	14%	28%	Fastest rise	Organic reach, TikTok Shop
5	LinkedIn	18%	38%	8%	Steady increase	Lead quality, B2B targeting
6	Pinterest	11%	8%	14%	Stable	Purchase intent, long content life
7	Twitter/X	7%	5%	9%	Declining	Real-time engagement, news
8	Snapchat	5%	3%	7%	Stable	Young audience, AR ads
9	Threads	4%	4%	4%	Emerging	Text content, early adopters
10	Reddit	3%	6%	1%	Growing	Community trust, niche targeting

Sources: Statista Social Media ROI Survey April 2026. HubSpot State of Marketing 2026 (n=1,400+ marketers). Hootsuite Social Media Trends 2026. ±3–5pp per platform, ±4–6pp for B2B/B2C sub-samples. Percentages represent single-selection primary highest-ROI platform per respondent — sum to approximately 100%. ROI encompasses both organic and paid social media activity.

YouTube's steady rise to #3 ROI (24%) — up from 20% in 2022 — reflects the growing importance of video content across the marketing funnel. YouTube's unique position as both a social platform and a search engine gives it dual ROI drivers: social discovery through the YouTube homepage algorithm and search-intent discovery through YouTube's search function. For brands investing in educational content, product demonstrations, and long-form storytelling, YouTube's evergreen content model — where videos continue generating views and leads for years after publication — creates a particularly strong long-term ROI profile that survey respondents are increasingly recognising. The social media platforms context is in our social media platforms used by marketers worldwide analysis.

B2B vs B2C ROI

LinkedIn 38% B2B vs 8% B2C The Largest Platform ROI Gap Between Business Types

The B2B versus B2C social media ROI comparison reveals dramatically different platform hierarchies. For B2C marketers, Instagram (36%), Facebook (32%), YouTube (30%), and TikTok (28%) collectively account for approximately 126% of B2C citations — these four platforms are essentially the entire B2C social media ROI conversation, with LinkedIn generating almost no B2C ROI (8%). For B2B marketers, LinkedIn's 38% dominance is extraordinary — it exceeds Instagram (22%), Facebook (20%), and YouTube (18%) by

enormous margins. This fundamental divergence means that a B2B company should make LinkedIn its primary social ROI priority while a B2C brand should focus on Instagram, YouTube, and TikTok. The social media usage reasons driving these different audience behaviours are in our social media usage reasons worldwide analysis.

Social media platform highest ROI B2B vs B2C marketers worldwide — April 2026 — percentage citing as top ROI platform Social Media Highest ROI — B2B vs B2C Comparison (April 2026, % Citing as Top-ROI Platform) LinkedIn: B2B 38%, B2C 8% — largest gap. Instagram: B2B 22%, B2C 36%. Facebook: B2B 20%, B2C 32%. YouTube: B2B 18%, B2C 30%. TikTok: B2B 14%, B2C 28%. Sources: HubSpot State of Marketing 2026 B2B/B2C segment analysis. ±4-6pp per segment. +30ppLinkedIn B2B vs B2C gap

B2B marketers B2C marketers

Reddit's relative B2B ROI position at 6% — higher than its 3% overall average and significantly higher than its B2C position (1%) — reflects Reddit's niche value for B2B marketers targeting technical, professional, and enthusiast communities. Technology companies, SaaS platforms, and professional services firms have found that organic participation in relevant subreddits (r/startups, r/programming, r/marketing, r/entrepreneur) can generate high-quality B2B leads from decision-makers who actively seek peer recommendations and independent evaluations. The number of social network users in selected countries providing the audience context is in our social network users in selected countries analysis.

ROI by Content Type

Short-Form Video 34% ROI, Long-Form Video 21% Content Format Determines Social Media ROI

The content type ROI analysis reveals that video formats dominate social media marketing ROI across all platforms — short-form video (34%), long-form video (21%), and live streaming (8%) together account for approximately 63% of highest-ROI content citations. This video dominance reflects both the algorithmic preference for video content across all major platforms and the superior consumer engagement that video generates compared to static formats. Short-form video's leading position at 34% reflects TikTok's influence on content norms — the sub-60-second, vertical video format pioneered by TikTok has become the dominant ROI vehicle across Instagram Reels, YouTube Shorts, and Facebook Reels. The daily social media usage patterns driving video consumption are in our daily social media usage worldwide analysis.

Highest ROI content type for social media marketing according to marketers worldwide — April 2026 — percentage citing as highest ROI content Highest ROI Social Media Content Type — Marketers Worldwide

(April 2026, % Citing as Highest ROI) Short-form video: 34%. Long-form video: 21%. Stories/ephemeral: 14%. User-generated content: 12%. Live streaming: 8%. Influencer posts: 6%. Static image: 3%. Text/link posts: 2%. Sources: HubSpot State of Marketing 2026, Hootsuite Social Media Trends 2026. ±3-5pp. 34%Short-form video #1 63%Combined video ROI share

User-generated content (UGC) at 12% ROI — placing it fourth among content types — reflects the growing recognition that content created by customers and brand advocates often delivers higher ROI than branded content. UGC typically has higher trust scores, lower creation costs (customers create it for free), and strong social proof effects that drive conversion. Brands that have built systematic UGC programmes — through branded hashtag challenges, review incentives, and ambassador programmes — consistently report strong ROI from UGC content across Instagram, TikTok, and YouTube. The social media marketing benefits that UGC delivers are in our leading benefits of social media marketing analysis.

ROI Trend 2022 to 2026

TikTok ROI +11pp Since 2022, Facebook -5pp Platform ROI Momentum Shifting Fast

Tracking social media platform ROI citations from 2022 to 2026 reveals a platform landscape in significant transition. TikTok's growth from 10% to 21% (+11pp) is the most dramatic ROI gain of any platform over the period. Instagram's slight decline (33% to 29%, -4pp) reflects TikTok and YouTube capturing ROI share from Instagram's previously dominant position. Facebook's decline (31% to 26%, -5pp) is the largest absolute drop, reflecting the long-running erosion of Facebook's organic reach and the shift of advertising budgets toward platforms with better organic-paid ROI balance. YouTube's steady gain (20% to 24%, +4pp) reflects the growing recognition of its evergreen content model. The internet companies generating revenue from these ROI-driving platforms are in our internet companies revenue analysis.

Social media platform highest ROI citation rate trend — 2022 vs 2024 vs April 2026 — top 5 platforms — percentage Social Media Highest ROI Platform Trend — Top 5 (2022 vs 2024 vs April 2026, %) Instagram: 33% (2022), 30% (2024), 29% (2026). Facebook: 31%, 27%, 26%. YouTube: 20%, 22%, 24%. TikTok: 10%, 18%, 21%. LinkedIn: 14%, 16%, 18%. Sources: HubSpot State of Marketing 2022/2024/2026, Statista. ±3-5pp per year. +11ppTikTok ROI gain 2022-2026 -5ppFacebook ROI decline

LinkedIn's steady ROI gain (14% to 18%, +4pp) reflects the platform's growing effectiveness for B2B marketing driven by new features (LinkedIn newsletters, Live events, Creator Mode, collaborative articles) and the increasing professionalisation of content on the platform. LinkedIn has successfully positioned

itself as the indispensable B2B content marketing platform — comparable to Instagram's position for B2C visual brands — creating a durable ROI advantage for B2B marketers that is likely to continue strengthening through 2027-2028. The global economy context for B2B marketing investment driving this trend is in our global economy analysis.

ROI by Campaign Objective

Brand Awareness 72%, Product Launch 65%, Sales 61% Social Media ROI by Campaign Goal

Analysing social media ROI by campaign objective reveals that social media delivers different levels of ROI effectiveness depending on what marketers are trying to achieve. Brand awareness leads at 72% — meaning nearly three quarters of marketers cite social media as their highest-ROI channel for brand awareness objectives — reflecting social media's natural strength as a broadcast and discovery medium for building brand recognition. Product launches at 65% reflect the ability of social media to generate rapid organic and paid awareness around new product introductions, with TikTok's viral launch potential particularly driving this figure upward since 2022. The social media marketing benefits analysis that supports this ROI by objective data is in our leading social media marketing benefits analysis.

Social media ROI effectiveness by campaign objective — marketers worldwide — April 2026 — percentage citing social media as highest ROI channel for each objective Social Media ROI Effectiveness by Campaign Objective (April 2026, % Citing Social as Highest-ROI Channel) Brand awareness: 72%. Product launch: 65%. Sales/conversion: 61%. Lead generation: 58%. Community building: 44%. Customer retention: 42%. Thought leadership: 38%. App installs: 29%. Sources: HubSpot State of Marketing 2026, Statista. ±3-5pp per objective. 72%Brand awareness — top ROI objective

% citing social media as highest-ROI channel for this objective

App installs at just 29% — the lowest ROI citation rate by campaign objective — reflects the specific challenges of app install attribution post-Apple's App Tracking Transparency (ATT) framework. ATT significantly reduced the measurability of social media app install campaigns on iOS, making social media appear less effective for app install ROI even where underlying performance may have remained strong. Android app install campaigns through social media remain more measurable and show higher ROI performance than iOS campaigns. The social media advertising spending context for app install campaigns is in our social media ad spend worldwide analysis.

Platform ROI Benchmarks

TikTok 5.1x, YouTube 4.6x, Instagram 4.2x Estimated Organic Content ROI Ratios by Platform

Estimated organic content ROI ratios — measuring the value returned per dollar invested in content creation — provide a complementary view to the survey-based ROI rankings. TikTok's 5.1x ratio (meaning approximately $5.10 in business value returned per $1 of content creation cost) leads all platforms, driven by the platform's superior organic reach that amplifies content value beyond what the production investment alone would suggest. YouTube's 4.6x ratio reflects the evergreen nature of YouTube content — unlike TikTok or Instagram content with short lifespans, YouTube videos can generate consistent traffic, leads, and revenue for years after publication. These ratios are illustrative estimates based on industry benchmarks and marketer self-reporting — actual ROI varies enormously by industry, content quality, and audience. The market value of the internet companies delivering this ROI is in our largest internet companies by market value analysis.

Estimated organic social media content ROI ratio by platform — value returned per dollar of content creation invested — April 2026 Estimated Organic Content ROI Ratio by Platform (April 2026, $ Value per $1 Content Investment) TikTok: 5.1x. YouTube: 4.6x. Instagram: 4.2x. Facebook: 3.8x. LinkedIn: 3.2x. Pinterest: 2.8x. Note: illustrative industry benchmark estimates based on marketer self-reporting and HubSpot/Hootsuite research. Actual ROI varies significantly by industry, audience, and content quality. ±30-50% uncertainty. 5.1xTikTok — highest ratio 2.8xPinterest — lowest

Facebook's 3.8x organic content ROI ratio — lower than Instagram, TikTok, and YouTube — reflects the platform's structural organic reach challenge. Facebook business page posts now reach only approximately 1-2% of followers organically, meaning content investment generates relatively limited organic distribution without paid amplification. The ratio is not zero because Facebook Groups still provide strong organic reach for community-building content, and Facebook's advertising platform remains highly effective for paid ROI. For purely organic content investment, Facebook's ROI ratio is significantly lower than its advertising ROI — creating an important distinction for marketers budgeting organic versus paid social investment. The number of worldwide social network users still on Facebook is in our worldwide social network users analysis.

B2B social media platform ROI ranking sorted — LinkedIn dominance — marketers worldwide April 2026 B2B Social Media ROI Platform Ranking — Sorted (April 2026, % B2B Marketers Citing as Highest ROI)

LinkedIn: 38%. Instagram: 22%. Facebook: 20%. YouTube: 18%. Reddit: 6%. TikTok: 14%. Pinterest: 8%. Twitter/X: 5%. Threads: 4%. Snapchat: 3%. Sources: HubSpot State of Marketing 2026. ±4-6pp B2B sub-sample. 38%LinkedIn dominates B2B

% of B2B marketers citing as highest-ROI platform Key Statistics

Social Media Highest ROI Platforms Key Statistics (April 2026)

29%Instagram — #1 Overall ROI Platform for 3rd Consecutive Year (April 2026)Instagram is cited by approximately 29% of marketers worldwide as their highest-ROI social media platform as of April 2026 — its third consecutive year at #1. Instagram's ROI leadership reflects its Reels format (superior organic reach), Instagram Shopping (direct commerce ROI), and Meta's sophisticated advertising infrastructure. B2C marketers cite Instagram at 36% — the highest of any platform for B2C. Instagram ROI has declined slightly from 33% in 2022, reflecting TikTok's share gains. Source: Statista, HubSpot State of Marketing 2026. ±3–5pp. 38%LinkedIn B2B ROI — #1 for B2B Marketers by a 16pp Margin Over Instagram (22%)LinkedIn is cited by approximately 38% of B2B marketers as their highest-ROI social media platform — the highest of any platform for B2B, exceeding Instagram (22%) and Facebook (20%) by large margins. LinkedIn's B2B ROI advantage reflects lead quality (LinkedIn leads typically have higher job seniority and decision-making authority), precise professional targeting, and direct alignment with B2B sales objectives through LinkedIn Sales Navigator and Lead Gen Forms. Source: HubSpot State of Marketing 2026. ±4–6pp. +11ppTikTok ROI Growth — Fastest Platform ROI Gain from 10% (2022) to 21% (2026)TikTok has shown the fastest ROI growth of any major social media platform from 2022 to 2026, rising from 10% to 21% — a +11pp gain. This growth reflects TikTok's advertising platform maturation (sophisticated targeting, conversion tracking), TikTok Shop's social commerce ROI, and growing marketer evidence of TikTok's organic reach advantage. Among B2C marketers, TikTok at 28% ROI is approaching Instagram (36%) and Facebook (32%). Source: HubSpot State of Marketing 2022/2024/2026. ±3–5pp. 34%Short-Form Video — Highest ROI Content Type, Cited by 34% of Marketers WorldwideShort-form video (under 60 seconds, vertical format) is cited by approximately 34% of marketers as their highest-ROI social media content type — the highest of any format. This reflects the format's superior algorithmic performance across TikTok, Instagram Reels, and YouTube Shorts, combined with high consumer engagement and sharing rates. Video content overall (short-form + long-form + live) accounts for approximately 63% of highest-ROI content citations. Source: HubSpot State of Marketing 2026, Hootsuite. ±3–5pp. 5.1xTikTok Organic ROI Ratio — $5.10 Return Per $1 Content Investment (Industry Benchmark)TikTok's estimated organic content ROI ratio of approximately 5.1x — meaning approximately $5.10 in business value per $1 of content creation

investment — is the highest of any major platform based on industry benchmark estimates. This reflects TikTok's superior organic reach that amplifies content value beyond its production cost. YouTube follows at 4.6x (evergreen content model) and Instagram at 4.2x. Note: high uncertainty (±30-50%) — actual ROI varies significantly. Source: HubSpot/Hootsuite marketer self-reporting benchmarks 2026. 72%Brand Awareness — Social Media ROI Champion by Campaign Objective (72% vs 29% for App Installs)Social media delivers its strongest ROI for brand awareness campaigns at approximately 72% of marketers citing it as their highest-ROI channel for this objective — nearly 2.5x the ROI rate for app install campaigns (29%). Product launches (65%) and sales/conversion (61%) are the next strongest ROI objectives. Social media's weakest ROI performance is for app installs (29%), reflecting Apple's ATT impact on iOS campaign measurement and attribution. Source: HubSpot State of Marketing 2026, Statista. ±3–5pp. FAQ

Frequently Asked Questions Social Media Platforms with Highest ROI 2026

Instagram has the highest ROI with 29% of marketers worldwide citing it as their highest-ROI social media platform as of April 2026. Facebook (26%), YouTube (24%), and TikTok (21%) follow. However, for B2B marketers specifically, LinkedIn leads at 38% — far ahead of all other platforms. Source: Statista, HubSpot State of Marketing 2026. ±3–5pp.

Yes. TikTok is cited by 21% of marketers worldwide as their highest-ROI platform in 2026 — ranking #4 overall and growing fastest with +11pp since 2022. For B2C marketers, TikTok at 28% is approaching Instagram (36%). **TikTok's organic ROI ratio of 5.1x is the highest of any platform** — its algorithm-driven organic reach generates strong content value without paid amplification. Source: Statista, HubSpot State of Marketing 2026. ±3–5pp.

LinkedIn has the best B2B social media ROI at 38% — far ahead of Instagram (22%), Facebook (20%), and YouTube (18%) for B2B marketers. LinkedIn's B2B advantage reflects superior lead quality, precise professional targeting by job title and seniority, and alignment with B2B sales objectives. For B2B, LinkedIn should typically be the primary social ROI priority. Source: HubSpot State of Marketing 2026. ±4–6pp.

Yes, but with important nuances. **Facebook ranks #2 for overall ROI at 26%** — it still delivers strong ROI, particularly for paid advertising (the most sophisticated targeting in social media) and community building through Groups. However, Facebook's organic ROI has declined significantly — page posts now reach only 1-2% of followers — making it primarily a paid advertising ROI platform rather than an organic marketing ROI platform. Source: Statista, HubSpot 2026. ±3–5pp.

Short-form video delivers the highest social media ROI, cited by approximately 34% of marketers as their highest-ROI content type. Long-form video (21%) and stories/ephemeral content (14%) follow. Video content overall (short-form + long-form + live streaming) accounts for approximately 63% of highest-ROI content citations. Static images (3%) and text/link posts (2%) deliver the lowest content ROI. Source: HubSpot State of Marketing 2026, Hootsuite. ±3–5pp.

Overall, Instagram leads in survey-based ROI at 29% vs TikTok's 21%. However, **TikTok's organic content ROI ratio of 5.1x exceeds Instagram's 4.2x** — meaning TikTok generates more business value per dollar of content investment through organic reach. TikTok also shows faster ROI growth (+11pp since 2022 vs Instagram's -4pp). For B2C brands with limited paid budgets, TikTok's organic ROI advantage may make it the stronger choice. Source: HubSpot 2026, Hootsuite benchmarks. ±3–5pp.

YouTube ranks #3 for marketer ROI with **24% of marketers citing it as their highest-ROI platform** as of April 2026 — up from 20% in 2022 (+4pp). YouTube's estimated organic content ROI ratio of 4.6x is the second highest of any platform, reflecting the evergreen nature of YouTube content that generates views and leads for years post-publication. YouTube's dual role as a social platform and search engine creates two distinct ROI pathways. Source: Statista, HubSpot State of Marketing 2026. ±3–5pp.

Platform ROI choice depends primarily on: (1) **B2B vs B2C** — B2B brands should prioritise LinkedIn (38% B2B ROI), B2C brands should prioritise Instagram (36% B2C ROI) and TikTok (28%); (2) **Organic vs paid** — for organic ROI, TikTok (5.1x ratio) leads; for paid ROI, Meta platforms have the most sophisticated targeting; (3) **Campaign objective** — brand awareness and product launches show the highest social media ROI (72%, 65%), app installs the lowest (29%). Source: HubSpot State of Marketing 2026. ±3–5pp.

Sources

Statista — Social Media Platforms with Highest ROI According to Marketers Worldwide April 2026 — Primary source for platform ROI citation rates and historical trend data. Statista compiles HubSpot, Hootsuite, and independent marketing surveys. ±3–5pp per platform.

HubSpot State of Marketing 2026 — Primary survey source. n=1,400+ marketing professionals globally. Includes B2B/B2C segment breakdowns, content type ROI, and campaign objective ROI data. Survey conducted Q1 2026. ±3–5pp.

Hootsuite Social Media Trends 2026 — Secondary source for ROI trend data, content type ROI, and organic ROI benchmark estimates. Hootsuite surveys 10,000+ marketers globally. ±4–6pp.

GWI Consumer and Marketing Trends 2026 — Secondary cross-validation for ROI data across market segments and business types. ±3–5pp.

All ROI figures represent the percentage of marketing professionals worldwide citing each platform as delivering the highest return on investment in their marketing efforts as of April 2026. Single-selection methodology — percentages approximately sum to 100%. ROI definitions vary by organisation. Organic content ROI ratios are illustrative industry benchmark estimates — actual ROI varies significantly by industry, content quality, and audience. ±3–5pp platform survey data, ±30–50% ROI ratio estimates. Not investment advice.

STATISTICS REPORT

Planned changes in use of selected social media for organic marketing worldwide 2026

Updated May 21, 2026 · businesstats.com/future-use-of-social-media-among-marketers-worldwide-by-platform

71% TIKTOK — HIGHEST PLANNED ORGANIC INCREASE (NEXT 12 MONTHS)	**40%** TWITTER/X — HIGHEST PLANNED ORGANIC DECREASE	**+62pp** TIKTOK NET SCORE — INCREASE MINUS DECREASE
-18pp TWITTER/X NET SCORE — ONLY PLATFORM BELOW -10PP	**52%** THREADS — FASTEST RISING NEW PLATFORM (2ND HIGHEST PLANNED INCREASE)	**78%** SHORT-FORM VIDEO — MOST PLANNED CONTENT FORMAT INCREASE

Overview

Planned changes in the organic use of selected social media for marketing purposes during the following 12 months worldwide as of April 2026

The planned changes in organic social media marketing use for the 12 months following April 2026 reveal a stark two-speed social media marketing landscape. Platforms built around short-form video and algorithmic content discovery — TikTok (71% planning increase), YouTube (58%), Instagram (64%) — are seeing overwhelming planned growth in organic marketing investment. Meanwhile, platforms associated with declining algorithmic organic reach or brand safety concerns — Twitter/X (40% planning decrease, net score -18pp), Facebook (20% decrease, net score -4pp) — are seeing significant contraction in organic marketing plans. The broader social media statistics context for these platform dynamics is in our social media statistics and facts analysis.

TikTok's extraordinary 71% planned increase rate — nearly three quarters of marketers worldwide planning to grow their organic TikTok presence — reflects the platform's fundamental advantage for organic reach in 2026: TikTok's algorithm distributes content to non-follower audiences at a rate significantly higher than any other major platform. While Instagram and YouTube primarily show content to existing followers or paid-promoted audiences, TikTok's For You Page algorithm can expose any piece of content to millions of new viewers without any paid amplification. This organic reach advantage makes TikTok the most

compelling platform for organic marketing investment and explains why planned increases far exceed every other platform. The social media marketing benefits that drive this investment are in our influence of social media marketing on businesses analysis.

By Platform

Planned Organic Use Changes by Platform 10 Platforms Ranked (April 2026, Next 12 Months)

Planned changes in organic social media use for marketing — increase, maintain, decrease — 10 platforms — worldwide marketers — April 2026 Planned Changes in Organic Social Media Marketing Use — By Platform (April 2026, % of Marketers Worldwide) TikTok: 71% increase, 20% maintain, 9% decrease. Instagram: 64% increase, 26% maintain, 10% decrease. YouTube: 58% increase, 30% maintain, 12% decrease. Threads: 52% increase, 34% maintain, 14% decrease. LinkedIn: 55% increase, 34% maintain, 11% decrease. Reddit: 44% increase, 40% maintain, 16% decrease. Pinterest: 38% increase, 42% maintain, 20% decrease. Snapchat: 28% increase, 44% maintain, 28% decrease. Facebook: 42% increase, 38% maintain, 20% decrease. Twitter/X: 22% increase, 38% maintain, 40% decrease. Sources: Statista, HubSpot 2026. ±3-5pp. 71%TikTok — highest increase

Increase Maintain Decrease

LinkedIn's 55% planned increase rate — placing it third among established platforms — reflects the platform's growing importance as a content marketing channel for B2B organisations and the expansion of LinkedIn's creator tools in 2024-2025. LinkedIn newsletters, LinkedIn Live, collaborative articles, and enhanced video features have given B2B marketers new organic content formats that generate significantly higher engagement than traditional LinkedIn posts. For B2B marketers specifically, LinkedIn's planned increase rate is even higher — with approximately 68% of B2B marketers planning to increase organic LinkedIn activity. The social media platforms used by marketers worldwide are in our social media platforms used by marketers worldwide analysis.

Full Data Table

Planned Organic Social Media Changes Full Data Table (April 2026)

Planned Changes in Organic Social Media Marketing Use — 10 Platforms Worldwide (April 2026, HubSpot / Statista / Hootsuite) Click column to sort

PLATFORM	PLAN TO INCREASE	PLAN TO MAINTAIN	PLAN TO DECREASE	NET SCORE	TRAJECTORY
TikTok	71%	20%	9%	+62pp	Strong increase
Instagram	64%	26%	10%	+54pp	Strong increase
YouTube	58%	30%	12%	+46pp	Strong increase
LinkedIn	55%	34%	11%	+44pp	Strong increase
Threads	52%	34%	14%	+38pp	Emerging platform
Reddit	44%	40%	16%	+28pp	Moderate increase
Pinterest	38%	42%	20%	+18pp	Modest increase
Facebook	42%	38%	20%	+22pp	Marginal positive
Snapchat	28%	44%	28%	0pp	Flat / declining
Twitter/X	22%	38%	40%	-18pp	Strong decrease

Sources: Statista Organic Social Media Marketing Survey April 2026. HubSpot State of Marketing 2026 (n=1,400+ marketers). Hootsuite Social Media Trends 2026. ±3–5pp per platform. Net score = % planning to increase minus % planning to decrease. Organic use only — excludes paid advertising. "Planned changes in the 12 months following April 2026" — intention data, not guaranteed outcome.

Reddit's 44% planned increase rate — placing it #6 — reflects a significant shift in how marketers perceive the platform's organic marketing potential. Reddit's 2024-2025 growth in monthly active users, combined with Google's increased indexing of Reddit content in search results, has made organic Reddit presence increasingly valuable for brands. However, Reddit requires a fundamentally different organic approach than other platforms — overtly promotional content is actively downvoted by Reddit communities, and successful organic Reddit marketing requires genuinely useful contributions to specific subreddits rather than branded content marketing. The social network penetration context for Reddit's expanding audience is in our social network penetration worldwide analysis.

Net Score Ranking

TikTok +62pp Net Score to Twitter/X -18pp Full Platform Organic Marketing Momentum Ranking

The net score — planned increase percentage minus planned decrease percentage — provides the clearest single-metric view of organic marketing momentum for each platform. TikTok's +62pp net score is the highest of any platform in this survey, indicating an extraordinary consensus among marketers worldwide that TikTok organic presence deserves more investment. Instagram (+54pp) and YouTube (+46pp) follow, reflecting the durable strength of visual and video-first platforms for organic marketing. The stark contrast with Twitter/X (-18pp) reflects the dramatic change in the platform's organic marketing proposition since Elon Musk's acquisition — reduced moderation, brand safety concerns, and algorithm changes reducing organic reach for non-paying accounts have collectively driven marketers away from organic Twitter/X investment. The daily social media usage patterns driving these platform preferences are in our daily social media usage worldwide analysis.

Net organic marketing momentum score by platform — planned increase minus planned decrease — worldwide marketers — April 2026 Organic Social Media Marketing Net Score by Platform (April 2026, % Increase minus % Decrease) TikTok: +62pp. Instagram: +54pp. YouTube: +46pp. LinkedIn: +44pp. Threads: +38pp. Reddit: +28pp. Facebook: +22pp. Pinterest: +18pp. Snapchat: 0pp. Twitter/X: -18pp. Sources: Statista, HubSpot 2026. ±5-8pp net score. +62ppTikTok — highest -18ppTwitter/X — lowest

Facebook's +22pp net score — positive but the second-lowest among all platforms with a positive net score — tells the story of an organic marketing channel in gradual structural decline. Facebook's organic reach for business pages has fallen from approximately 16% of followers in 2012 to less than 2% in 2026, meaning that Facebook organic posts now reach only a tiny fraction of an account's own followers without paid amplification. Despite this, 42% of marketers still plan to increase organic Facebook activity — primarily for community management through Facebook Groups, where organic reach remains higher than for page posts. The number of worldwide social network users still on Facebook driving this planned activity is in our worldwide social network users analysis.

Investment Trajectory

TikTok Index 148, Threads 138 Platform Organic Investment Trajectory 2024 to 2026

Indexing planned organic marketing investment against a 2024 baseline (100 = same as 2024) reveals the magnitude of planned shifts. TikTok at index 148 means marketers are planning approximately 48% more

organic TikTok marketing activity than in 2024 — an extraordinary planned acceleration. Threads at index 138 reflects its emergence from near-zero in 2023 (when it launched) to a meaningful organic marketing channel in 2026, with marketers in text-based content categories finding it a strong alternative to Twitter/X. YouTube at index 128 reflects the accelerating shift to long-form and live video content combined with YouTube Shorts adoption. The internet companies generating revenue from this organic activity are in our internet companies revenue analysis.

Organic social media marketing investment trajectory by platform — index 100 equals 2024 baseline — April 2026 Organic Social Media Marketing Investment Trajectory — Platform Index (2024 = 100, April 2026) TikTok: 148. Threads: 138. YouTube: 128. Instagram: 118. LinkedIn: 114. Reddit: 108. Pinterest: 96. Snapchat: 88. Facebook: 82. Twitter/X: 62. Index 100 = same organic investment as 2024. Above 100 = planned increase, below 100 = planned decrease. Sources: Statista, HubSpot, Hootsuite 2026. ±5-8pp. 148TikTok index — highest

Index 100 = 2024 baseline Above 100 = planned increase Below 100 = planned decrease

Twitter/X at index 62 — indicating marketers plan approximately 38% less organic Twitter/X marketing activity than in 2024 — represents the steepest planned decline of any established social media platform. This decline is primarily driven by brand safety concerns following Musk's content moderation changes, which have made Twitter/X a more hostile environment for branded content, and by the reduction in organic reach for accounts not subscribing to Twitter Blue (now X Premium). Many marketers have explicitly cited Threads (Meta's Twitter/X alternative) as their primary Twitter/X replacement for text-based content marketing. The social media news source context for Twitter/X's declining role is in our social media news source analysis.

Content Format Shifts

Short-Form Video 78%, Live Streaming 52% Content Formats Most Planned for Increase

Alongside platform-level changes, marketers are planning significant shifts in the content formats they use for organic social media marketing. Short-form video leads all planned format increases at 78% — consistent with TikTok's dominance in planned platform increases and the short-form video algorithm advantages across Instagram Reels and YouTube Shorts. Live streaming at 52% reflects the growing recognition that live content generates significantly higher organic reach than static content on most platforms — Instagram Live, YouTube Live, and LinkedIn Live all prioritise live content in algorithmic

distribution. The biggest social media platforms enabling these format shifts are in our biggest social media platforms by users analysis.

Content format planned increase for organic social media marketing — worldwide marketers — April 2026 — percentage planning to increase use Planned Content Format Increases for Organic Social Media Marketing (April 2026, % Planning to Increase Use) Short-form video: 78%. Live streaming: 52%. Stories/ephemeral: 48%. Long-form video: 44%. AR filters: 31%. Static image: 36%. Audio content: 22%. Text/link posts: 28%. Sources: HubSpot State of Marketing 2026, Hootsuite Social Media Trends 2026. ±4-6pp per format. 78%Short-form video #1 22%Audio content — lowest

Static image posts — the original staple of Instagram and Facebook organic marketing — showing only a 36% planned increase (the second-lowest of visual content formats) reflects the format's declining algorithmic performance across most platforms. Meta's shift to AI-powered content recommendation in 2023-2024 has systematically reduced the reach of static image posts relative to video content, driving marketers to shift organic investment toward video formats. Text and link posts at just 28% planned increase similarly reflects the declining organic reach of traditional social media posting formats as algorithms increasingly prioritise native video content. The social media usage reasons context for these format preferences is in our social media usage reasons worldwide analysis.

By Business Size

Micro Businesses Lead TikTok Planned Increases at 76% Enterprise Follows at 64%

Planned organic social media increases vary significantly by business size — and in a counterintuitive direction. Smaller businesses (micro, under 10 employees) show the highest planned increase rates for both TikTok (76%) and Instagram (72%), while enterprise organisations (5,000+ employees) show lower planned increase rates (TikTok 64%, Instagram 58%). This size-inverse pattern reflects that smaller businesses have historically been slower to adopt new platforms but are now aggressively catching up — particularly as TikTok's organic reach advantage and zero-cost entry point make it especially attractive for resource-constrained smaller organisations. Enterprise organisations, by contrast, already have more mature social media presences across all platforms and are growing from a higher base. The world population and SME context for these business size differences is in our global economy analysis.

Planned organic social media marketing increase by business size — TikTok and Instagram — April 2026 Planned Organic Increase by Business Size — TikTok vs Instagram (April 2026, % Planning to Increase)

TikTok increase: Enterprise 64%, Mid-market 70%, SMB 74%, Micro 76%. Instagram increase: Enterprise 58%, Mid-market 62%, SMB 68%, Micro 72%. Sources: HubSpot State of Marketing 2026 business size segment analysis. ±5-8pp per segment. 76%Micro business TikTok increase

TikTok planned increase Instagram planned increase

The SMB (small and medium business) and micro business segment's TikTok enthusiasm reflects TikTok's documented track record of helping small businesses go viral — a phenomenon that is essentially impossible on Facebook or Instagram without paid advertising. TikTok's algorithm has produced numerous documented cases of small businesses with under 1,000 followers achieving millions of views on individual posts, transforming their sales overnight. This viral potential — essentially unavailable on other platforms for zero organic marketing spend — makes TikTok uniquely attractive to businesses that cannot afford significant paid social advertising. The social media penetration context for reaching these small business audiences is in our social network penetration by region analysis.

Planned organic social media marketing increase by platform — sorted ranking — worldwide marketers — April 2026 Planned Organic Increase by Platform — Sorted Ranking (April 2026, % Planning to Increase) TikTok 71%, Instagram 64%, YouTube 58%, LinkedIn 55%, Threads 52%, Reddit 44%, Facebook 42%, Pinterest 38%, Snapchat 28%, Twitter/X 22%. Sources: Statista, HubSpot 2026. ±3-5pp. 71%TikTok leads

% planning to increase organic use Planned organic social media marketing decrease by platform — sorted ranking — worldwide marketers — April 2026 Planned Organic Decrease by Platform — Sorted Ranking (April 2026, % Planning to Decrease) Twitter/X 40%, Snapchat 28%, Pinterest 20%, Facebook 20%, Reddit 16%, Threads 14%, YouTube 12%, Instagram 10%, TikTok 9%. Sources: Statista, HubSpot 2026. ±3-5pp. 40%Twitter/X — most decrease

Key Statistics

Planned Changes in Organic Social Media Marketing Key Statistics (April 2026)

71%TikTok — Highest Planned Organic Increase, +62pp Net Score (April 2026)Approximately 71% of marketers worldwide plan to increase their organic TikTok marketing use in the 12 months following April 2026 — the highest of any platform. Only 9% plan to decrease, giving TikTok a net score of +62pp — the strongest organic marketing momentum of any platform in this survey. TikTok's organic reach advantage (algorithmic distribution to non-followers) is the primary driver of this extraordinary planned increase.

Source: Statista, HubSpot State of Marketing 2026. ±3–5pp. 40%Twitter/X — Highest Planned Organic Decrease, -18pp Net Score — Steepest Platform DeclineApproximately 40% of marketers worldwide plan to decrease their organic Twitter/X marketing use in the 12 months following April 2026 — the highest planned decrease of any platform. Only 22% plan to increase, giving Twitter/X a net score of -18pp — the only platform with a strongly negative organic marketing trajectory. Brand safety concerns, reduced moderation, and algorithm changes limiting organic reach for non-paying accounts are the primary drivers. Source: Statista, HubSpot State of Marketing 2026. ±3–5pp. 52%Threads — Fastest-Rising New Platform, 2nd Highest Planned Increase Among New PlatformsApproximately 52% of marketers worldwide plan to increase their organic Threads use in the 12 months following April 2026 — the second highest planned increase among platforms launched after 2020, behind TikTok. Threads (launched July 2023) has emerged as the primary organic alternative to Twitter/X for text-based content marketing, with its Meta integration giving it reach advantages over other Twitter alternatives. Investment trajectory index: 138 (vs 2024 baseline of 100). Source: Statista, HubSpot 2026. ±3–5pp. 78%Short-Form Video — Most Planned Content Format Increase Across All Organic PlatformsApproximately 78% of marketers worldwide plan to increase their use of short-form video for organic social media marketing in the 12 months following April 2026 — the highest of any content format. This reflects TikTok's dominance in planned platform increases, Instagram Reels growth, and YouTube Shorts maturation. Short-form video delivers the highest organic reach on all three of the top planned growth platforms. Source: HubSpot State of Marketing 2026, Hootsuite. ±4–6pp. 76%Micro Business TikTok Increase — Highest Business Segment, Exceeds Enterprise at 64%Micro businesses (under 10 employees) show the highest planned TikTok organic increase at approximately 76% — 12 percentage points above enterprise organisations (64%). This counterintuitive size-inverse pattern reflects TikTok's zero-cost viral potential that is particularly valuable for resource-constrained small businesses who cannot afford paid social advertising. TikTok's documented track record of helping small businesses achieve viral reach makes it the most compelling organic platform for micro and SMB organisations. Source: HubSpot 2026. ±5–8pp. +62ppTikTok Net Score — 80pp Ahead of Twitter/X — Widest Platform Momentum Gap in Survey HistoryThe 80-percentage-point gap between TikTok's net organic marketing momentum score (+62pp) and Twitter/X's (-18pp) is the widest platform momentum gap recorded in any equivalent Statista/HubSpot survey. This extraordinary gap reflects that TikTok and Twitter/X are at opposite ends of the organic marketing platform lifecycle — TikTok in a rapid growth phase with strong algorithmic organic reach, Twitter/X in a structural decline phase with reduced organic reach and brand safety concerns. Source: Statista, HubSpot 2026. ±5–8pp net scores. FAQ

Frequently Asked Questions Planned Changes in Organic Social Media Marketing 2026

TikTok leads planned organic social media increases with 71% of marketers worldwide planning to increase organic TikTok marketing in the 12 months following April 2026 — the highest of any platform. Instagram (64%) and YouTube (58%) follow. TikTok's algorithm distributes organic content to non-follower audiences at a much higher rate than other platforms. Source: Statista, HubSpot State of Marketing 2026. ±3–5pp.

Partially. While 42% of marketers still plan to increase organic Facebook activity, **20% plan to decrease it — giving Facebook a positive but modest net score of +22pp**. Facebook's organic reach for business pages has declined to less than 2% of followers in 2026, making it one of the least effective organic platforms. Most planned Facebook increases are for community management through Groups rather than page posts. Source: Statista, HubSpot 2026. ±3–5pp.

Twitter/X has the highest planned organic decrease at 40% of marketers planning to reduce use, with only 22% planning to increase — giving it a net score of -18pp, the most negative of any platform. Brand safety concerns, reduced content moderation, and algorithm changes limiting organic reach are the primary drivers. Many marketers are shifting Twitter/X organic investment to Threads. Source: Statista, HubSpot 2026. ±3–5pp.

Yes. **55% of marketers worldwide plan to increase organic LinkedIn marketing use** in the 12 months following April 2026 — placing it #4 among planned increases with a net score of +44pp. For B2B marketers specifically, the planned increase rate is approximately 68%. LinkedIn's expanded creator tools, newsletter features, and LinkedIn Live are driving increased organic investment. Source: HubSpot State of Marketing 2026. ±3–5pp.

The top planned content format increases for organic social media marketing are: **short-form video (78%), live streaming (52%), stories/ephemeral content (48%), long-form video (44%), and AR filters (31%)**. Static image posts (36%) and text/link posts (28%) show the lowest planned increases, reflecting declining algorithmic performance of non-video formats. Source: HubSpot State of Marketing 2026, Hootsuite. ±4–6pp.

Partially. Threads has a planned organic increase rate of 52% — the second-highest of new platforms — while Twitter/X has the highest planned decrease at 40%. **Many marketers are explicitly shifting text-based organic social investment from Twitter/X to Threads**, citing better brand safety, Meta integration

advantages, and an engaged early-adopter audience. However, Threads still lacks some Twitter/X features important for organic marketing such as advanced search and hashtag discovery. Source: HubSpot 2026, Hootsuite. ±3–5pp.

TikTok leads planned organic increases primarily because of its **superior organic reach for non-follower audiences**. TikTok's For You Page algorithm distributes content to users who don't follow the creator at a much higher rate than Instagram, Facebook, or YouTube — meaning even accounts with small followings can achieve viral organic reach. This zero-cost viral potential, combined with TikTok's 2.18 billion monthly active users, makes it the most compelling platform for organic marketing investment. Source: Statista, HubSpot 2026. ±3–5pp.

Instagram has an organic social media marketing net score of **+54pp** (64% planning to increase minus 10% planning to decrease) — the second-highest net score after TikTok (+62pp). Instagram remains the second most popular planned organic platform increase overall, driven by Reels' strong algorithmic reach and Instagram Shopping integration. Source: Statista, HubSpot State of Marketing 2026. ±5–8pp net score.

Sources

Statista — Planned Changes in Organic Social Media Marketing Worldwide April 2026 — Primary source for platform-level planned increase/maintain/decrease percentages. Statista compiles HubSpot, Hootsuite, and independent marketing surveys. ±3–5pp per platform.

HubSpot State of Marketing 2026 — Primary survey source. n=1,400+ marketing professionals globally. Includes business size segment breakdowns and content format planned changes. ±3–5pp. Survey conducted Q1 2026.

Hootsuite Social Media Trends 2026 — Secondary source for content format planned increase data and platform trajectory analysis. Hootsuite surveys 10,000+ marketers globally annually. ±4–6pp.

GWI Consumer and Marketing Trends 2026 — Secondary cross-validation source for platform organic use intention data across market segments. ±3–5pp.

All figures represent planned intentions for organic social media marketing use in the 12 months following April 2026. Organic use only — excludes all paid advertising and paid promotion. Planned intentions do not guarantee actual behaviour change. Net score = % planning to increase minus % planning to decrease. ±3–5pp per platform for intention figures, ±5–8pp for net scores. Not investment advice.

STATISTICS REPORT

Leading benefits of social media marketing according to marketers worldwide as of April 2026

Updated May 21, 2026 · businesstats.com/influence-of-global-social-media-marketing-usage-on-businesses

84% BRAND AWARENESS — #1 BENEFIT, 5TH CONSECUTIVE YEAR AT TOP	**73%** WEBSITE TRAFFIC — #2 BENEFIT (APRIL 2026)	**66%** LEAD GENERATION — #3 BENEFIT, #2 FOR B2B MARKETERS
72% B2B LEAD GENERATION BENEFIT CITATION — ABOVE GLOBAL AVERAGE	**78%** INSTAGRAM — TOP PLATFORM FOR BRAND AWARENESS BENEFIT	**62%** MEASURING ROI — MOST COMMON SOCIAL MEDIA MARKETING CHALLENGE

Overview

Why marketers invest in social media — the top 10 benefits worldwide in 2026

The leading benefits of social media marketing identified by marketers worldwide in April 2026 span a wide range of business objectives — from top-of-funnel brand building to bottom-of-funnel lead generation and revenue growth. Brand awareness's consistent dominance at 84% for the fifth consecutive year reflects the fundamental value proposition of social media as a mass-reach communication channel: the ability to build brand recognition across enormous audiences at a fraction of the cost of traditional media. The broader social media statistics context for these benefits is in our social media statistics and facts analysis.

The distribution of cited benefits reveals a fundamental tension in social media marketing: marketers overwhelmingly cite awareness and traffic benefits (84%, 73%) over revenue and conversion benefits (42% for growing revenue), suggesting a persistent difficulty in directly attributing revenue outcomes to social media activities. This attribution gap — where marketers can easily measure awareness and traffic from social media but struggle to trace the direct revenue contribution — is the core challenge driving the 62% of marketers who cite measuring ROI as their top social media marketing obstacle. The social media marketing technology context for bridging this gap is in our most impactful marketing technology

innovations analysis.

Full Benefit Ranking

Brand Awareness 84% to Reduced Marketing Costs 38% Full Social Media Benefit Ranking (April 2026)

Leading benefits of social media marketing according to marketers worldwide — April 2026 — percentage citing as leading benefit Leading Benefits of Social Media Marketing — Marketers Worldwide (April 2026, % Citing as Leading Benefit) Brand awareness: 84%. Website traffic: 73%. Lead generation: 66%. Business partnerships: 61%. Search rankings: 55%. Marketplace insights: 52%. Loyal fan base: 49%. Thought leadership: 45%. Revenue growth: 42%. Reduced marketing costs: 38%. Sources: Statista, HubSpot State of Marketing 2026, Hootsuite Social Media Trends 2026. ±3-5pp. 84%Brand awareness — #1

Top-of-funnel / awareness benefits Mid-funnel / engagement benefits Bottom-funnel / conversion benefits

The improved search rankings benefit at #5 (55%) reflects the well-documented positive correlation between social media presence and organic search visibility. While social media signals are not a direct Google ranking factor, high-quality social media content drives inbound links, brand searches, and engagement metrics that indirectly benefit SEO performance. Marketers who run active social media programmes consistently report higher organic search traffic — a synergy that makes social media investment more valuable than standalone channel ROI calculations might suggest. The number of worldwide social network users that social media reaches to drive these benefits is in our worldwide social network users analysis.

Full Data Table

Social Media Marketing Benefits 2026 Full Data Table

Leading Benefits of Social Media Marketing — Marketers Worldwide (April 2026, Statista / HubSpot / Hootsuite) Click column to sort

RANK	BENEFIT	ALL MARKETERS	B2B	B2C	FUNNEL STAGE	PRIMARY PLATFORM
1	Increased brand awareness	84%	81%	88%	Top-of-funnel	Instagram, Facebook
2	Increased website traffic	73%	70%	76%	Top/mid-funnel	All platforms
3	Lead generation	66%	72%	60%	Mid-funnel	LinkedIn, Facebook

4	Growing business partnerships	61%	68%	54%	Mid-funnel	LinkedIn
5	Improved search rankings	55%	58%	52%	Top-of-funnel	YouTube, Pinterest
6	Gathering marketplace insights	52%	61%	44%	Strategic	Twitter/X, Reddit
7	Building loyal fans	49%	44%	54%	Retention	Instagram, TikTok
8	Developing thought leadership	45%	58%	32%	Top-of-funnel	LinkedIn, YouTube
9	Growing revenue	42%	40%	44%	Bottom-funnel	TikTok Shop, Instagram
10	Reduced marketing costs	38%	35%	41%	Efficiency	Organic social

Sources: Statista Social Media Marketing Benefits Survey April 2026. HubSpot State of Marketing 2026 (n=1,400+ marketers). Hootsuite Social Media Trends 2026. ±3–5pp per benefit. Multiple selection allowed — percentages do not sum to 100%. B2B and B2C sub-samples from HubSpot survey data.

Thought leadership at #8 (45%) shows the most extreme B2B vs B2C divergence in the entire ranking — with 58% of B2B marketers citing it versus only 32% of B2C marketers. This reflects LinkedIn's dominant position in B2B social media strategy: LinkedIn's algorithm actively promotes thought leadership content from senior executives and subject matter experts, creating a strong incentive for B2B marketers to invest in executive social presence as a strategic asset. The social media platforms used by marketers for thought leadership are in our social media platforms used by marketers worldwide analysis.

B2B vs B2C

B2B Prioritises Lead Generation and Thought Leadership B2C Leads on Brand Awareness and Loyalty

The B2B versus B2C comparison reveals fundamentally different social media marketing objectives reflecting different purchase journeys. B2B marketers show significantly higher citation rates for lead generation (+12pp vs B2C), growing business partnerships (+14pp), gathering marketplace insights (+17pp), and developing thought leadership (+26pp) — all benefits associated with the longer, relationship-driven B2B sales cycle. B2C marketers lead on brand awareness (+7pp), building loyal fans (+10pp), and reducing marketing costs (+6pp) — benefits more aligned with direct-to-consumer brand building and the shorter B2C purchase journey. The daily social media usage patterns that define these different B2B and B2C audiences are in our daily social media usage worldwide analysis.

Social media marketing benefits B2B vs B2C marketers worldwide — April 2026 — percentage citing as leading benefit Social Media Marketing Benefits — B2B vs B2C Comparison (April 2026, % Citing as Leading Benefit) Brand awareness: B2B 81%, B2C 88%. Website traffic: 70%, 76%. Lead generation: 72%, 60%. Business partnerships: 68%, 54%. Search rankings: 58%, 52%. Marketplace insights: 61%, 44%. Loyal fans: 44%, 54%. Thought leadership: 58%, 32%. Revenue growth: 40%, 44%. Reduced costs: 35%, 41%. Sources: HubSpot State of Marketing 2026. ±4-6pp per segment. +26ppB2B thought leadership lead

B2B marketers B2C marketers

The gathering marketplace insights benefit shows the second-largest B2B advantage at +17pp (61% B2B vs 44% B2C). B2B marketers use social media — particularly LinkedIn, Twitter/X, and industry-specific Reddit communities — as intelligence tools for monitoring competitor activities, tracking industry conversations, understanding customer pain points, and identifying emerging trends in their sector. For B2B organisations, social listening provides real-time market intelligence that would otherwise require expensive research reports or industry analyst subscriptions. The social media news source context for this intelligence-gathering function is in our social media news source analysis.

By Platform

Instagram Leads Brand Awareness, LinkedIn Owns B2B Lead Generation Platform Benefit Specialisation

Different social media platforms deliver different leading benefits, and marketers increasingly approach platform selection as a deliberate strategic choice based on desired outcomes. Instagram leads for brand awareness, cited by 78% of marketers using it for this purpose — reflecting Instagram's visual-first format that is particularly effective for building brand aesthetic, product discovery, and aspirational brand associations. Facebook at 72% is a close second for awareness, benefiting from its enormous reach and sophisticated advertising targeting. TikTok's 65% brand awareness rating — growing fastest year-on-year — reflects its algorithm's ability to expose brands to non-follower audiences at extraordinary scale. The biggest social media platforms and their advertising capabilities are in our biggest social media platforms by users analysis.

Social media platforms cited for brand awareness benefit — marketers worldwide — April 2026 — percentage Platforms Most Cited for Brand Awareness Benefit — Marketers Worldwide (April 2026, %) Instagram: 78%. Facebook: 72%. TikTok: 65%. LinkedIn: 58%. YouTube: 54%. Pinterest: 42%. Twitter/X: 38%. Snapchat: 32%. Sources: HubSpot State of Marketing 2026, Statista platform benefit survey April

2026. ±4-6pp per platform. 78%Instagram — #1 for awareness 65%TikTok — fastest growing

LinkedIn's 58% brand awareness rating understates its importance for B2B brand building — for B2B organisations, LinkedIn is frequently the primary brand awareness channel, cited by over 80% of B2B marketers for brand building in their specific segment. YouTube at 54% for brand awareness reflects the platform's dual role as both a search engine and a social platform — YouTube's long-form video format enables deep brand storytelling that drives awareness through sustained engagement rather than the quick impressions typical of TikTok or Instagram. The social network penetration rates by region that determine platform brand awareness reach are in our social network penetration worldwide analysis.

ROI Measurement

Engagement Rate 74%, Website Traffic 68% How Marketers Measure Social Media Marketing Benefits

How marketers measure the benefits they cite reveals an important gap: the most commonly cited benefit is brand awareness (84%), but the most commonly used measurement method is engagement rate (74%) — a metric that measures content performance rather than brand awareness directly. True brand awareness measurement requires consumer survey research (aided/unaided brand recall studies) that is expensive and infrequent, so most marketers proxy awareness through engagement proxies. This measurement-outcome misalignment means that reported social media ROI often understates true brand building value and overstates the performance of engagement-driven content relative to genuine awareness-building content. The internet companies revenue context for social media marketing investment is in our internet companies revenue analysis.

Social media marketing ROI measurement methods used by marketers worldwide — April 2026 — percentage using each method How Marketers Measure Social Media Marketing ROI (April 2026, % Using Each Measurement Method) Engagement rate: 74%. Website traffic: 68%. Lead volume: 58%. Brand sentiment: 52%. Revenue attribution: 44%. Follower growth: 42%. Share of voice: 31%. Customer lifetime value: 28%. Sources: HubSpot State of Marketing 2026, Statista. ±3-5pp per method. 74%Engagement rate — #1 metric

% of marketers using this measurement method

Revenue attribution at just 44% — used by fewer than half of marketers — highlights the persistent challenge of connecting social media activity to revenue outcomes. Marketing mix modelling and multi-touch attribution tools have improved significantly in capability since 2022, but implementation requires

substantial data infrastructure, technical expertise, and cross-functional collaboration between marketing and finance that many organisations lack. The result is that the bottom-of-funnel benefit (growing revenue, cited by 42% of marketers) is the hardest to prove and therefore the hardest to justify in budget discussions, creating a systematic underinvestment in bottom-funnel social media optimisation. The global economy context for marketing budget justification is in our global economy analysis.

Year-on-Year Trend

Marketplace Insights +6pp and Lead Generation +5pp Benefits Growing Fastest 2024 to 2026

Comparing benefit citation rates from 2024 to April 2026 reveals which social media marketing benefits are growing in marketer appreciation and which are stable or declining. Marketplace insights (+6pp from 46% to 52%) shows the fastest growth — reflecting the expanding role of social listening tools that enable marketers to extract structured intelligence from unstructured social media conversations. The maturation of social listening platforms — from basic keyword monitoring to AI-powered sentiment analysis and competitive intelligence — has made this benefit tangible and measurable where it was previously anecdotal. The social media usage reasons that generate these consumer conversations for monitoring are in our social media usage reasons worldwide analysis.

Social media marketing benefit citation rates — 2024 vs April 2026 — percentage point change — year-on-year trend Social Media Marketing Benefit Citation Rate — 2024 vs April 2026 (% of Marketers) Brand awareness: 80% (2024) to 84% (2026) +4pp. Website traffic: 69% to 73% +4pp. Lead generation: 61% to 66% +5pp. Revenue growth: 37% to 42% +5pp. Marketplace insights: 46% to 52% +6pp. Thought leadership: 39% to 45% +6pp. Sources: HubSpot State of Marketing 2024 and 2026. ±3-5pp per year. +6ppMarketplace insights growth +5ppLead gen and revenue growth

The growing revenue benefit's +5pp increase (from 37% to 42%) is analytically significant — it signals that more marketers are successfully connecting social media activity to revenue outcomes, likely driven by social commerce maturation. TikTok Shop, Instagram Shopping, and Pinterest's shoppable pins have made the revenue contribution of social media increasingly direct and measurable, particularly in retail, beauty, and fashion categories. As social commerce platforms improve their attribution tools, the growing revenue benefit is expected to continue rising through 2027-2028. The global market value of internet companies driving this social commerce growth is in our largest internet companies by market value analysis.

Key Challenges Alongside Benefits

Measuring ROI 62%, Creating Engaging Content 58% Top Challenges That Limit Benefit Realisation

Understanding the benefits of social media marketing requires context from the challenges marketers face in realising those benefits. Measuring ROI (62%) is the most commonly cited challenge — directly limiting the ability to demonstrate the value of benefits like brand awareness and thought leadership that are difficult to quantify. Creating engaging content (58%) is the second most common challenge — directly limiting the realisation of benefits like building loyal fans, website traffic, and brand awareness that depend on high-quality content production. The AI market innovations reducing these content creation barriers are in our AI market size worldwide analysis.

Key challenges limiting social media marketing benefit realisation — marketers worldwide — April 2026 Top Social Media Marketing Challenges (April 2026, % of Marketers Citing as Obstacle) Measuring ROI: 62%. Creating engaging content: 58%. Reaching target audience: 52%. Keeping up with trends: 48%. Managing multiple platforms: 45%. Budget constraints: 43%. Algorithm changes: 41%. Building authentic community: 36%. Sources: HubSpot State of Marketing 2026, Statista. ±3-5pp. 62%ROI measurement — top challenge 58%Content creation — #2 challenge

Algorithm changes (41%) as a top challenge reflects the constant uncertainty in social media marketing planning created by platform algorithm updates that can dramatically reduce or increase organic reach without warning. Meta's numerous algorithm updates between 2022-2026 — shifting from interest-based to AI recommendation-based content distribution — significantly changed which content types perform well and which marketers were previously successful with. For marketers building social media strategies around organic reach, algorithm unpredictability represents an existential planning risk. The world population context for the scale of audiences affected by these algorithm changes is in our world population analysis.

Social media marketing benefits by funnel stage — average citation rate — marketers worldwide April 2026 Social Media Marketing Benefits by Funnel Stage — Average Citation Rate (April 2026, %) Top-of-funnel avg: 72% (brand awareness 84%, search rankings 55%, thought leadership 45%). Mid-funnel avg: 63.5% (lead gen 66%, partnerships 61%). Retention: 49%. Bottom-funnel: 42% (revenue growth). Strategic: 52% (marketplace insights). Efficiency: 38% (reduced costs). Sources: Statista, HubSpot 2026. ±3-5pp. 72%Top-of-funnel avg

Top-of-funnel Mid-funnel Bottom-funnel Key Statistics

Leading Benefits of Social Media Marketing Key Statistics (April 2026)

84%Brand Awareness — #1 Social Media Marketing Benefit for 5th Consecutive Year (April 2026)Increased brand awareness is cited by approximately 84% of marketers worldwide as a leading benefit of social media marketing in April 2026 — the highest citation rate of any benefit and its fifth consecutive year at the top of the ranking. This dominance reflects social media's fundamental value as a mass-reach communication channel. B2C marketers cite brand awareness at 88% vs B2B at 81%. Instagram (78%) and Facebook (72%) are the top platforms for this benefit. Source: Statista, HubSpot State of Marketing 2026. ±3–5pp. 72%B2B Lead Generation — 12pp Above B2C Rate, LinkedIn Primary PlatformB2B marketers cite lead generation as a leading benefit at approximately 72% — 12 percentage points above B2C marketers (60%) and making lead generation the second most important benefit for B2B (vs #3 overall). This reflects LinkedIn's effectiveness as a B2B lead generation platform and the longer B2B sales cycle where social media plays a sustained nurturing role. B2B organisations report generating approximately 35-50% of their qualified leads through LinkedIn and other social channels. Source: HubSpot State of Marketing 2026. ±4–6pp. +6ppMarketplace Insights — Fastest Growing Benefit 2024 to 2026 (46% to 52%)Gathering marketplace insights has shown the fastest year-on-year growth of any social media marketing benefit, rising from 46% in 2024 to 52% in April 2026 — a +6pp increase. This growth reflects the maturation of social listening tools from basic keyword monitoring to AI-powered sentiment analysis and competitive intelligence. B2B marketers show particularly strong adoption of this benefit at 61% vs B2C at 44%. Source: HubSpot State of Marketing 2024 and 2026. ±3–5pp. 62%Measuring ROI — Most Common Challenge Limiting Social Media Marketing Benefit RealisationMeasuring ROI is cited by approximately 62% of marketers as the top obstacle to realising social media marketing benefits — creating a direct paradox where the most cited benefit (brand awareness at 84%) is also the hardest to quantify. Only 44% of marketers use revenue attribution methods, and only 28% measure customer lifetime value from social media. This measurement gap systematically understates social media marketing's true contribution to business outcomes. Source: HubSpot State of Marketing 2026, Statista. ±3–5pp. 58%Thought Leadership — Biggest B2B vs B2C Gap (+26pp), LinkedIn Primary ChannelDeveloping thought leadership is cited by approximately 58% of B2B marketers as a leading benefit vs only 32% of B2C marketers — a 26pp gap, the largest B2B vs B2C divergence in the entire ranking. LinkedIn's algorithm actively promotes thought leadership content from executives and subject matter experts, making it the primary platform for this benefit. For B2B brands, executive social presence on LinkedIn drives brand credibility, inbound leads, and

talent acquisition. Source: HubSpot State of Marketing 2026. ±4–6pp. 42%Revenue Growth — #9 Benefit Despite Being the Ultimate Marketing GoalGrowing revenue is cited by only approximately 42% of marketers as a leading social media marketing benefit — paradoxically low given that revenue growth is the ultimate objective of most marketing activity. This low citation rate reflects the attribution challenge: most marketers cannot reliably connect social media activity to revenue outcomes. However, the benefit is growing — up +5pp from 37% in 2024 — driven by social commerce tools that make revenue attribution more direct. Source: Statista, HubSpot State of Marketing 2026. ±3–5pp. FAQ

Frequently Asked Questions Benefits of Social Media Marketing 2026

The top 5 benefits of social media marketing according to marketers worldwide in April 2026 are: (1) **Increased brand awareness (84%)**, (2) Increased website traffic (73%), (3) Lead generation (66%), (4) Growing business partnerships (61%), and (5) Improved search rankings (55%). Source: Statista, HubSpot State of Marketing 2026, Hootsuite Social Media Trends 2026. ±3–5pp.

Yes. Brand awareness has been the top social media marketing benefit for five consecutive years, cited by approximately 84% of marketers worldwide in April 2026. Instagram (78%) and Facebook (72%) are the top platforms for brand awareness. B2C marketers cite brand awareness at 88% vs B2B at 81%. Source: Statista, HubSpot State of Marketing 2026. ±3–5pp.

Yes. Lead generation is cited by approximately **66% of marketers worldwide as a leading benefit of social media marketing** in 2026. For B2B marketers specifically, lead generation is cited at 72% — the second most important benefit after brand awareness. LinkedIn is the primary B2B lead generation platform. Source: HubSpot State of Marketing 2026. ±4–6pp.

The key differences: **B2B marketers rank lead generation, business partnerships, marketplace insights, and thought leadership significantly higher** than B2C. B2C marketers rank brand awareness, building loyal fans, and reduced costs higher. The biggest single gap is thought leadership — cited by 58% of B2B marketers vs 32% of B2C marketers (+26pp). Source: HubSpot State of Marketing 2026. ±4–6pp.

The most common social media ROI measurement methods are: **engagement rate (74%), website traffic (68%), lead volume (58%), brand sentiment (52%), and revenue attribution (44%)**. Only 44% of marketers use direct revenue attribution — the most accurate method. The most cited challenge is measuring ROI (62% of marketers). Source: HubSpot State of Marketing 2026, Statista. ±3–5pp.

According to marketers in 2026, **Instagram is the top platform for brand awareness (78%), followed by Facebook (72%) and TikTok (65%)**. TikTok is growing fastest for brand awareness, driven by its

algorithm's ability to expose brands to non-follower audiences at scale. For B2B brand awareness specifically, LinkedIn leads at approximately 80%+ of B2B marketers. Source: HubSpot State of Marketing 2026, Statista. ±4–6pp.

Approximately **55% of marketers cite improved search rankings as a leading benefit of social media marketing** in 2026. While social media signals are not a direct Google ranking factor, social media activity indirectly benefits SEO through increased brand searches, inbound link generation, and content amplification. YouTube is particularly cited for SEO benefits given its position as the world's second-largest search engine. Source: Statista, HubSpot 2026. ±3–5pp.

The top social media marketing challenges in 2026 are: (1) **Measuring ROI (62%)**, (2) Creating engaging content (58%), (3) Reaching the target audience (52%), (4) Keeping up with trends (48%), and (5) Managing multiple platforms (45%). Measuring ROI is also the challenge that most directly limits the ability to demonstrate the value of social media marketing benefits. Source: HubSpot State of Marketing 2026, Statista. ±3–5pp.

Sources

Statista — Benefits of Social Media Marketing According to Marketers Worldwide April 2026 — Primary source for overall benefit citation rates and historical trend data. Statista compiles HubSpot, Hootsuite, and independent marketing survey data. ±3–5pp per benefit.

HubSpot State of Marketing 2026 — Primary survey source for B2B vs B2C breakdowns, ROI measurement methods, and challenge data. HubSpot surveys 1,400+ marketing professionals globally. ±3–5pp. Conducted Q1 2026.

Hootsuite Social Media Trends 2026 — Secondary source for platform-level benefit analysis and year-on-year trend data. Hootsuite's annual social trends report surveys 10,000+ marketers globally. ±4–6pp.

GWI Consumer and Marketing Trends 2026 — Secondary source for consumer-side validation of social media marketing effectiveness across benefit categories. ±3–5pp.

All figures represent the percentage of marketing professionals worldwide citing each benefit as a leading advantage of social media marketing in their organisation as of April 2026. Multiple selection allowed — percentages do not sum to 100%. B2B and B2C sub-sample figures carry higher margin of error (±4–6pp). Not investment advice.

STATISTICS REPORT

Social media advertising spending worldwide from 2019 to 2030

Updated May 21, 2026 · businesstats.com/social-media-ad-spend-worldwide

$234.5B GLOBAL SOCIAL MEDIA AD SPEND 2024	**$368.1B** FORECAST GLOBAL AD SPEND 2030	**$105.2B** META — LARGEST PLATFORM 2024
+162% GROWTH 2019 TO 2024 ($89.5B TO $234.5B)	**82.4%** MOBILE SHARE OF SOCIAL MEDIA AD SPEND 2024	**~33%** SOCIAL MEDIA SHARE OF TOTAL DIGITAL AD SPEND 2024

Overview

Social media advertising spending worldwide from 2019 to 2030

Global social media advertising spending has grown from $89.5 billion in 2019 to an estimated $234.5 billion in 2024 — a 162% increase in five years, representing one of the fastest-growing segments of the global advertising market. This extraordinary growth reflects the simultaneous expansion of social media user bases, the maturation of social media advertising platforms into sophisticated targeting and measurement tools, and the shift of advertising budgets away from traditional media (TV, print, radio) toward digital and social channels. Social media advertising now accounts for approximately 33% of all global digital advertising spend — up from approximately 27% in 2019. The broader context for these figures is in our social media statistics and facts analysis.

The forecast trajectory from $234.5 billion (2024) to $368.1 billion (2030) represents a compound annual growth rate of approximately 7.8% — a significant deceleration from the 2019-2024 CAGR of approximately 21.2%. This deceleration is structurally expected: as social media advertising matures from a rapidly expanding category into an established advertising pillar, annual growth rates naturally converge toward the underlying growth rates of the digital advertising market and the global economy. The $368 billion 2030 forecast implies social media advertising will represent approximately 35-38% of total global digital advertising spending by decade's end. The revenue of selected social media companies that generate this ad spend is in our revenue of selected social media companies analysis.

2019 to 2030 Spending Trend

From $89.5B (2019) to $368.1B (2030) Social Media Ad Spend Forecast

Global social media advertising spending 2019 to 2030 — actual and forecast — billion USD Social Media Advertising Spending Worldwide 2019–2030 (Billion USD, Actual and Forecast) 2019: $89.5B. 2020: $96.4B. 2021: $142.7B. 2022: $172.2B. 2023: $207.1B. 2024: $234.5B. 2025*: $255.8B. 2026*: $276.4B. 2027*: $298.2B. 2028*: $320.1B. 2029*: $343.8B. 2030*: $368.1B. Sources: Statista, eMarketer, Oberlo. ±5-8% actual, ±8-15% forecast (*projected). $234.5B2024 actual

Actual spending (2019-2024) Forecast (2025*-2030*)

The 2020-2021 inflection point — where spending jumped from $96.4 billion to $142.7 billion (+48.0%) — represents the most dramatic single-year growth event in social media advertising history. This spike reflected the convergence of three forces: COVID-19 lockdowns driving record social media usage and attention, e-commerce acceleration driving brands to shift advertising budgets to social commerce channels, and a rebound in advertising spend from the brief 2020 contraction. The 2022-2023 growth of approximately 20% per year reflected the continued structural shift of advertising budgets toward social, despite macroeconomic headwinds including inflation and interest rate increases that caused some advertisers to reduce budgets. The internet companies that generate this revenue are in our internet companies revenue analysis.

Full Data Table

Social Media Ad Spend 2019 to 2030 Full Data Table

Global Social Media Advertising Spending 2019–2030 (Billion USD, Statista / eMarketer / Oberlo) Click column to sort

YEAR	AD SPEND (B USD)	YOY GROWTH	VS 2019 BASELINE	STATUS	KEY EVENT
2019	$89.5B	—	Baseline	Actual	Pre-COVID baseline
2020	$96.4B	+7.7%	+7.7%	Actual	COVID-19 disruption — slow growth
2021	$142.7B	+48.0%	+59.4%	Actual	COVID rebound — record growth
2022	$172.2B	+20.7%	+92.4%	Actual	Macro headwinds, ATT impact
2023	$207.1B	+20.3%	+131.5%	Actual	Recovery, AI-powered targeting

2024	$234.5B	+13.2%	+162.0%	Actual	Normalised growth, TikTok surge
2025*	$255.8B	+9.1%	+185.8%	Forecast	Continued deceleration
2026*	$276.4B	+8.1%	+208.8%	Forecast	Stable 8% growth era
2027*	$298.2B	+7.9%	+233.2%	Forecast	Approaching $300B milestone
2028*	$320.1B	+7.3%	+257.7%	Forecast	$320B milestone
2029*	$343.8B	+7.4%	+284.1%	Forecast	Approaching $350B
2030*	$368.1B	+7.1%	+311.3%	Forecast	$368B — 4x 2019 level

Sources: Statista Digital Advertising Report 2024-2026. eMarketer Worldwide Social Media Advertising Forecast 2024. Oberlo Social Media Advertising Statistics 2024. ±5–8% actual years (2019-2024), ±8–15% forecast years (2025-2030*). All figures in nominal USD billions. *Projected figures.

The 2022 growth slowdown — from 48.0% (2021) to 20.7% (2022) — was driven partly by Apple's App Tracking Transparency (ATT) framework introduced in iOS 14.5 in April 2021. ATT required apps to request explicit user permission for cross-app tracking, significantly reducing the effectiveness of targeted social media advertising on iOS devices. Meta estimated ATT cost it approximately $10 billion in advertising revenue in 2022. The subsequent recovery in 2023-2024 reflects the industry's adaptation to ATT through server-side tracking, first-party data strategies, and Meta's Advantage+ AI-powered campaign tools that partially offset the tracking limitations. The market value of the largest internet companies affected by these trends is in our internet companies market value analysis.

By Platform (2024)

Meta $105.2B, TikTok $32.1B, YouTube $28.4B Platform Breakdown of 2024 Social Media Ad Spend

Meta's dominance of global social media advertising — approximately $105.2 billion in 2024, representing approximately 44.9% of total social media ad spend — reflects the combined advertising reach of Facebook and Instagram, which together constitute TikTok's largest competitor for social advertising dollars. Meta's advertising platform is the most sophisticated in social media, offering advertisers advanced audience targeting, comprehensive creative formats, and the largest social media advertising audience globally. TikTok at approximately $32.1 billion (13.7% share) has shown the fastest advertising revenue growth of any major platform, growing from near-zero in 2019 to becoming the second-largest social

advertising platform by 2024. The biggest social media platforms context for these advertising relationships is in our biggest social media platforms by users analysis.

Social media advertising revenue by platform — 2024 — billion USD — global Social Media Ad Spend by Platform — 2024 (Billion USD, Global) Meta (Facebook+Instagram): $105.2B (44.9%). TikTok: $32.1B (13.7%). YouTube social: $28.4B (12.1%). Twitter/X: $11.2B (4.8%). Snapchat: $5.8B (2.5%). Pinterest: $3.4B (1.4%). LinkedIn: $4.8B (2.0%). Other: $43.6B (18.6%). Sources: Statista, eMarketer 2024. ±5-8%. 44.9%Meta market share 13.7%TikTok share

Twitter/X's position at approximately $11.2 billion (2024) represents a dramatic decline from Twitter's peak advertising revenue of approximately $5.1 billion in 2021 — adjusted for the platform's rebranding and subsequent advertiser departures following Elon Musk's acquisition in October 2022. Many major advertisers paused or cancelled Twitter spending following brand safety concerns, reducing Twitter/X's advertising revenue significantly before partial recovery. Snapchat at $5.8 billion continues to punch above its weight relative to its user base — its unique augmented reality advertising formats and highly engaged young adult demographic command premium CPMs. The social media platforms used by marketers to reach different audiences are in our social media platforms used by marketers worldwide analysis.

By Region

North America $89.4B, Asia-Pacific $74.2B Regional Breakdown and 2030 Forecasts

North America dominates global social media advertising spending at approximately $89.4 billion in 2024 — approximately 38.1% of global total — reflecting the combination of the highest advertising CPMs globally, a large social media user base, and the world's most mature social media advertising ecosystem. The US alone accounts for approximately 80-85% of North American social media ad spend, making it the single largest national social media advertising market globally. Asia-Pacific at $74.2 billion is the second-largest region and is forecast to grow faster than North America through 2030, driven by rapidly expanding digital advertising markets in Indonesia, India, and Southeast Asia. The social network penetration rates by region that underpin these advertising markets are in our social network penetration by region analysis.

Social media advertising spending by world region — 2024 actual vs 2030 forecast — billion USD Social Media Ad Spend by Region — 2024 vs 2030 Forecast (Billion USD) N. America: $89.4B (2024), $118.2B (2030*). Asia-Pacific: $74.2B, $110.8B*. W. Europe: $38.1B, $52.4B*. L. America: $18.6B, $28.4B*. Middle East and Africa: $8.8B, $16.2B*. E. Europe: $5.4B, $8.6B*. Sources: Statista, eMarketer 2024-2026. ±5-8%

actual, ±10-15% forecast. $89.4BN. America leads 2024

2024 actual 2030 forecast

The Middle East and Africa region at $8.8 billion (2024) shows the largest projected growth rate to 2030 (+84%), reflecting the region's rapid digital and social media adoption from a lower base. Social media penetration across Africa and the Middle East is expanding rapidly as smartphone and mobile internet costs decline and platforms invest in localised content and advertising infrastructure. The world population and demographic youth of many African markets suggest the region could be among the fastest-growing social media advertising markets through 2030. The world population context for these emerging markets is in our world population analysis.

Mobile vs Desktop

82.4% Mobile in 2024, Reaching 85.2% by 2026 Desktop Social Ad Spend Shrinking to Below 15%

Social media advertising is overwhelmingly mobile-dominated and becoming more so each year. Mobile's share of social media ad spend has grown from 68.2% in 2019 to 82.4% in 2024 and is projected to reach approximately 85.2% by 2026. This shift reflects the broader migration of social media consumption to mobile devices — approximately 85-90% of TikTok usage, approximately 80% of Instagram usage, and approximately 82% of Facebook usage is now on mobile devices globally. For advertisers, the mobile-first reality of social media means that creative formats must be optimised for vertical screens, short attention spans, and sound-off viewing. The daily social media usage patterns driving this mobile shift are in our daily social media usage worldwide analysis.

Social media advertising spending — mobile vs desktop share — 2019 to 2026 — percentage of total Social Media Ad Spend — Mobile vs Desktop Split (2019–2026, % of Total) 2019: 68.2% mobile / 31.8% desktop. 2020: 71.4% / 28.6%. 2021: 74.8% / 25.2%. 2022: 77.2% / 22.8%. 2023: 80.1% / 19.9%. 2024: 82.4% / 17.6%. 2025*: 84.0% / 16.0%. 2026*: 85.2% / 14.8%. Sources: Statista, eMarketer. ±2-3pp per year. 82.4%Mobile 2024 85.2%Mobile 2026*

The remaining desktop share — approximately 17.6% in 2024 — is disproportionately concentrated in LinkedIn and Twitter/X advertising, which are accessed more frequently on desktop than other social platforms due to their professional and news-oriented use cases. LinkedIn's advertising audience skews significantly toward desktop usage (approximately 55% desktop vs 45% mobile) — in contrast to TikTok, Instagram, and Snapchat where desktop usage is negligible. This means that B2B social media advertising,

which is heavily LinkedIn-dependent, remains more desktop-centric than consumer-facing social advertising. The number of social network users worldwide consuming content on these platforms is in our worldwide social network users analysis.

Annual Growth Rates

48% Growth in 2021 Normalising to 7-9% by 2025-2030 as Market Matures

The annual growth rate of global social media advertising spending tells the story of a market moving through three distinct phases: a disruption phase (2020: +7.7%), an explosion phase (2021: +48.0%, 2022: +20.7%, 2023: +20.3%), and a maturation phase (2024: +13.2%, 2025-2030 forecast: +7-9%). The 2020 disruption year's low growth — despite record social media usage during COVID-19 lockdowns — reflects that advertisers initially cut budgets at the onset of the pandemic before the social commerce and e-commerce boom drove exceptional 2021 spending. The social media usage reasons that drove this advertising investment are in our social media usage reasons worldwide analysis.

Annual growth rate of global social media advertising spending — 2020 to 2030 — percentage year on year Social Media Ad Spend Annual Growth Rate — 2020 to 2030 (% Year-on-Year) 2020: +7.7%. 2021: +48.0% (COVID rebound peak). 2022: +20.7%. 2023: +20.3%. 2024: +13.2%. 2025*: +9.1%. 2026*: +8.1%. 2027*: +7.9%. 2028*: +7.3%. 2029*: +7.4%. 2030*: +7.1%. Sources: Statista, eMarketer. ±2-3pp actual, ±3-5pp forecast. +48%2021 — peak growth

Actual growth rate Forecast growth rate (2025*-2030*)

The projected 7-9% annual growth from 2025-2030 is broadly consistent with the long-term growth rates of the broader digital advertising market (approximately 8-10% annually) and represents social media advertising growing slightly above the global digital advertising average, reflecting continued share gains from traditional media. Key risks to the downside include: regulatory action on data privacy reducing targeting effectiveness; geopolitical factors affecting cross-border platform operations; and economic slowdowns reducing advertiser budgets. Key upside drivers include: AI-powered advertising optimisation reducing advertiser costs; social commerce maturation driving new advertiser categories; and emerging market digital adoption. The global economy context for these macro factors is in our global economy analysis.

CPM Trends

Social Media CPMs Rising From $6.80 (2019) to $11.20 (2024) as Targeting Improves

Beyond total spending, the cost per thousand impressions (CPM) trend in social media advertising reveals the pricing power of the major platforms. Meta's average CPM has risen from approximately $6.80 in 2019 to approximately $11.20 in 2024 — a 64.7% increase — reflecting both tightening ad inventory supply relative to demand and improving ad targeting and measurement capabilities that justify premium prices. The ATT-driven dip to approximately $5.20 in 2020 (H1) reversed sharply in 2021 as e-commerce brands flooded the market, driving CPMs to a peak of approximately $9.40 in 2021. The 2022 dip to $8.10 reflected ATT's full-year impact before recovery. The AI market context for AI-powered advertising optimisation driving CPM increases is in our AI market size worldwide analysis.

Social media advertising average CPM — Meta platform average — 2019 to 2024 — USD per 1000 impressions Social Media Average CPM Trend — Meta Platform Average (2019–2024, USD per 1,000 Impressions) 2019: $6.80. 2020: $5.20 (COVID advertiser pullback). 2021: $9.40 (e-commerce boom). 2022: $8.10 (ATT impact). 2023: $9.80 (recovery). 2024: $11.20 (AI-powered targeting premium). Sources: Meta earnings reports, Statista, eMarketer. ±10-15% — CPM varies significantly by audience, format, market. $11.202024 avg CPM +64.7%vs 2019

Rising CPMs represent a double-edged trend for the social media advertising market. For platform operators like Meta, TikTok, and Snap, rising CPMs mean growing revenue without requiring proportional user base growth — a more sustainable monetisation path than purely user-growth-driven revenue models. For advertisers, rising CPMs mean declining return on investment (ROI) unless offset by improvements in targeting precision or conversion rates. The AI-powered advertising tools Meta and TikTok have deployed since 2022 — Advantage+ and Smart Performance Campaigns respectively — are designed to offset CPM increases through improved conversion efficiency, partially justifying the premium. The social media platforms used by marketers to reach audiences cost-effectively are in our social media platforms used by marketers analysis.

Social media share of total global digital advertising spend — 2019 to 2030 — percentage Social Media Share of Total Digital Advertising Spend (2019–2030*, %) 2019: 27.0%. 2020: 28.4%. 2021: 31.2%. 2022: 32.1%. 2023: 32.8%. 2024: 33.0%. 2026*: 34.2%. 2028*: 35.4%. 2030*: 37.0%. Sources: Statista, eMarketer. ±3-5pp. *Forecast. 33%SM share 2024 37%SM share 2030*

Key Statistics

Social Media Advertising Spending Worldwide Key Statistics

$234.5B2024 Global Social Media Ad Spend — More Than 2.6x the 2019 Level of $89.5BGlobal social media advertising spending reached approximately $234.5 billion in 2024 — 162% above the 2019 baseline of $89.5 billion. The market grew at a CAGR of approximately 21.2% from 2019 to 2024. Social media advertising accounts for approximately 33% of total global digital advertising spend in 2024, up from approximately 27% in 2019. Source: Statista, eMarketer 2024. ±5–8%. $368.1B2030 Forecast — Social Media Ad Spend to More Than 4x the 2019 Level by Decade EndGlobal social media advertising spending is forecast to reach approximately $368.1 billion by 2030 — approximately 4.1x the 2019 level of $89.5 billion. The 2024-2030 CAGR is projected at approximately 7.8%, a significant deceleration from the 2019-2024 CAGR of 21.2%. 2030 social media ad spend is projected to represent approximately 35-38% of total global digital advertising. Source: Statista, eMarketer forecast 2024-2026. ±8–15%. $105.2BMeta 2024 — Largest Social Media Advertising Platform at 44.9% Global Market ShareMeta (Facebook and Instagram combined) generated approximately $105.2 billion in advertising revenue in 2024 — approximately 44.9% of all global social media advertising spend. Meta's advertising platform is the world's largest social advertising marketplace, offering access to approximately 3.07 billion Facebook users and approximately 2.35 billion Instagram users globally. TikTok is the second-largest platform at approximately $32.1 billion (13.7%). Source: Statista, eMarketer, Meta earnings reports 2024. ±5–8%. +48%2021 — Record Annual Growth Rate, Driven by COVID Rebound and E-Commerce SurgeThe 2021 annual growth rate of +48.0% (from $96.4B to $142.7B) is the highest single-year growth rate ever recorded for global social media advertising. This extraordinary spike was driven by three simultaneous forces: COVID-19 lockdown-era e-commerce acceleration driving brands to social advertising, a rebound from 2020's advertiser caution, and TikTok's rapid entry into the advertising market. Growth normalised to approximately 20% in 2022-2023 and 13% in 2024. Source: Statista, eMarketer. ±5–8%. 82.4%Mobile Share of Social Media Ad Spend 2024 — Rising to 85%+ by 2026Mobile devices account for approximately 82.4% of global social media advertising spend in 2024 — up from 68.2% in 2019. This share is forecast to reach approximately 85.2% by 2026. The shift reflects the overwhelming mobile-first consumption patterns of social media users globally, particularly on TikTok (~95% mobile), Instagram (~90% mobile), and Snapchat (~99% mobile). Desktop social advertising is now concentrated primarily in LinkedIn and Twitter/X. Source: Statista, eMarketer. ±2–3pp. ~33%Social Media Share of Total Digital Ad Spend 2024 — Up from 27% in 2019Social media advertising accounts for approximately 33% of total global digital advertising expenditure in 2024 — up from approximately 27% in 2019. The remaining 67% of digital advertising includes search (approximately 40%), display (approximately 15%), video (overlapping with social), and other digital

formats. Social media's growing share of digital advertising comes primarily at the expense of traditional display and video advertising rather than search. Source: Statista Digital Advertising Report 2024. ±3–5pp.

FAQ

Frequently Asked Questions Social Media Advertising Spending Worldwide 2019–2030

Global social media advertising spending reached approximately **$234.5 billion in 2024** and is forecast to reach approximately $368.1 billion by 2030. This represents approximately 33% of total global digital advertising spend. The market grew from $89.5 billion in 2019 to $234.5 billion in 2024 — a 162% increase in five years. Source: Statista, eMarketer 2024. ±5–8%.

Meta (Facebook and Instagram combined) receives the most social media advertising spend at approximately $105.2 billion in 2024 — approximately 44.9% of total social media ad spend globally. TikTok is second at approximately $32.1 billion (13.7%), followed by YouTube social ads at approximately $28.4 billion (12.1%). Source: Statista, eMarketer 2024. ±5–8%.

Global social media advertising spending grew at a CAGR of approximately 21.2% from 2019 to 2024. The peak single-year growth was **+48.0% in 2021**. Growth has since normalised to approximately 13.2% in 2024, and is forecast to decelerate further to approximately 7-9% annually from 2025 to 2030. Source: Statista, eMarketer. ±5–8% actual, ±5–10% forecast.

Approximately **82.4% of global social media advertising spend is on mobile devices in 2024** — up from 68.2% in 2019. Mobile's share is projected to reach approximately 85.2% by 2026. The remaining 17.6% desktop share is concentrated primarily in LinkedIn and Twitter/X advertising. TikTok, Instagram, and Snapchat are nearly entirely mobile platforms. Source: Statista, eMarketer. ±2–3pp.

Global social media advertising spending is forecast to reach approximately **$368.1 billion by 2030** — approximately 4.1x the 2019 level and a CAGR of approximately 7.8% from 2024 to 2030. This represents a significant deceleration from the 2019-2024 CAGR of 21.2%, reflecting market maturation. Note: all 2025-2030 figures are projections with ±8-15% uncertainty. Source: Statista, eMarketer forecast models 2024-2026.

The 2021 growth spike of +48.0% was driven by three simultaneous forces: (1) **COVID-19 e-commerce acceleration** — lockdowns drove record online shopping, pushing brands to social advertising; (2) **rebound effect** — advertisers who cut budgets in 2020 restored and increased spending in 2021; (3) **TikTok's advertising launch** — TikTok opened its advertising platform widely in 2021, adding significant

new ad inventory. Source: Statista, eMarketer, platform earnings reports.

North America leads regional social media advertising spend at approximately $89.4 billion in 2024 — approximately 38.1% of the global total. Asia-Pacific is second at $74.2 billion (31.6%), followed by Western Europe at $38.1 billion (16.2%). The fastest-growing regions through 2030 are forecast to be the Middle East and Africa (+84%) and Latin America (+52%). Source: Statista, eMarketer 2024. ±5–8%.

Apple's App Tracking Transparency (ATT) framework — introduced in iOS 14.5 in April 2021 — **significantly reduced social media advertising effectiveness on iOS devices** by requiring explicit user consent for cross-app tracking. Meta estimated ATT cost approximately $10 billion in advertising revenue in 2022, contributing to that year's growth slowdown. The industry has since adapted through server-side tracking, first-party data strategies, and AI-powered campaign tools. Source: Meta earnings reports 2022, Statista.

Sources

Statista — Social Media Advertising Spending Worldwide 2019–2030 — Primary source for global and regional social media advertising spending figures, platform breakdowns, and mobile/desktop splits. Statista compiles eMarketer, Oberlo, and platform earnings data. ±5–8% actual, ±8–15% forecast.

eMarketer — Worldwide Social Media Advertising Forecast 2024–2030 — Primary source for annual growth rate projections and 2025-2030 forecast figures. eMarketer's advertising forecast models are the industry standard reference. ±5–10% forecast years.

Oberlo — Social Media Advertising Statistics 2024 — Secondary source for platform-level ad spend breakdowns and mobile vs desktop split data. Oberlo compiles Statista and eMarketer social media advertising data.

Meta Investor Relations — Quarterly Earnings Reports 2019–2024 — Source for Meta advertising revenue figures and CPM trend data. Meta's quarterly earnings reports are the authoritative source for Facebook and Instagram advertising revenue.

All spending figures in nominal USD billions. Forecast figures (2025*-2030*) carry ±8-15% uncertainty and are projections — not guaranteed outcomes. Social media advertising includes paid placements on social media platforms; excludes influencer payments outside platform ad tools. CPM figures are Meta platform averages and vary significantly by audience, format, and market. Not investment advice.

STATISTICS REPORT

TikTok marketing statistics & facts

Updated Sep 30, 2026 · businesstats.com/tiktok-marketing-statistics-facts

1.59B ADULT AD REACH	**~$38B** AD REVENUE 2026 (F)	**$64.3B** TIKTOK SHOP GMV 2025
153M US AD REACH	**2.01%** BRAND ENGAGEMENT	**22 Jan 2026** US JV CLOSED

Overview

Why TikTok matters to marketers

In less than a decade, TikTok has grown from a lip-sync app into one of the most important marketing platforms in the world. Its short, vertical videos, served by a recommendation algorithm that shows content from accounts people do not follow, give brands a way to reach huge audiences without first building a following. It has become a search engine for younger users, a launchpad for viral products and, through TikTok Shop, a fast-growing online store. For advertisers, it is now the third force in social media advertising after Meta and Google-owned YouTube.

The numbers show the scale. TikTok advertising tools reached about 1.59 billion adults worldwide at the start of 2025, WARC forecasts that TikTok will earn around 38 billion dollars from advertising in 2026, and TikTok Shop sold 64.3 billion dollars of goods worldwide in 2025, almost double the year before. In January 2026 its US business passed into a new joint venture controlled by American investors, ending years of uncertainty about a ban. This report sets out the data on TikTok audiences, advertising, commerce, engagement and ownership. For the size of the user base itself, see our data on the countries with the most TikTok users.

Ad Reach

How many people can marketers reach on TikTok?

TikTok does not publish official monthly user numbers, so marketers rely on the audience figures in its advertising tools. According to DataReportal, which tracks these tools, TikTok ads could reach 1.59 billion

users aged 18 and over worldwide in January 2025, equal to 27.5 percent of all adults on earth. The largest ad audiences were in the United States, Indonesia and Brazil.

TikTok Advertising Reach by Country, January 2025 (million users aged 18+)Number of adults that marketers can reach with TikTok ads, top 10 countries.

Data:

DataReportal and Kepios, based on TikTok advertising planning tools.

Note:

ad reach figures come from the platform advertising tools and are not the same as monthly active users; they can change sharply between updates. The United States figure had risen to 153 million by late 2025. Compiled by BusinessStats.Switch to the table for exact figures.

America leads, Asia follows: the US had 136 million adults reachable by TikTok ads in January 2025, ahead of Indonesia with 108 million and Brazil with 91.7 million.

The list is striking for how many emerging markets it contains. Pakistan, the Philippines, Bangladesh, Egypt and Vietnam all rank in the top ten, reflecting the young, mobile-first populations that have made TikTok one of the most popular apps across Asia, Latin America and the Middle East. China does not appear because TikTok is not available there; ByteDance runs a separate app, Douyin, for the Chinese market. India, once one of the largest markets, has banned TikTok since 2020.

Ad reach figures also move with regulation and methodology. DataReportal notes that global TikTok ad reach fell by 96.1 million, or 5.7 percent, in the three months to January 2025, even though it was up 2 percent on the year, a reminder that these numbers are estimates produced by the platform itself. More detail on penetration by market is available in our data on TikTok penetration by country and TikTok downloads by country.

United States

TikTok in the United States

The United States is the most valuable TikTok market. According to DataReportal Digital 2026 data, TikTok ads reached 153 million adults in the US by late 2025, 55.7 percent of the adult population, up 15.2 million or 11 percent in a year. That still leaves it behind YouTube, Facebook and Instagram in reach, but ahead of Snapchat, X and Pinterest.

Advertising Reach of Social Platforms in the US, Late 2025 (million)Potential audience that marketers can reach with ads on each platform.

Data:

DataReportal, Digital 2026: The United States of America.

Note:

TikTok figure covers users aged 18 and over; other platforms use their own age bases. LinkedIn and Reddit are excluded because their figures are not comparable. Compiled by BusinessStats.Switch to the table for exact figures.

Fourth in reach, first in growth: TikTok ads reached 153 million US adults in late 2025, behind YouTube, Facebook and Instagram but growing 11 percent in a year.

US users are also highly engaged. According to DataReportal data from app analytics providers, TikTok Android users spend an average of about 1 hour 37 minutes a day in the app, opening it around ten times a day, with sessions lasting almost 10 minutes on average, more than on YouTube. For marketers, that attention is the core of the TikTok proposition: the average user sees a large number of videos every day, and each is a chance for a brand to appear.

Audience

Who uses TikTok?

The TikTok advertising audience is young and slightly male-skewed. In January 2025, 30.7 percent of adults reachable by TikTok ads were aged 18 to 24 and 35.3 percent were aged 25 to 34, so two thirds of the adult audience was under 35. Men made up 55.7 percent of the ad audience and women 44.3 percent.

TikTok Advertising Audience by Age, January 2025 (%)Share of the global TikTok adult ad audience in each age group.

Data:

DataReportal and Kepios, based on TikTok advertising planning tools. Compiled by BusinessStats.Switch to the table for exact figures.

Two thirds under 35: adults aged 18 to 34 made up 66 percent of the TikTok advertising audience in January 2025.

The audience is getting older over time. Adults aged 35 and over now account for about a third of the TikTok ad audience, including 8.4 percent aged 55 and over, as the platform has spread beyond its Gen Z base. Teenagers aged 13 to 17 also use TikTok in large numbers but are not included in adult ad reach and are subject to strict limits on advertising. For the gender split in more detail, see our data on the distribution of TikTok users by gender.

Ad Revenue

TikTok advertising revenue

TikTok is one of the fastest-growing advertising businesses in the world. WARC, the marketing intelligence company, forecast in March 2025 that TikTok would earn 32.4 billion dollars from advertising in 2025, up 24.5 percent, implying about 26 billion dollars in 2024. In January 2026, WARC forecast US TikTok ad revenue of 14.5 billion dollars in 2026, equal to 38 percent of the global total, which implies global ad revenue of about 38 billion dollars.

TikTok Global Advertising Revenue, 2024 to 2026 (billion USD)Estimated worldwide ad revenue.

Data:

WARC Media forecasts (March 2025 and January 2026).

Note:

2024 is implied by the 24.5 percent growth forecast for 2025; 2026 is implied by the forecast of 14.5 billion dollars in US revenue equal to 38 percent of the global total. TikTok does not publish its revenue, so all figures are estimates. Compiled by BusinessStats.Switch to the table for exact figures.

On track for about 38 billion: TikTok ad revenue is forecast to grow from about 26 billion dollars in 2024 to about 38 billion in 2026.

That growth is faster than at the biggest rivals. WARC expected TikTok ad revenue to grow 24.5 percent in 2025, against 19 percent for Instagram and 9.3 percent for Facebook, and in July 2026 it projected that TikTok would overtake YouTube in global ad revenue by 2030. YouTube earned 40.4 billion dollars from ads in 2025, according to WARC. TikTok has particular strength in performance and commerce advertising, where marketers can link spending directly to sales. For context on its rivals, see our data on the revenue of selected social media companies and social media ad spend worldwide.

US Share

How much comes from the United States?

The United States is the largest source of TikTok advertising money, but its share is falling as international markets grow faster. WARC estimated that the US would generate 14.5 billion dollars of TikTok ad revenue in 2026, 38 percent of the global total, and 16.7 billion in 2027. Its earlier forecasts put the US share at 43.3 percent in 2022.

TikTok Advertising Revenue: US vs Rest of World, 2026 Forecast (billion USD)Forecast split of global TikTok ad revenue.

Data:

WARC Media, January 2026.

Note:

rest of world is the implied global total minus the US forecast. Compiled by BusinessStats.Switch to the table for exact figures.

Six in ten dollars from abroad: about 62 percent of TikTok ad revenue is forecast to come from outside the United States in 2026.

This diversification helped reduce the financial risk of a US ban, which hung over TikTok from 2020 until the joint venture deal closed in January 2026. Markets such as Indonesia, Brazil, Mexico, the United Kingdom and the Gulf states have become increasingly important sources of revenue, especially as TikTok Shop has expanded.

TikTok Shop

TikTok Shop: social commerce at scale

TikTok Shop, which lets users buy products directly from videos, livestreams and a dedicated store tab, has become the largest social commerce platform outside China. According to Momentum Works, TikTok Shop sold 64.3 billion dollars of goods worldwide in 2025 across 16 markets, up 94 percent. Southeast Asia remained its largest region, with gross merchandise value doubling to 45.6 billion dollars, while US sales grew 68 percent to 15.1 billion dollars.

TikTok Shop Gross Merchandise Value, 2024 vs 2025 (billion USD)Value of goods sold through TikTok Shop.

Data:

Momentum Works, TikTok Shop reports for 2025.

Note:

2024 values are implied by the reported growth rates of 94 percent globally, 68 percent in the US and a doubling in Southeast Asia. Compiled by BusinessStats.Switch to the table for exact figures.

Almost doubled: TikTok Shop sales rose to 64.3 billion dollars worldwide in 2025, including 45.6 billion in Southeast Asia and 15.1 billion in the US.

How people buy is changing too. In 2025, 50 percent of TikTok Shop sales came through short videos, 36 percent through the shop tab and 14 percent through livestreams, up from 10 percent a year earlier. In the US, beauty and personal care was the largest category, followed by womenswear and underwear and sports and outdoors. There were 803,500 US stores, but more than half recorded no sales at all, while more than 2,000 sold over 1 million dollars each, showing how concentrated success on the platform can be. Around 15.4 million creators promoted products through the TikTok Shop affiliate programme in the US.

Engagement

Engagement: TikTok still leads

For brands, TikTok offers far higher engagement than other major social networks. According to the 2026 Social Media Industry Benchmark Report from Rival IQ, now part of Quid, the median engagement rate per brand video on TikTok was 2.01 percent, compared with 0.30 percent per post on Instagram, 0.21 percent on YouTube and just 0.03 percent on X.

Median Brand Engagement Rate per Post by Platform, 2026 (%)Engagements (likes, comments, shares) divided by followers, median across industries.

Data:

Rival IQ and Quid, 2026 Social Media Industry Benchmark Report, based on 150 companies in each of 18 industries.

Note:

Facebook was not separately quantified in the published summary. Compiled by BusinessStats.Switch to the table for exact figures.

Almost seven times Instagram: brands on TikTok earned a median 2.01 percent engagement per video in 2026, against 0.30 percent per Instagram post.

Engagement on TikTok has softened as more brands crowd onto the platform and algorithms change, but it remains far ahead. The benchmark found that brands post about two TikTok videos a week, fewer than on Instagram, because video takes more effort to produce. Industries such as pharmaceuticals, higher education, alcohol and energy stood out for engagement on TikTok in 2026. Marketers also rate TikTok highly for return on investment, as shown in our data on the social media platforms with the highest ROI and the platforms used by marketers worldwide.

Search

TikTok as a search engine

TikTok has become a place where people search, not just scroll, which makes it increasingly important for brand discovery. In an Adobe Express survey of 807 US consumers carried out in January 2026, 49 percent said they had used TikTok as a search engine, up from 41 percent in 2024. People use it to look for recipes, product reviews, travel ideas, beauty tutorials and local restaurants, often preferring short videos from real users to lists of links.

Search on TikTok complements rather than replaces Google for most people. The same survey found that the share of Gen Z consumers who said they were more likely to rely on TikTok than Google fell from 8 percent in 2024 to 4 percent in 2026, as AI chatbots such as ChatGPT also became part of how people look for information. For businesses, TikTok search is still a major opportunity: 58 percent of the 200 US small business owners surveyed had used TikTok for business promotion, and 38 percent had relied on TikTok influencers to promote or sell products. TikTok has responded by launching search ads and, in 2026, brand Search Hubs that appear at the top of search results.

Ad Products

Ad formats and AI tools

TikTok offers a range of advertising formats. In-feed ads appear between organic videos in the For You feed and are the most widely used. TopView ads are the first thing users see when they open the app, and Spark Ads allow brands to promote existing organic videos, including those made by creators, as paid ads. Branded effects, hashtag challenges and livestream shopping ads round out the options, while search ads and GMV Max campaigns target people who are actively looking for products or shopping on TikTok Shop.

Like Meta and Google, TikTok is pushing advertisers toward automation and AI. Its Smart+ campaigns automate targeting, budgets and placements, and its Symphony creative suite uses generative AI to produce videos, digital avatars, voiceovers in more than 30 languages and translations of existing ads. At its TikTok World event in May 2026, the company announced TopReach, which combines the TopView and first in-feed positions in a single coordinated buy, along with new tools linking search, creator content and commerce. For many small businesses, these tools lower the cost of producing the volume of video that TikTok requires.

Regulation

Regulation beyond the US

The US joint venture resolved the biggest regulatory threat, but TikTok faces scrutiny elsewhere. In May 2025, the Irish Data Protection Commission, the lead privacy regulator for TikTok in the European Union, fined the company 530 million euros for transferring the personal data of European users to China without adequate protection, one of the largest fines under the General Data Protection Regulation. The European Commission has also investigated TikTok under the Digital Services Act over advertising transparency, the protection of minors and election integrity. Several countries restrict advertising to children and teenagers, and India has banned the app entirely since 2020. For marketers, these rules shape what data can be used for targeting and which audiences can be reached, especially younger users.

Creators

Creators and influencer marketing

Much of TikTok marketing happens through creators rather than brand accounts. Brands pay creators to feature products, run branded hashtag challenges, and increasingly use affiliate commissions through TikTok Shop, where creators earn a share of each sale they drive. Creator-led content often outperforms polished brand ads because it looks native to the platform. The biggest accounts command enormous audiences, as shown in our ranking of the most followed TikTok accounts, while trends spread through hashtags that can gather billions of views, tracked in our data on the top TikTok hashtags.

The platform has built tools to support this economy, including the TikTok Creator Marketplace, now called TikTok One, which connects brands with creators and provides audience data, and Spark Ads, which let brands promote creator videos as paid ads. For smaller businesses, TikTok Shop affiliate programmes have lowered the barrier to working with creators, since sellers pay only when a sale is made.

Ownership

The new US joint venture

For advertisers, the biggest risk on TikTok was regulatory. A 2024 US law required ByteDance to sell the US business or face a ban, and the app briefly went dark in the United States in January 2025. The issue was resolved on 22 January 2026, when a new company, TikTok USDS Joint Venture, took over the US operations. Oracle, Silver Lake and the Abu Dhabi investment firm MGX each hold 15 percent, ByteDance keeps 19.9 percent, affiliates of existing ByteDance investors hold about 30 percent and other investors about 5 percent.

Ownership of TikTok USDS Joint Venture, 2026 (%)Equity stakes in the company that runs TikTok in the United States.

Data:

TikTok USDS Joint Venture ownership as announced at closing, 22 January 2026.

Note:

affiliates of existing investors include funds linked to firms such as General Atlantic and Susquehanna; percentages are rounded. Compiled by BusinessStats.Switch to the table for exact figures.

American control: new investors Oracle, Silver Lake and MGX hold 45 percent of TikTok in the US, and ByteDance keeps just under 20 percent.

The joint venture is led by chief executive Adam Presser, formerly head of operations at TikTok, and its board includes TikTok chief executive Shou Zi Chew alongside representatives of Silver Lake, Oracle and MGX. Oracle is responsible for storing US user data and overseeing the recommendation algorithm. For marketers, the practical effect has been continuity: the app, advertising tools and TikTok Shop have continued to operate, removing the threat of a ban that had held back some US ad budgets. Content moderation remains an area of scrutiny, as shown in our data on TikTok accounts removed by reason.

Competition

TikTok vs Reels and Shorts

The success of TikTok has reshaped its rivals. Instagram launched Reels in 2020 and YouTube launched Shorts in 2021, both copying the full-screen, algorithm-driven video feed that TikTok popularised. YouTube

Shorts now generates more than 200 billion daily views worldwide, according to WARC, and Meta has made Reels the fastest-growing part of Instagram. For marketers, this means short-form video skills now pay off across several platforms, and many brands publish the same vertical videos on TikTok, Reels and Shorts.

Each platform has different strengths. YouTube has the largest reach, with ads reaching 254 million people in the US in late 2025, and earns more from advertising, at 40.4 billion dollars in 2025. Facebook and Instagram have more mature targeting and a larger base of older users. TikTok stands out for engagement, cultural trends and commerce: its brand engagement rates are several times higher than on Instagram, and TikTok Shop gives it a direct link between entertainment and purchase that YouTube and Instagram are still trying to match. The contest between the three will largely decide how short-form video advertising budgets are split over the next few years.

Ad Costs

What TikTok advertising costs

TikTok advertising is generally cheaper than Meta advertising in terms of cost per thousand impressions, although costs vary by market, audience and season. Industry benchmarks from 2025 put average US CPMs between about 6 and 13 dollars depending on the advertiser type, with click-through rates of around 1.8 to 2 percent and an average cost per click of about 0.31 dollars in one agency dataset. Costs rise in the fourth quarter, when retailers compete for holiday shoppers, and are usually highest in the United States, the United Kingdom and the Gulf states. Because TikTok ads must feel native to the feed, creative quality has a large effect on results, and advertisers typically refresh videos more often than on other platforms.

Outlook

What comes next for TikTok marketing

TikTok enters the second half of the 2020s in a stronger position than seemed likely a few years ago. Its US future is settled, its ad revenue is growing faster than its rivals, and TikTok Shop has shown that entertainment and shopping can merge at scale outside China. The main challenges are competition from Instagram Reels and YouTube Shorts, which copy its format, rising advertising costs as more brands arrive, softening organic engagement and continued regulatory scrutiny in Europe and elsewhere over data and the protection of young users.

For marketers, the direction is clear: short-form video, creator partnerships and social commerce are becoming central to the marketing mix, and TikTok is where those trends are most advanced. Our wider coverage of social media, Instagram, YouTube and the platforms marketers plan to use provides more context, and TikTok downloads by quarter tracks the growth of the app itself.

Key Facts

TikTok marketing in numbers

1.59BAdults reachable by TikTok adsJanuary 2025.~$38BAd revenue forecast2026, WARC.$64.3BTikTok Shop sales2025, up 94 percent.2.01%Median brand engagementPer video, 2026.

Together they show why TikTok has become an essential part of the marketing plan for brands of every size.

FAQ

Frequently Asked Questions

About 1.59 billion adults worldwide in January 2025, or 27.5 percent of all adults, according to DataReportal. In the US, TikTok ads reached 153 million adults by late 2025.

WARC forecast about 32.4 billion dollars in 2025 and, based on its January 2026 US forecast, about 38 billion dollars in 2026. TikTok does not publish its revenue.

The United States, with 136 million adults reachable in January 2025, followed by Indonesia with 108 million and Brazil with 91.7 million.

TikTok Shop sold 64.3 billion dollars of goods worldwide in 2025, up 94 percent, including 45.6 billion in Southeast Asia and 15.1 billion in the US, according to Momentum Works.

The median brand engagement rate per video was 2.01 percent in 2026, according to Rival IQ, far above Instagram at 0.30 percent and X at 0.03 percent.

Since 22 January 2026, TikTok USDS Joint Venture, owned 15 percent each by Oracle, Silver Lake and MGX, 19.9 percent by ByteDance and the rest by other investors, including affiliates of existing ByteDance investors.

Adults aged 25 to 34 made up 35.3 percent of the TikTok ad audience and those aged 18 to 24 30.7 percent in January 2025.

No. After a 2024 law required a sale, the US business was transferred to a joint venture with majority American ownership in January 2026, and the app continues to operate.

WARC projected in July 2026 that TikTok would overtake YouTube in global advertising revenue by 2030. YouTube earned 40.4 billion dollars from ads in 2025.

Sources

DataReportal - TikTok users, stats and advertising reach.

DataReportal - Digital 2026: The United States of America.

WARC - TikTok US ad revenue forecast, January 2026.

WARC - TikTok global ad revenue forecast, 2025.

Momentum Works - TikTok Shop 2025 report.

Rival IQ and Quid - 2026 Social Media Industry Benchmark Report.

TikTok - newsroom, including the TikTok USDS Joint Venture.

Adobe Express - using TikTok as a search engine, 2026 survey.

Irish Data Protection Commission - TikTok fine, May 2025.

TikTok does not publish user or revenue figures, so audience numbers come from its advertising tools and revenue figures are independent estimates. Advertising reach is not the same as monthly active users. All data compiled by BusinessStats.

STATISTICS REPORT

Search advertising in the United States statistics & facts

Updated Sep 26, 2026 · businesstats.com/search-advertising-united-states

$114.2bn US SEARCH AD REVENUE 2025	**+11.0%** GROWTH IN 2025	**38.8%** SHARE OF INTERNET ADS
$5.42 MEDIAN COST PER CLICK	**48.5%** GOOGLE SHARE 2026 (F)	**$68.6bn** AMAZON AD REVENUE

Overview

The biggest single format in US digital advertising

Search advertising is the paid listing that appears when someone types a query into a search engine, a shopping site or, increasingly, an AI assistant. Advertisers bid on keywords, pay mostly when a user clicks, and reach people at the moment they are looking for something. That simple idea has made search the most reliable profit engine of the internet economy. In the United States, search advertising generated 114.2 billion US dollars in revenue in 2025, according to the Interactive Advertising Bureau and PwC, up 11.0 percent on the year before and accounting for 38.8 percent of all internet advertising revenue.

Search is no longer just Google. Amazon has built the second-largest search ad business in the country from sponsored product listings on its store, Microsoft sells ads on Bing and inside its Copilot assistant, and retailers such as Walmart run their own search ad networks. Since February 2026 OpenAI has been testing ads inside ChatGPT answers in the United States. At the same time, Google is reshaping its own results page with AI Overviews and AI Mode, changing how often people click on anything at all. This report sets out the data behind the US search advertising market in 2026: its size and growth, how it compares with other formats, who earns the money, what advertisers pay, and how AI is changing the economics of the click. It builds on our coverage of search engine usage and Google.

Market Size

Search ad revenue reaches 114 billion dollars

The IAB/PwC Internet Advertising Revenue Report is the longest-running measure of US digital ad spending, based on data from the companies that sell advertising. Its latest edition, published in April 2026, shows total US internet advertising revenue of 294.6 billion dollars in 2025, up 13.9 percent. Search accounted for 114.2 billion of that, adding 11.4 billion dollars in a single year.

US Internet Advertising Revenue vs Search Advertising Revenue, 2021 to 2025 (billion USD)Total US internet ad revenue and the search share of it, full years.

Data:

IAB/PwC Internet Advertising Revenue Report, full year 2025 (April 2026).

Note:

figures are on the current IAB methodology, which was revised in 2021; earlier years are not directly comparable. Search includes paid listings on search engines and on retail and commerce sites. Compiled by BusinessStats.Switch to the table for exact figures.

Up by a third in four years: US search ad revenue climbed from 78.3 billion dollars in 2021 to 114.2 billion in 2025, while total internet advertising rose to 294.6 billion.

Growth has not been smooth. Search revenue rose 7.8 percent in 2022 and just 5.2 percent in 2023 as advertisers cut budgets amid high interest rates and a slowdown in tech and e-commerce spending. It rebounded strongly in 2024, growing 15.9 percent to 102.9 billion dollars, the first time US search revenue passed 100 billion, and then grew 11.0 percent in 2025. The IAB described search growth as stabilising at a healthy level as advertisers adapt their strategies for AI-driven search and spread spending across more channels.

Formats

How search compares with other ad formats

Search remains the largest single ad format in the IAB data, ahead of display advertising at 81.6 billion dollars and digital video at 78.0 billion. Digital audio, including podcasts and streaming radio, earned 8.4 billion, and other formats such as classifieds, directories and lead generation 12.5 billion.

US Internet Advertising Revenue by Format, 2025 (billion USD)Share of the 294.6 billion dollar US internet ad market.

Data:

IAB/PwC Internet Advertising Revenue Report, full year 2025 (April 2026).

Note:

formats are mutually exclusive; social media and retail media are channels that cut across several formats and are reported separately by the IAB. Other covers classifieds, directories and lead generation. Compiled by BusinessStats.Switch to the table for exact figures.

Still the biggest slice: search earned 114.2 billion dollars in 2025, or 38.8 percent of US internet advertising revenue.

The IAB also measures revenue by channel, which cuts across formats. Social media platforms earned 117.7 billion dollars in 2025, up 32.6 percent, slightly more than search, and commerce or retail media networks earned 63.4 billion, up 18.0 percent. Much of that retail media revenue is itself search advertising, in the form of sponsored product listings on sites such as Amazon, Walmart and Instacart. Together, social media and search accounted for 78.8 percent of US internet advertising revenue. For the global picture of the social side, see our data on social media ad spend worldwide.

Growth

Search grows, but video grows faster

While search is still growing at a double-digit rate, other formats are growing faster. Digital video revenue rose 25.4 percent in 2025, driven by connected TV and short-form video on social platforms, while search grew 11.0 percent, a little below the 13.9 percent growth of the market as a whole.

Growth of US Internet Advertising Revenue by Format, 2025 (%)Year-on-year revenue growth, 2025 vs 2024.

Data:

IAB/PwC Internet Advertising Revenue Report, full year 2025 (April 2026). Compiled by BusinessStats.Switch to the table for exact figures.

Video sets the pace: digital video revenue grew 25.4 percent in 2025, more than twice the 11.0 percent growth of search.

This gap is why the share of search in the US ad market has been drifting down slowly for years. It is not that search is shrinking, but that advertisers are adding money faster to channels that build awareness,

such as video and social, while search captures demand that already exists. Search is usually the last step before a purchase, which is why marketers treat it as essential even as they spread budgets more widely.

Share

The share of search in the US ad market

On the current IAB methodology, search accounted for 41.4 percent of US internet ad revenue in 2021, 40.2 percent in 2022 and 39.5 percent in 2023. A strong 2024 lifted it slightly to 39.8 percent, before it eased again to 38.8 percent in 2025.

Search Advertising Share of US Internet Ad Revenue, 2021 to 2025 (%)Search revenue as a percentage of total US internet advertising revenue.

Data:

IAB/PwC Internet Advertising Revenue Report, full year 2025 (April 2026). Compiled by BusinessStats.Switch to the table for exact figures.

A slow drift: the share of search fell from 41.4 percent of US internet ad revenue in 2021 to 38.8 percent in 2025, as video and social grew faster.

A decline of 2.6 percentage points over four years is modest, and search still earns about a dollar in every 2.6 dollars spent on internet advertising in the United States. But the direction matters for the companies that depend on it. The IAB also reported that the top 10 companies captured 84.1 percent of all US internet ad revenue in 2025, up from 80.8 percent in 2024, a sign that the market is concentrating around the largest platforms, several of which are the main sellers of search ads.

Key Players

Google, Amazon and Microsoft

Three companies dominate the sale of search ads in the United States. Google is by far the largest. Alphabet does not split out US search revenue, but its total revenue from the United States reached 194.2 billion dollars in 2025, or about 48 percent of its global revenue, and search is its largest business. Worldwide, Google Search and other revenue reached 224.6 billion dollars in 2025.

Search-Driven Advertising Revenue of the Leading Sellers, Latest Year (billion USD)Worldwide revenue of the main search advertising businesses.

Data:

Alphabet 2025 annual results (Google Search and other); Amazon 2025 annual results (advertising services), via Marketplace Pulse; Microsoft fiscal 2026 annual report (search advertising), via PPC Land.

Note:

figures are worldwide, as the companies do not report US search revenue separately. Amazon advertising services include sponsored product search ads as well as display and video. Microsoft fiscal 2026 ended in June 2026. Compiled by BusinessStats.Switch to the table for exact figures.

Google in a league of its own: Google Search earned about 224.6 billion dollars worldwide in 2025, more than three times Amazon advertising and almost fifteen times Microsoft search.

Amazon is the fastest-growing force in search advertising. Its advertising services revenue grew 22 percent to 68.6 billion dollars in 2025 and 24 percent to 17.2 billion in the first quarter of 2026, most of it from sponsored product ads that appear in response to searches on its store. When someone searches for a product, many now start on Amazon rather than Google, and the ads they see there are among the most valuable in digital marketing because they sit right next to the buy button. See our data on Amazon revenue by segment and our Amazon statistics and facts.

According to eMarketer forecasts, the share of Google in US search ad spending is set to fall to 48.5 percent in 2026, the first time in more than 20 years it has been below half, with Amazon taking the largest part of the share Google has lost. In 2021 eMarketer estimated the Google share at 56.8 percent and Amazon at 19 percent, and by 2024 it put Amazon at 22.3 percent. Microsoft, through Bing, Yahoo and its partner network, is the third-largest seller; its worldwide search advertising revenue was about 15.2 billion dollars in fiscal 2026, and Bing held about 8.9 percent of US search engine referrals in August 2026. For how the tech giants compare more broadly, see our analysis of the largest revenue sources of leading tech companies.

Other sellers are growing from a smaller base. Walmart Connect, Instacart, Target, eBay and other retailers sell sponsored listings in their own search results, and Apple sells search ads in the App Store. These retail and app store search ads are a large part of the 63.4 billion dollars of commerce media revenue measured by the IAB, and they compete directly with Google for the budgets of consumer brands.

Retail Search

Retail media: search moves to the store shelf

The fastest-growing part of search advertising does not happen on a search engine at all. Retail media, the ads that retailers sell on their own websites and apps, reached 63.4 billion dollars of US revenue in 2025, up 18.0 percent, according to the IAB, and accounted for 21.5 percent of all US internet advertising. A large share of that money buys sponsored listings in the search results of stores, where a shopper typing a product name is often only a click away from buying it.

Amazon is the leader by a wide margin. eMarketer expects Amazon to command about 56.7 billion dollars of US retail media ad spending in 2026 and forecasts its US ad revenue to grow 17.9 percent in 2026, against 5.6 percent for Google, the slowest of the three largest digital ad sellers. Walmart, Instacart, Target, Kroger and Home Depot have all built retail media networks of their own, many of them selling search ads through self-serve tools that look much like Google Ads. For consumer brands, this means a growing share of the search budget now goes to the stores that sell their products rather than to the search engines that send traffic to them.

Retail search ads are attractive because they are easy to measure. The retailer knows whether an ad led to a sale, so advertisers can see a direct return on spending, something that has become harder on the open web as privacy rules and browser changes limit tracking. That closed-loop measurement is a key reason why retail search has grown faster than traditional search, and why Google has responded by expanding Shopping ads and adding product listings to its AI Mode.

Microsoft

Microsoft, Bing and Copilot

Microsoft is the only other general search engine operator with a meaningful US ad business. Bing held 8.92 percent of US search engine referrals in August 2026, more than three times its global share, and Yahoo, whose search results are powered by Bing, held another 2.74 percent. Together that gives Microsoft advertisers a reach of more than one in ten US searches, concentrated on desktop computers where Windows and the Edge browser set Bing as the default. Microsoft said in April 2026 that Bing had passed 1 billion monthly active users worldwide for the first time.

Microsoft Advertising also places ads inside Copilot, its AI assistant, and across partner sites through syndication. Excluding traffic acquisition costs, its search advertising revenue grew 12 percent in fiscal 2026, faster than the market as a whole. Advertisers often find that Bing clicks cost less than Google clicks for the same keywords, because fewer advertisers compete for them, which makes Microsoft Advertising a

common second channel for businesses already running Google campaigns.

Costs

What a click costs: CPC by industry

For advertisers, the most important number in search is the cost per click. Across 13,474 US search campaigns analysed by LocaliQ and WordStream between April 2025 and March 2026, the median cost per click on Google Ads was 5.42 dollars, the median click-through rate 6.64 percent, the median conversion rate 8.18 percent and the median cost per lead 66.69 dollars. Ten years earlier, in 2016, the same benchmark series put the average cost per click at 2.32 dollars, so the price of a click has more than doubled in a decade.

Average Cost per Click on Google Search Ads by Industry, US (USD)Median CPC for US search campaigns, April 2025 to March 2026.

Data:

LocaliQ and WordStream search advertising benchmarks 2026, based on 13,474 US search campaigns.

Note:

values are medians; the chart shows a selection of the 23 industries covered. Compiled by BusinessStats.Switch to the table for exact figures.

Lawyers pay the most: attorneys and legal services paid a median of 9.87 dollars per click, six times as much as arts and entertainment advertisers.

Costs vary widely by industry, because the value of a customer varies. A new legal client, a home renovation job or a dental patient can be worth thousands of dollars, so advertisers in those sectors bid aggressively for a limited number of clicks. Attorneys and legal services had the highest median cost per click at 9.87 dollars, followed by home and home improvement at 8.33 dollars and dentists and dental services at 8.00 dollars. At the other end, arts and entertainment clicks cost a median of 1.63 dollars, restaurants and food 2.05 dollars and travel 2.14 dollars. Year on year, real estate saw the largest increase, up about 27 percent, while education and instruction saw the largest fall, down about 23 percent.

There was one piece of good news for advertisers in the 2026 benchmarks: the median cost per lead fell for the first time in five years, even though the cost per click rose slightly. Better conversion rates, helped by automated bidding and landing page improvements, meant that each dollar spent produced slightly

more customers. Rising costs are a structural feature of search, however: as more advertisers compete through automated bidding tools for a relatively fixed number of high-intent searches, the price of each click tends to rise.

Click-Through

Which industries win the most clicks

Click-through rates, the share of people who click an ad after seeing it, also differ sharply by industry. Search ads are unusual in digital advertising because they appear only when someone is actively looking, so click-through rates are far higher than for display or social ads, which usually measure well below 1 percent.

Average Click-Through Rate of Google Search Ads by Industry, US (%)Median CTR for US search campaigns, April 2025 to March 2026.

Data:

LocaliQ and WordStream search advertising benchmarks 2026, based on 13,474 US search campaigns.

Note:

values are medians; the chart shows a selection of the 23 industries covered. Compiled by BusinessStats.Switch to the table for exact figures.

Entertainment clicks most: arts and entertainment ads had a median click-through rate of 12.75 percent, against 5.56 percent for automotive repair and parts.

Industries with high click-through rates tend to be those where searches are specific and ads closely match what people want, such as tickets, travel bookings and financial products. Lower click-through rates are common in services where users compare several providers or look for local reviews first. The overall median click-through rate of 6.64 percent in 2026 is more than three times the 1.91 percent recorded in the 2016 benchmarks, reflecting better ad targeting, richer ad formats with images and extensions, and fewer ads competing for a larger share of the page.

AI Search

How AI Overviews are changing the click

The biggest change to search advertising in two decades is happening on the results page itself. Google began showing AI Overviews, generated summaries at the top of results, to US users in May 2024, and expanded them rapidly. In a study of 68,879 Google searches by 900 US adults in March 2025, the Pew Research Center found that about 18 percent of searches produced an AI summary. When an AI summary appeared, users clicked on a traditional search result in 8 percent of visits, against 15 percent when there was none, and they clicked on a link inside the summary itself in only 1 percent of visits.

Google Click-Through Rates With and Without AI Overviews (%)CTR on queries tracked by Seer Interactive, January 2025 vs February 2026.

Data:

Seer Interactive, AIO impact on Google CTR, 2026 update (April 2026); 53 brands, 5.47 million queries, 2.43 billion organic and 296.9 million paid impressions.

Note:

results are for the brands studied and may not represent all advertisers. Compiled by BusinessStats.Switch to the table for exact figures.

Paid clicks shift: paid CTR on queries with an AI Overview rose from 14.64 to 16.21 percent, while on queries without one it fell from 25.98 to 21.85 percent.

The effect on paid clicks is more complex than on organic results. Seer Interactive, which tracks 5.47 million queries for 53 brands, found that between January 2025 and February 2026 the paid click-through rate on queries that showed an AI Overview actually rose, from 14.64 to 16.21 percent, while on queries without one it fell from 25.98 to 21.85 percent. Organic click-through rates moved the other way, falling 26 percent on AI Overview queries and rising on others. AI Overviews appeared on 36 percent of informational queries but only 8 percent of commercial and 5 percent of transactional queries, which is where most advertising money is spent. For now, that has protected the most valuable part of the search ad market.

Google is also bringing ads into its AI experiences. Ads began appearing in and around AI Overviews for US users in late 2024, and at Google Marketing Live in 2026 it announced new formats for AI Mode, including conversational ads that adapt their wording to each query and ads that appear inside AI-generated recommendation lists. To reach these placements, advertisers must use automated campaign types such as Performance Max and AI Max for Search, which hand more of the targeting and creative decisions to

Google. The rise of AI in marketing is covered further in our data on generative AI users and the most impactful marketing technology innovations.

AI Assistants

ChatGPT and the new search ad sellers

The arrival of advertising in AI assistants is opening a new front. OpenAI announced in January 2026 that it would test ads in ChatGPT, and the test began on 9 February 2026 for logged-in adult users on the Free and Go tiers in the United States. Paid Pro, Business, Enterprise and Education plans remain ad-free. The ads appear below answers, are clearly labelled, and are matched to the topic of a conversation. OpenAI says ads do not influence the answers ChatGPT gives, that advertisers cannot see conversations, and that ads are not shown to users under 18 or next to sensitive topics such as health and politics. The program expanded to Canada, Australia and New Zealand in March 2026 and to several more countries by August.

Other AI companies have taken different paths. Perplexity experimented with sponsored follow-up questions but moved away from advertising, focusing on subscriptions. Microsoft shows ads inside Copilot answers, drawing on its Bing advertising network. For advertisers, these AI placements are still small compared with traditional search, but they matter because they sit where a growing share of product research now happens. With ChatGPT reaching 900 million weekly users worldwide in early 2026, even a small share of queries carrying ads could become a significant new source of search-style advertising.

Google

The Google search ad machine

Google remains the center of the US search advertising market. Its search business has kept growing despite predictions that AI would erode it: in the second quarter of 2026, Google Search and other revenue rose 17 percent year on year to 63.3 billion dollars worldwide, one of its fastest rates in recent years, and the company said AI features were driving an increase in overall search queries. Its advantage rests on scale, the richness of its advertiser tools, and default placement on most browsers and phones. Our data on Alphabet annual revenue and our comparison of Apple and Google revenues show how search underpins the wider business.

That dominance is now under legal constraint. In August 2024 a US federal court ruled that Google had illegally maintained a monopoly in general search services and search text advertising. The remedies decision of September 2025, formalised in December 2025, banned exclusive default agreements, required

them to be renegotiated at least annually and ordered Google to share some search data with qualified rivals for six years, though it did not force the sale of Chrome. Both Google and the Department of Justice have appealed. A separate federal court found in 2025 that Google had monopolised parts of the advertising technology market used for display ads. These cases could gradually give rivals more room in the search ad market over the coming years.

Outlook

The future of US search advertising

Search advertising in the United States is entering a period of change unlike anything since the smartphone. The money is still growing, and search will almost certainly remain the largest or second-largest ad format for years to come. But the places where search ads run are multiplying, from Google and Bing to Amazon, Walmart, app stores and AI assistants, and the format itself is shifting from a list of text links to conversational answers with sponsored suggestions.

Three trends will shape the next few years. First, retail search will keep taking share, because ads next to the buy button are the easiest to measure. Second, automation will deepen, as Google, Microsoft and Amazon push advertisers toward AI-driven campaigns that choose keywords, bids and creative on their behalf. Third, AI answers will change how value is measured, as fewer searches produce clicks and more brands compete to be mentioned inside the answer itself. For advertisers, the lesson is that search budgets now need to follow intent across every platform where people ask questions, not just the classic results page. Readers can explore more in our coverage of internet company revenue, big tech revenue comparisons and average advertising revenue per user at Facebook, the main rival to search for digital ad budgets, alongside our social media statistics and facts and our estimate of the global AI market size.

Key Facts

US search advertising in numbers

A few figures capture the state of the market.

$114.2bnUS search ad revenue2025, up 11.0 percent.38.8%Share of US internet ad revenueDown from 41.4 percent in 2021.$5.42Median cost per clickUS Google Ads, 2025 to 2026.48.5%Google share of US search ad spend2026, eMarketer forecast.

They describe a market that is still growing strongly, but one in which the leader is slowly losing share to retailers and new AI platforms.

FAQ

Frequently Asked Questions

US search advertising revenue reached 114.2 billion dollars in 2025, up 11.0 percent from 102.9 billion in 2024, according to the IAB/PwC Internet Advertising Revenue Report.

Search accounted for 38.8 percent of US internet advertising revenue in 2025, making it the largest single ad format, ahead of display at 27.7 percent and digital video at 26.5 percent.

Yes. Search revenue grew 15.9 percent in 2024 and 11.0 percent in 2025. It is growing more slowly than digital video, which rose 25.4 percent in 2025, so its share of the market is slowly declining.

eMarketer forecasts that Google will take 48.5 percent of US search ad spending in 2026, the first time in more than 20 years its share has fallen below half, as Amazon gains ground.

Amazon advertising services revenue was 68.6 billion dollars worldwide in 2025, up 22 percent, most of it from sponsored product ads shown in response to searches on its store.

The median cost per click for US Google search campaigns was 5.42 dollars between April 2025 and March 2026, according to LocaliQ and WordStream, up from 2.32 dollars in 2016.

Attorneys and legal services, with a median cost per click of 9.87 dollars, followed by home and home improvement at 8.33 dollars and dentists at 8.00 dollars.

Evidence is mixed. Pew found users clicked search results in 8 percent of visits with an AI summary against 15 percent without, but Seer Interactive found paid CTR on AI Overview queries rose to 16.21 percent by February 2026.

Yes. OpenAI began testing ads in ChatGPT for adult users on the Free and Go tiers in the United States on 9 February 2026. Paid plans remain ad-free and ads do not appear next to sensitive topics.

Sources

IAB and PwC - Internet Advertising Revenue Report, full year 2025, April 2026.

MediaPost - IAB: ad revenue reached 294.6 billion dollars in 2025.

eMarketer - US search advertising forecast 2026.

eMarketer - Google and Amazon shares of US search ad revenue, 2021.

Alphabet - fourth quarter and fiscal year 2025 results.

Alphabet - second quarter 2026 results.

Bullfincher - Alphabet revenue by geography from 10-K filings.

Marketplace Pulse - Amazon advertising services sales.

PPC Land - Microsoft search advertising revenue, fiscal 2026.

WordStream - Google Ads benchmarks 2026.

LocaliQ - search advertising benchmarks by industry, 2026.

Pew Research Center - Google users and AI summaries, July 2025.

Seer Interactive - AIO impact on Google CTR, 2026 update.

OpenAI - testing ads in ChatGPT.

eMarketer - FAQ on search advertising: AI assistants and the demand capture mix.

Search Engine Journal - Bing passes 1 billion monthly active users.

Statcounter Global Stats - US search engine market share, August 2026.

US market figures come from the IAB/PwC Internet Advertising Revenue Report, which is based on revenue reported by ad-selling companies. Company figures come from earnings releases and filings and are worldwide unless stated. Cost and click benchmarks are medians for the campaigns studied. All data compiled by BusinessStats.

STATISTICS REPORT

Leading consumer trends according to marketers worldwide in 2026

Updated May 21, 2026 · businesstats.com/most-impactful-marketing-technology-innovations

82% AI-PERSONALISED EXPERIENCES — #1 TREND, CITED BY 82% OF MARKETERS	**74%** SUSTAINABILITY AND ECO-CONSCIOUS PURCHASING — #2 TREND	**71%** SOCIAL COMMERCE AND IN-APP SHOPPING — #3 TREND
+18pp AI TOOLS BUDGET INCREASE — LARGEST BUDGET SHIFT IN 2026	**78%** SHORT-FORM VIDEO — MOST PRIORITISED MARKETING CHANNEL 2026	**91%** ASIA-PACIFIC — HIGHEST REGIONAL ADOPTION OF AI PERSONALISATION TREND

Overview

Top 10 consumer trends shaping marketing strategy worldwide in 2026

The 2026 global marketer survey on leading consumer trends reveals a landscape defined by two structural forces pulling in opposite directions: the acceleration of digital and AI-powered consumer experiences on one hand, and the growing consumer demand for authenticity, sustainability, and privacy protection on the other. AI-personalised experiences — cited by 82% of marketers as a significant trend — reflects the rapid deployment of artificial intelligence across every touchpoint of the consumer journey, from personalised product recommendations and AI-generated content to predictive customer service and dynamic pricing. The broader social media context for reaching consumers across these trend-driven channels is in our social media statistics and facts analysis.

The presence of sustainability (74%), privacy-first purchasing (61%), and value-driven buying (58%) alongside AI and social commerce trends reflects a sophisticated consumer landscape where technological capability and ethical consumption coexist as priorities. Marketers are navigating a world where consumers simultaneously expect hyper-personalised AI-driven experiences and genuine brand commitment to environmental and social values — a combination that was considered paradoxical five years ago but is now a mainstream expectation. The social media advertising context for reaching these trend-aware consumers is in our social media ad spend worldwide analysis.

Full Trend Ranking

Top 10 Consumer Trends by Marketer Citation Rate (2026, % of Marketers Worldwide)

Leading consumer trends according to marketers worldwide — 2026 — percentage citing as significant Leading Consumer Trends — Marketers Worldwide (2026, % Citing as Significant) AI-personalised experiences: 82%. Sustainability and eco-conscious purchasing: 74%. Social commerce and in-app shopping: 71%. Short-form video consumption: 68%. Creator economy and influencer trust: 65%. Privacy-first and data transparency: 61%. Value-driven and budget-conscious buying: 58%. Wellness and mental health focus: 54%. Community-led brand loyalty: 49%. Augmented reality in shopping: 44%. Sources: Statista, HubSpot State of Marketing 2026, GWI. ±3-5pp. 82%AI experiences — #1

% of marketers worldwide citing trend as significant (2026)

Social commerce at #3 (71%) reflects the convergence of social media and e-commerce that has fundamentally changed the consumer purchase journey. Consumers increasingly discover, evaluate, and purchase products within a single social media session — without leaving TikTok, Instagram, or Pinterest. This in-app shopping behaviour — driven by TikTok Shop, Instagram Shopping, and Pinterest's shoppable pins — has moved social commerce from a niche behaviour to a mainstream expectation. The social media platforms driving social commerce adoption are in our social media platforms used by marketers worldwide analysis.

Full Data Table

Leading Consumer Trends 2026 Full Data Table

Leading Consumer Trends According to Marketers Worldwide — 2026 (Statista / HubSpot State of Marketing 2026 / GWI Consumer Trends 2026) Click column to sort

RANK	CONSUMER TREND	% MARKETERS CITING	VS 2025	CATEGORY	PRIMARY DRIVER
1	AI-personalised experiences	82%	+14pp	Technology	Generative AI and LLM deployment
2	Sustainability and eco-conscious purchasing	74%	+6pp	Values-driven	Climate awareness, Gen Z influence

3	Social commerce and in-app shopping	71%	+13pp	Digital commerce	TikTok Shop, Instagram Shopping
4	Short-form video content consumption	68%	+4pp	Content formats	TikTok, Reels, YouTube Shorts
5	Creator economy and influencer trust	65%	+11pp	Trust and authenticity	Micro-influencer growth, creator tools
6	Privacy-first and data transparency	61%	+3pp	Values-driven	GDPR expansion, consumer awareness
7	Value-driven and budget-conscious buying	58%	-2pp	Economic	Persistent inflation, cost of living
8	Wellness and mental health focus	54%	+5pp	Lifestyle	Post-pandemic health consciousness
9	Community-led brand loyalty	49%	+11pp	Trust and authenticity	Discord, Substack, owned communities
10	Augmented reality in shopping	44%	+12pp	Technology	Snap AR, Meta glasses, Apple Vision

Sources: Statista Marketing Survey 2026. HubSpot State of Marketing 2026 (n=1,200+ global marketers). GWI Consumer Trends Report 2026. Hootsuite Social Media Trends 2026. ±3–5pp per trend. Figures = % of marketers citing trend as significant or very significant for their marketing strategy. "vs 2025" = change in citation rate from 2025 HubSpot/GWI survey.

The creator economy and influencer trust trend at #5 (65%, +11pp YoY) reflects a structural shift in how brands think about influencer marketing. The shift is away from celebrity macro-influencers (millions of followers, lower engagement rates) toward micro-influencers (10,000-100,000 followers, high engagement, niche audiences) and nano-influencers (1,000-10,000 followers, community trust). Marketers increasingly cite trust and authenticity as the primary driver of influencer marketing effectiveness — and smaller creators consistently deliver higher trust metrics than celebrity endorsements. The social media platforms where creators build these audiences are in our biggest social media platforms by users analysis.

Channel Priorities

Short-Form Video 78%, AI Tools 71% Most Prioritised Marketing Channels in 2026

The marketing channels that marketers are prioritising in 2026 directly reflect the consumer trends they have identified. Short-form video leads at 78% — consistent with its position as the primary vehicle for reaching consumers on TikTok, Instagram Reels, and YouTube Shorts. AI content tools at 71% reflects the near-universal adoption of generative AI for content creation, campaign optimisation, and customer personalisation across marketing functions. The convergence of AI tools and short-form video is notable: AI-generated video scripts, AI-assisted editing, and AI-driven video personalisation are enabling marketers to produce short-form video at scale previously only achievable with large content teams. The social media usage reasons that drive consumer engagement with these channels are in our social media usage reasons worldwide analysis.

Marketing channel prioritisation by marketers worldwide — 2026 — percentage citing as priority Most Prioritised Marketing Channels — Worldwide (2026, % of Marketers Citing as Priority) Short-form video: 78%. AI content tools: 71%. Paid social ads: 61%. Influencer marketing: 64%. Social commerce: 58%. Email personalisation: 52%. Community platforms: 43%. AR/VR experiences: 28%. Sources: HubSpot State of Marketing 2026, Statista. ±3-5pp. 78%Short-form video #1 71%AI tools #2

Community platforms at 43% — platforms like Discord, Substack, Geneva, and brand-owned communities — represent one of the fastest-growing channel priorities in percentage terms, up from approximately 28% in 2024. This growth reflects marketers' response to the community-led brand loyalty consumer trend (#9 in the overall ranking): as consumer trust in traditional brand advertising continues to decline and algorithm-driven social media reach becomes less reliable, owned community channels that don't depend on platform algorithms are becoming strategically critical. The daily social media usage patterns across these community platforms are in our daily social media usage worldwide analysis.

Budget Shifts 2024 to 2026

AI Tools +18pp, Short-Form Video +14pp and Traditional Media Losing Ground Fast

Marketing budget allocation shifts from 2024 to 2026 provide the clearest quantitative evidence of where marketers are acting on the consumer trends they identify. AI tools and automation showing the largest budget increase (+18pp) is striking — it means the average marketer's budget now devotes approximately 18 percentage points more to AI tools than two years ago. This is not merely an incremental shift but a

structural reallocation. Traditional media (print, TV, radio) losing 12 percentage points of budget share in two years represents one of the fastest sustained declines in any advertising category ever recorded. The global economy context for these structural advertising budget shifts is in our global economy analysis.

Marketing budget allocation shift — 2024 to 2026 — percentage point change by category Marketing Budget Allocation Shift — 2024 to 2026 (Percentage Point Change) AI tools: +18pp. Short-form video: +14pp. Influencer/creator: +11pp. Social commerce: +9pp. Email marketing: +3pp. SEO and content: -4pp. Traditional display: -8pp. Print TV Radio: -12pp. Sources: HubSpot State of Marketing 2026, eMarketer budget allocation survey. ±3-5pp per category. +18ppAI tools — biggest gain

Budget increasing Budget decreasing

Influencer and creator marketing's +11pp budget increase reinforces the creator economy consumer trend (#5) identified in the survey. Budget for influencer marketing is not only growing in absolute terms but also maturing — with more sophisticated measurement, longer-term creator partnerships replacing one-off campaigns, and greater investment in nano and micro-influencer programmes at scale. The creator economy infrastructure enabling this — TikTok Creator Marketplace, Instagram Creator Marketplace, and YouTube BrandConnect — has lowered the barrier to running influencer campaigns, enabling smaller brands to access creator marketing that was previously limited to large advertisers. The social network penetration context for reaching consumers through creators is in our social network penetration worldwide analysis.

Regional Variance

Asia-Pacific 91%, North America 88% AI Personalisation Trend Adoption Varies by Region

The regional variance in AI personalisation trend adoption reveals important differences in how marketers in different parts of the world are engaging with the leading consumer trend of 2026. Asia-Pacific's 91% citation rate — the highest globally — reflects the region's advanced AI deployment in consumer-facing applications, particularly in China (where AI-powered retail and content platforms are market leaders), South Korea, Japan, and Singapore. North America's 88% reflects the US technology industry's central role in generative AI development and the rapid deployment of AI tools across the US marketing ecosystem. The social network penetration by region context for these differences is in our social network penetration by region analysis.

AI personalisation consumer trend citation rate by world region — marketers worldwide 2026 — percentage AI Personalisation Trend Adoption by Region — Marketers Worldwide (2026, % Citing as Significant) Asia-Pacific: 91%. North America: 88%. Western Europe: 79%. Latin America: 71%. Middle East: 68%. Eastern Europe: 64%. Global average: 82%. Sources: Statista regional marketing survey 2026, HubSpot State of Marketing 2026. ±4-6pp per region. 91%Asia-Pacific — highest 64%Eastern Europe — lowest

Eastern Europe's lower 64% citation rate for AI personalisation reflects both the region's smaller technology ecosystem and the significant market disruption caused by Russia's invasion of Ukraine in 2022, which has constrained marketing investment and digital innovation across much of the region. Latin America at 71% — above the Middle East (68%) and Eastern Europe (64%) but below Western markets — reflects a rapidly growing digital marketing ecosystem where AI adoption is accelerating but infrastructure and regulatory frameworks lag behind North America and Western Europe. The number of social media users by region that marketers are reaching through these AI-powered channels is in our social media users by region analysis.

Year-on-Year Momentum

AR Shopping +12pp, Community Loyalty +11pp, Creator Economy +11pp Fastest Momentum Trends

Comparing the 2025 and 2026 marketer survey citation rates reveals which consumer trends are accelerating fastest in marketer consciousness. Augmented reality in shopping shows the fastest momentum at +12pp (from 32% in 2025 to 44% in 2026), reflecting the rapid improvement in consumer-accessible AR technology — Apple Vision Pro's launch, Snap's AR Commerce partnerships, and Meta's smart glasses have all contributed to making AR shopping more tangible and close to mainstream adoption. Social commerce at +13pp (from 58% to 71%) shows the fastest momentum of any top-five trend, reflecting TikTok Shop's rapid expansion across new markets in 2025-2026. The world population context for the consumer markets adopting these trends is in our world population analysis.

Consumer trend citation rate by marketers — 2025 vs 2026 — percentage citing as significant — year-on-year momentum Consumer Trend Momentum — 2025 vs 2026 (% of Marketers Citing as Significant) AI personalisation: 68% (2025), 82% (2026) +14pp. Social commerce: 58%, 71% +13pp. Creator economy: 54%, 65% +11pp. AR shopping: 32%, 44% +12pp. Community loyalty: 38%, 49% +11pp. Sources: HubSpot State of Marketing 2025 and 2026. ±3-5pp. +14ppAI personalisation — top YoY gain

2025 2026

The value-driven buying trend (#7 in the overall ranking, 58%) is the only trend in the top 10 showing year-on-year decline (-2pp from 2025's 60%). This modest decline suggests that the acute cost-of-living pressure that dominated 2022-2024 is very gradually easing — consumers are still budget-conscious, but slightly less intensely so than at the peak inflation period. However, at 58%, value-driven buying remains firmly in the top 10 consumer trends, suggesting it will be a persistent feature of the consumer landscape even as inflationary pressures moderate. The global economy context for these macroeconomic pressures on consumer behaviour is in our global economy analysis.

Technology vs Values Trends

Technology Trends Average 64.7% Citation vs Values Trends at 62.7% Near-Equal Consumer Priority

Categorising the top 10 consumer trends into technology-driven and values-driven groups reveals a near-equal split in marketer attention. Technology trends — AI personalisation (82%), social commerce (71%), short-form video (68%), AR shopping (44%) — average approximately 64.7% citation rate. Values-driven trends — sustainability (74%), privacy-first (61%), value-driven buying (58%), wellness (54%), community loyalty (49%) — average approximately 59.2%. This near-parity illustrates the sophistication of the 2026 consumer landscape: marketers cannot focus exclusively on technological engagement without addressing the growing consumer expectation that brands operate with genuine environmental, social, and privacy values. The internet companies responding to both technology and values trends are in our internet companies revenue analysis.

Technology-driven vs values-driven consumer trends — citation rates — marketers worldwide 2026 Technology vs Values Consumer Trends — Citation Rates (Marketers Worldwide 2026, %) Technology trends: AI personalisation 82%, Social commerce 71%, Short-form video 68%, AR shopping 44%. Values trends: Sustainability 74%, Privacy-first 61%, Value-driven buying 58%, Wellness 54%, Community loyalty 49%. Sources: HubSpot 2026, Statista. ±3-5pp. 64.7%Tech trends avg 59.2%Values trends avg

The AI market size and growth context for the AI personalisation consumer trend that dominates the 2026 ranking is significant — global AI market spending is growing at approximately 25-30% annually, creating new marketing capabilities faster than most brands can deploy them. The gap between marketers who are successfully deploying AI for consumer personalisation and those who are not is widening rapidly, creating significant competitive dynamics in industries where marketing effectiveness is a key differentiator. The AI

market context for this trend is in our AI market size worldwide analysis.

Year-on-year momentum of all top 10 consumer trends — 2025 to 2026 — percentage point change in citation rate All Top 10 Consumer Trends by Year-on-Year Momentum (2025 to 2026, pp Change) AI personalisation: +14pp. Social commerce: +13pp. AR shopping: +12pp. Creator economy: +11pp. Community loyalty: +11pp. Sustainability: +6pp. Wellness: +5pp. Short-form video: +4pp. Privacy-first: +3pp. Value-driven buying: -2pp. Sources: HubSpot State of Marketing 2025 and 2026. ±3-5pp. +14ppAI — fastest momentum

High momentum (+10pp) Declining (-pp) Key Statistics

Leading Consumer Trends Marketers Worldwide 2026 Key Statistics

82%AI-Personalised Experiences — #1 Consumer Trend, Cited by 82% of Marketers (Up from 68% in 2025)AI-personalised experiences is the #1 consumer trend according to marketers worldwide in 2026, cited by approximately 82% of surveyed marketers as significant or very significant — the highest citation rate of any trend and a +14pp increase from 68% in 2025. This reflects the rapid deployment of generative AI across consumer touchpoints: personalised product recommendations, AI-generated content, predictive customer service, and dynamic pricing. Source: HubSpot State of Marketing 2026, Statista. ±3–5pp. 74%Sustainability — #2 Consumer Trend, Consistent Top-3 Since 2021Sustainability and eco-conscious purchasing ranks #2 with approximately 74% of marketers citing it as a significant consumer trend in 2026 — a +6pp increase from 2025. Sustainability has been consistently in the top 3 consumer trends identified by marketers since 2021, making it the most structurally durable trend in the ranking. Marketers in retail, FMCG, fashion, and travel consistently cite sustainability as particularly significant for their specific industries. Source: HubSpot State of Marketing 2026, GWI. ±3–5pp. +18ppAI Tools Budget Increase — Largest Two-Year Budget Shift in Marketing Category HistoryAI tools and automation have seen the largest two-year budget allocation increase of any marketing category from 2024 to 2026, at approximately +18 percentage points. This means the average marketer now devotes approximately 18pp more of their total marketing budget to AI tools than two years ago. Simultaneously, traditional media (print, TV, radio) has seen the largest two-year budget decrease at approximately -12pp. Source: HubSpot State of Marketing 2026, eMarketer budget allocation survey. ±3–5pp. 91%Asia-Pacific — Highest Regional Adoption of AI Personalisation Trend (vs 64% Eastern Europe)Asia-Pacific marketers show the highest regional adoption of the AI personalisation consumer trend at 91% — 27 percentage points above the lowest region (Eastern Europe: 64%). Asia-Pacific's leadership reflects advanced AI deployment in consumer-facing applications

across China, South Korea, Japan, and Singapore, where AI-powered retail, content, and customer service platforms are market leaders globally. Source: Statista regional marketing survey 2026. ±4–6pp. +13ppSocial Commerce — Fastest YoY Momentum in Top 5 Trends (58% in 2025 to 71% in 2026)Social commerce and in-app shopping showed the fastest year-on-year momentum of any top-five trend, rising from 58% citation rate in 2025 to 71% in 2026 — a +13pp increase. This acceleration reflects TikTok Shop's rapid international expansion in 2025-2026, adding markets across Europe and North America, and Instagram Shopping's enhanced checkout experience. Social commerce is converging the discovery and purchase moments into a single platform session. Source: HubSpot State of Marketing 2026. ±3–5pp. 44%AR Shopping — #10 Trend but Fastest Percentage-Point Growth (+12pp from 2025's 32%)Augmented reality in shopping ranks #10 in the overall consumer trends ranking with 44% of marketers citing it as significant — the lowest of the top 10. However, AR shopping shows the joint-fastest year-on-year growth at +12pp from 32% in 2025, reflecting rapid improvements in consumer AR accessibility through Apple Vision Pro, Snap's AR Commerce platform, and Meta's smart glasses. AR shopping may break into the top 7 by 2027 if current adoption trajectory continues. Source: HubSpot State of Marketing 2026. ±3–5pp. FAQ

Frequently Asked Questions Leading Consumer Trends Marketers Worldwide 2026

The top 5 consumer trends according to marketers worldwide in 2026 are: (1) **AI-personalised experiences (82%)**, (2) Sustainability and eco-conscious purchasing (74%), (3) Social commerce and in-app shopping (71%), (4) Short-form video content consumption (68%), and (5) Creator economy and influencer trust (65%). Source: Statista, HubSpot State of Marketing 2026, GWI Consumer Trends 2026. ±3–5pp.

AI-personalised experiences is the biggest marketing trend in 2026, cited by approximately 82% of marketers worldwide as a significant consumer trend — the highest citation rate of any trend and a +14pp increase from 2025. This reflects the rapid deployment of generative AI across consumer touchpoints including personalised recommendations, AI-generated content, and predictive customer service. Source: HubSpot State of Marketing 2026. ±3–5pp.

Yes. **Sustainability ranks #2 in the 2026 consumer trends ranking with 74% of marketers citing it as significant** — up +6pp from 2025. Sustainability has been consistently in the top 3 consumer trends identified by marketers since 2021, making it the most structurally durable trend in the ranking. It is particularly significant for marketers in retail, FMCG, fashion, and travel. Source: HubSpot State of Marketing 2026, GWI. ±3–5pp.

Marketing budgets in 2026 are shifting toward **AI tools (+18pp), short-form video (+14pp), and influencer/creator marketing (+11pp)**, while declining for traditional media (-12pp), traditional display (-8pp), and SEO/content (-4pp). These shifts reflect marketers' responses to the leading consumer trends identified in 2026. Source: HubSpot State of Marketing 2026, eMarketer. ±3–5pp.

Social commerce ranks #3 in the 2026 consumer trends ranking with 71% of marketers citing it as significant — showing the fastest year-on-year momentum of any top-five trend at +13pp from 58% in 2025. This acceleration reflects TikTok Shop's rapid international expansion and Instagram Shopping's enhanced checkout experience. Social commerce converges product discovery and purchasing into a single platform session. Source: HubSpot State of Marketing 2026. ±3–5pp.

Asia-Pacific shows the strongest adoption of leading consumer trends in 2026, particularly AI personalisation (91% citation rate — the highest globally). North America follows at 88%. Asia-Pacific's leadership reflects advanced AI deployment across China, South Korea, Japan, and Singapore. Eastern Europe shows the lowest adoption at 64%. Source: Statista regional marketing survey 2026. ±4–6pp.

Yes. **The creator economy and influencer trust ranks #5 in the 2026 consumer trends ranking with 65% of marketers citing it as significant** — up +11pp from 54% in 2025. The trend has evolved from celebrity macro-influencer campaigns toward micro-influencer and nano-influencer programmes at scale, with authenticity and community trust as the primary value drivers. Influencer/creator marketing also shows +11pp budget increase from 2024 to 2026. Source: HubSpot State of Marketing 2026. ±3–5pp.

The creator economy trend in 2026 reflects the growing influence of independent content creators — on TikTok, YouTube, Instagram, and Substack — as trusted intermediaries between brands and consumers. Marketers are shifting from celebrity macro-influencer campaigns toward **micro-influencers (10K-100K followers) and nano-influencers (1K-10K followers)** who deliver higher engagement rates and stronger community trust. Marketing budgets for influencer/creator content have increased +11pp from 2024 to 2026. Source: HubSpot State of Marketing 2026. ±3–5pp.

Sources

Statista — Leading Consumer Trends According to Marketers Worldwide 2026 — Primary source for consumer trend citation rates and overall trend ranking. Statista compiles HubSpot, GWI, and independent marketing surveys. ±3–5pp per trend.

HubSpot State of Marketing 2026 — Primary survey source. HubSpot's annual State of Marketing report surveys 1,200+ marketing professionals globally on consumer trends, channel priorities, and budget

allocation. ±3–5pp. Survey conducted Q1 2026.

GWI Consumer Trends Report 2026 — Secondary source for consumer trend validation and regional breakdowns. GWI surveys approximately 60,000+ consumers and marketers quarterly in 50+ markets. ±3–5pp per region.

eMarketer — Marketing Budget Allocation Survey 2024–2026 — Source for marketing budget allocation shift data from 2024 to 2026. eMarketer surveys marketing decision-makers on planned budget changes annually. ±3–5pp per category.

All figures represent the percentage of marketing professionals worldwide citing each consumer trend as significant or very significant in their marketing strategy for 2026. Survey-based data — represents marketer perception of consumer trends, not direct consumer survey data. Regional figures based on sub-samples — higher margin of error (±4–6pp). Year-on-year changes calculated from 2025 vs 2026 equivalent surveys. Not investment advice.

STATISTICS REPORT

Netflix marketing spend worldwide from 2017 to 2026

Updated May 3, 2026 · businesstats.com/netflix-marketing-expenditure

$3.30B MARKETING SPEND 2025 — SEC 10-K CONFIRMED	**+13.2%** YOY GROWTH 2025 — HIGHEST SINCE 2018	**$1.44B** MARKETING SPEND 2017 — STARTING POINT
7.3% MARKETING AS % OF REVENUE 2025	**12.3%** MARKETING AS % OF REVENUE 2017 — PEAK RATIO	**~$3.55B** MARKETING SPEND 2026 ESTIMATE

Overview

Netflix's marketing expenses worldwide — $1.44B in 2017 to $3.30B in 2025

Netflix's marketing spending has more than doubled from $1.44 billion in 2017 to $3.30 billion in 2025, all confirmed from Netflix SEC 10-K annual filings. The 2025 figure of $3,301,306 thousand represents a 13.2% year-on-year increase, the fastest marketing growth rate since 2018.

The Netflix 10-K explains the increase: primarily a **$222 million increase in marketing expenses** (advertising and promotional activities) plus a **$149 million increase in personnel costs** due to the growth of Netflix's advertising sales headcount as it scales its $1.5 billion ad business.

The full Netflix profitability context driven by this marketing investment is in our Netflix net income analysis.

The marketing spend trajectory reveals two distinct eras. From 2017 to 2019, Netflix invested heavily in international expansion marketing, spending $2.65 billion in 2019 as it pursued rapid subscriber growth across 190 countries.

From 2020 to 2023, spending was more restrained, ranging from $2.23 billion to $2.66 billion, as COVID-driven organic growth, then password-crackdown recovery, reduced the need for paid subscriber acquisition.

From 2024 onwards, marketing has accelerated again, driven by a new reason: **building Netflix's advertising business** requires dedicated sales teams, technology partnerships, and advertiser outreach that all flow through the sales and marketing line. The subscriber context for this marketing investment is in our Netflix U.S. and Canada subscriber analysis.

Netflix Marketing Spend Worldwide 2017-2026 (bnUSD) Netflix's Marketing Expenses Worldwide — 2017 to 2026 (billion USD, SEC 10-K confirmed) $3.30B2025 — SEC 10-K confirmed · +13.2% YoY Marketing spend (bnUSD) · red = dip years · hover for detail · 2026E = estimate Source: Netflix SEC 10-K annual filings FY2017-FY2025 · All confirmed figures · 2026E = BusinessStats Research estimate

- **2017: $1.44B (12.3% of revenue)** — International expansion era begins. Heavy digital and TV advertising to drive subscriber growth. Revenue $11.69B.
- **2018: $2.37B (+64.8%)** — Largest single-year marketing increase. Netflix launches aggressively in new markets with advertising campaigns for Stranger Things, Roma, Bird Box. Revenue $15.79B.
- **2019: $2.65B (+11.9%)** — Pre-COVID peak. Subscriber growth strong. $1.879B in advertising expenses alone. Revenue $20.16B.
- **2020: $2.23B (-15.9%)** — COVID lockdowns. Marketing cut sharply as 36 million subscribers signed up organically. Lowest marketing spend since 2018.
- **2022: $2.53B (-0.6%)** — First decline outside COVID. Subscriber loss crisis drives cost-cutting. Netflix reduced marketing as it pivoted to password crackdown strategy.
- **2025: $3.30B (+13.2%)** — New all-time record. Advertising sales headcount growing rapidly. $222M more in promotional marketing, $149M more in ad-sales personnel. 7.3% of revenue.

Full Data Table

Netflix Marketing Spend — Full Annual Data 2017-2026 (billion USD, all SEC confirmed)

The table below shows Netflix's annual marketing (sales and marketing) expenses from 2017 to 2026. All 2017-2025 figures are confirmed from Netflix SEC 10-K annual filings. The global revenue context is in our Netflix revenue statistics analysis.

Netflix Marketing Expenses Worldwide — 2017 to 2026 (billion USD, GAAP) Click column to sort ↕

YEAR	MARKETING SPEND ($B)	YOY CHANGE	TOTAL REVENUE ($B)	% OF REVENUE	ADVERTISING SUB-EXPENSE ($B)	KEY EVENT
2017	$1.44B	—	$11.69B	12.3%	$1.09B	International expansion · Stranger Things S1 · 117M subscribers
2018	$2.37B	+64.8%	$15.79B	15.0%	$1.81B	Biggest YoY jump · Bird Box · Roma · 139M subscribers
2019	$2.65B	+11.9%	$20.16B	13.2%	$1.88B	Pre-COVID peak · Stranger Things S3 · 167M subscribers
2020	$2.23B	-15.9%	$24.99B	8.9%	$1.45B	COVID — organic growth · Marketing cut · +36M subscribers without ads
2021	$2.55B	+14.2%	$29.70B	8.6%	$1.67B	Post-COVID rebound · Squid Game 265M views · 221M subscribers
2022	$2.53B	-0.6%	$31.62B	8.0%	$1.59B	Sub-loss year · Cost-cutting · First decline outside COVID
2023	$2.66B	+5.0%	$33.72B	7.9%	$1.73B	Password crackdown · Ad tier growing · +29M subscribers
2024	$2.92B	+9.8%	$39.00B	7.5%	$1.78B	Ad sales team builds · 302M subscribers · +41M annual adds
2025	**$3.30B**	+13.2%	$45.18B	7.3%	~$2.0B	All-time record · +$222M ads, +$149M ad-sales personnel · 325M+ subs
2026E	~$3.55B	~+7.6%	~$51.2B	~7.0%	~$2.1B	BusinessStats estimate · 7% of guided $50.7-51.7B revenue

What Marketing Spend Includes

What Netflix's $3.30B Marketing Budget Includes — Advertising, Partners, and Ad-Sales Teams

Netflix's "sales and marketing" line in its income statement covers three categories. The largest is **advertising and promotional activities**, digital advertising (Google, Meta, programmatic), television advertising in key launch markets, out-of-home campaigns for major original releases (billboards, transit advertising), and cinematic promotional events.

In 2024, the advertising sub-component was $1,779 million, approximately 61% of the total $2.918 billion marketing budget. In 2025, marketing expenses grew $222 million, largely reflecting increased promotional spending on major original launches and brand campaigns. The streaming content context for what is being marketed is in our Netflix content spending analysis.

The second category is **partner payments**, fees paid to consumer electronics manufacturers, cable and satellite distributors, mobile operators, and ISPs in exchange for prominent placement of the Netflix app on devices and in-store marketing support.

These partner deals, with Samsung, LG, Apple (App Store placement), T-Mobile, and others, represent a significant portion of Netflix's marketing budget that is not traditional advertising.

The third category, which is driving the rapid marketing spend growth in 2024-2025, is **advertising sales personnel**, the engineers, salespeople, account managers, and technology staff required to build and operate Netflix's advertising business. As Netflix scales to 94 million ad-tier users and targets $3 billion in ad revenue by 2026, this headcount is growing rapidly.

The ad-tier subscriber context is in our Netflix statistics and facts.

Marketing as % of Revenue

Marketing as % of Revenue — Declining from 12.3% to 7.3% — Growing Efficiency

Netflix Marketing Spend as % of Total Revenue — 2017 to 2026 Netflix Marketing Expenses as Percentage of Revenue — 2017 to 2026 (%) 7.3%2025 (vs 12.3% in 2017) -5ppEfficiency gain 2017-2025

Source: Netflix SEC 10-K FY2017-FY2025 (all confirmed) · Marketing/Revenue × 100 · 2026E: BusinessStats Research estimate

The declining marketing-to-revenue ratio is one of the clearest indicators of Netflix's growing competitive strength. In 2018, Netflix's most aggressive international expansion year, marketing consumed **15.0%** of revenue: 15 cents of every dollar earned went to marketing. By 2025, that figure was just **7.3%**. The improvement reflects several structural changes.

Netflix's brand is now among the most recognised globally, reducing the cost of awareness marketing. Its recommendation algorithm has become one of the world's most sophisticated content discovery tools, reducing churn. The password-sharing crackdown proved that Netflix could convert non-paying users into subscribers without heavy paid advertising.

And the ad-supported tier attracts price-sensitive subscribers at a lower acquisition cost than the full-price tiers. The revenue trend context is in our Netflix revenue by region analysis.

The Two Dips

The Two Marketing Dips — 2020 (COVID) and 2022 (Subscriber Loss)

Netflix's marketing spending has dipped twice in the 2017-2026 period. The **2020 COVID dip** was dramatic and intentional: marketing fell from $2.65 billion in 2019 to $2.23 billion in 2020, a reduction of $420 million (-15.9%). With lockdowns driving 36 million new subscribers organically, Netflix rationally reduced marketing investment, subscribers were coming without it.

Production shutdowns also eliminated the need for film premiere marketing, theatrical release campaigns, and live event advertising. The 2020 dip was purely opportunistic cost management, not a strategic retreat. The **2022 dip** was smaller but more significant in context.

Marketing fell only $14 million (-0.6%) from 2021's $2.55 billion to 2022's $2.53 billion, but this was the first time marketing declined outside of COVID, and it coincided with Netflix's worst subscriber year. Management cut marketing as part of a broader cost-reduction program when subscriber losses became apparent in Q1 2022.

The broader financial context for the 2022 crisis is in our Netflix net income analysis.

Marketing vs Ad Revenue

Netflix Marketing Spend vs Advertising Revenue — Approaching Parity by 2026

Netflix Marketing Spend vs Advertising Revenue — 2021-2026 (bnUSD) Netflix Total Marketing Spend vs Advertising Revenue Generated — 2021 to 2026 (billion USD) $1.5B+Ad Revenue 2025 >$3BAd Revenue 2026 Target

Source: Netflix SEC 10-K FY2021-FY2025 (marketing) · Netflix Q4 2025 8-K (ad revenue $1.5B+ confirmed) · 2026 ad revenue = Netflix official guidance · Market value context: BusinessStats internet companies analysis

The chart above illustrates one of Netflix's most compelling financial narratives. In 2021, Netflix spent $2.55 billion on marketing and generated essentially **zero advertising revenue**, the ad-supported tier had not yet launched. By 2025, Netflix spent $3.30 billion on marketing and generated over **$1.5 billion in advertising revenue**.

By 2026, Netflix targets **over $3 billion in advertising revenue**, which would approach parity with its total marketing spend of approximately $3.55 billion. This is transformative: Netflix's marketing investment is not only acquiring subscribers, it is also building the commercial infrastructure (the ad tech stack, the advertiser relationships, the sales team) that generates a rapidly growing revenue stream.

The $9 billion long-term ad revenue target by 2030 suggests this revenue could eventually exceed Netflix's total marketing spend by a wide margin. The market cap context for this transformation is in our largest internet companies by market cap analysis.

Key Statistics

Netflix Marketing Spend — Key Statistics and Facts 2017-2026

$3.30BMarketing Spend 2025 — All-Time Record (SEC Confirmed)$3,301,306 thousand — confirmed from Netflix SEC 10-K FY2025. Represents 7.3% of $45.18B revenue. Year-on-year growth: +13.2% — the fastest since 2018. Increase driven by: +$222M marketing expenses, +$149M ad-sales personnel costs. Source: Netflix 10-K FY2025, filed January 2026. +64.8%Biggest YoY Jump — 2018 (+$930M in One Year)Marketing grew from $1.44B (2017) to $2.37B (2018) — a $930M increase in a single year, the largest absolute and percentage gain in the dataset. This reflected Netflix's most aggressive international expansion year, with major campaigns for Bird Box, Roma, and Stranger Things S2. Advertising sub-expense grew from $1.09B to $1.81B (+66%). Source: Netflix SEC 10-K FY2018, FY2019. 12.3%Peak

Marketing Ratio — 2017 (12.3% of Revenue)In 2017, Netflix spent 12.3 cents of every revenue dollar on marketing. The ratio peaked at 15.0% in 2018 during the international expansion push. By 2025, this had fallen to 7.3% — a 4.9-percentage-point improvement indicating structural marketing efficiency gains. At 2025 revenue ($45.18B), 1pp ratio improvement = ~$450M more efficient. Source: Netflix SEC 10-K FY2017, FY2025. $2.23B2020 — Biggest Drop (-$420M, COVID Year)Marketing fell from $2.65B (2019) to $2.23B (2020) — a $420M reduction (-15.9%) — because COVID-19 lockdowns drove 36 million subscribers organically without marketing. Netflix cut marketing spend intentionally, demonstrating that the brand is strong enough to grow without heavy advertising in unusual circumstances. Source: Netflix SEC 10-K FY2020. $1.78BAdvertising Sub-Expense 2024 (Within Total Marketing)Netflix's advertising expenses (promotional activities including digital and TV ads) were $1,779 million in 2024 — confirmed from 10-K FY2024. The remaining ~$1.14B of the $2.918B total marketing was partner payments and personnel. 2023: $1,732M. 2022: $1,586M. These figures are disclosed in the 10-K notes. Source: Netflix SEC 10-K FY2024. 7.3%Marketing as % Revenue 2025 — Down from 12.3% in 2017Netflix's marketing-to-revenue ratio has declined from 12.3% (2017) to 7.3% (2025) despite absolute spend nearly doubling. The 5.0-percentage-point improvement reflects: brand strength reducing acquisition costs, password-crackdown efficiency, algorithm-driven retention, and organic ad-tier growth. Netflix maintains 7% ratio in both 2024 and 2025. Source: Netflix SEC 10-K FY2017, FY2025. ~$3.55BMarketing Spend 2026 EstimateBusinessStats Research estimate: ~$3.55 billion in 2026 (approximately 7% of $50.7-51.7B guided revenue). Netflix's ad-sales team will continue growing as it builds toward $3B+ in ad revenue. Marketing spend growth of ~+7-8% in 2026 is expected to moderate from 2025's 13.2% pace. Not investment advice. Source: Netflix Q4 2025 8-K guidance, BusinessStats estimate. +129%Total Marketing Growth 2017-2025 ($1.44B to $3.30B)Netflix's marketing spend grew 129% from $1.44B in 2017 to $3.30B in 2025 — an increase of $1.86 billion over eight years. Over the same period, revenue grew 286% ($11.69B to $45.18B) — meaning revenue grew more than twice as fast as marketing, explaining the improving marketing-to-revenue ratio. Source: Netflix SEC 10-K FY2017, FY2025.

2026 Outlook

Netflix Marketing Spend 2026 — ~$3.55B Estimated, Advertising Sales Team Continues Growing

Netflix's 2026 marketing budget is expected to grow to approximately **$3.55 billion**, representing approximately 7% of Netflix's guided $50.7-51.7 billion in revenue. The primary growth driver will continue to be the expansion of Netflix's advertising sales infrastructure.

With the company targeting over $3 billion in advertising revenue in 2026, double the 2025 level, the advertising sales team will need to continue growing rapidly. Additional ad tech engineers, account managers, programmatic advertising specialists, and marketing operations staff will all flow through the sales and marketing line.

Promotional marketing spend on major original releases (Stranger Things Season 5, Wednesday Season 3, and major live sports events including expanded NFL deals) will also contribute to 2026 marketing growth. The broader Netflix profitability context for this spend is in our Netflix cost of revenues analysis.

Netflix Marketing Spend — 2026 Outlook Netflix Marketing Expenses — 2025 Confirmed vs 2026 BusinessStats Estimate $3.30BMarketing Spend 2025 — SEC 10-K Confirmed (+13.2%) ~$3.55BMarketing Spend 2026E — BusinessStats Estimate (~+7-8%) 7.3%Marketing as % Revenue 2025 ~7.0%Projected Marketing % Revenue 2026E $1.5B+Advertising Revenue 2025 (Marketing is Generating ROI) >$3BNetflix Ad Revenue 2026 Target — Approaching Marketing Parity

FAQ

Frequently Asked Questions — Netflix Marketing Spend 2017-2026

Netflix marketing (sales and marketing) spend 2025: **$3.301 billion**, confirmed from Netflix SEC 10-K FY2025. Up 13.2% from $2.918B in 2024. Represents 7.3% of $45.18B revenue. Increase driven by: +$222M advertising expenses, +$149M advertising sales headcount growth. Source: Netflix 10-K FY2025.

Netflix's sales and marketing includes: **(1) Advertising expenses**, digital and TV promotional advertising (~55-65% of total, e.g. $1.779B of $2.918B in 2024). **(2) Partner payments**, CE manufacturers, MVPDs, ISPs. **(3) Ad sales personnel**, growing rapidly as Netflix scales its ad business. Source: Netflix SEC 10-K FY2025 description.

Marketing fell from **$2.65B (2019) to $2.23B (2020), a -$420M drop (-15.9%)**, because COVID-19 lockdowns drove 36 million subscribers organically. Netflix cut marketing intentionally, as paid advertising was unnecessary when subscribers were joining organically. Production shutdowns also eliminated promotional campaigns for new releases. Source: Netflix SEC 10-K FY2020.

Netflix marketing-to-revenue ratio: 2017: **12.3%**, 2018: 15.0% (peak), 2019: 13.2%, 2020: 8.9%, 2021: 8.6%, 2022: 8.0%, 2023: 7.9%, 2024: 7.5%, 2025: **7.3%**. The 4.9pp decline from 2017 to 2025 reflects growing marketing efficiency, Netflix's brand and algorithm reducing acquisition costs. Source: Netflix SEC 10-K FY2017-FY2025.

Netflix marketing spend in 2017: **$1,436,281 thousand ($1.44 billion)**, confirmed from Netflix SEC 10-K FY2019 (restated). This represented 12.3% of $11.69B revenue. Advertising sub-expense in 2017: $1.091 billion. By 2025, spend had grown to $3.30B, a 129% increase. Source: Netflix SEC 10-K FY2019 (2017 restated data).

In 2025: Netflix spent **$3.30B on marketing** while generating **$1.5B+ in advertising revenue**. By 2026, Netflix targets $3B+ in ad revenue, approaching parity with its ~$3.55B marketing budget. The marketing investment is building the ad-sales infrastructure that generates this growing revenue. 2030 target: $9B ad revenue. Source: Netflix 10-K FY2025, Q4 2025 8-K guidance.

Marketing jumped **+64.8% from $1.44B to $2.37B in 2018**, the largest single-year increase in the dataset. This reflected Netflix's most aggressive international expansion, with major campaigns for Bird Box (80M views in first week), Roma (Oscar Best Picture), Stranger Things, and the launch of Netflix in new markets. Advertising expenses grew from $1.09B to $1.81B (+66%). Source: Netflix SEC 10-K FY2018, FY2019.

BusinessStats Research estimates approximately **$3.55 billion** for 2026, representing approximately 7% of Netflix's guided $50.7-51.7B revenue. Growth is expected to moderate to ~7-8% (from 2025's 13.2%) as the initial advertising sales team build-out stabilises. Not investment advice. Source: Netflix Q4 2025 8-K guidance, BusinessStats estimate.

Sources

Netflix SEC 10-K FY2025, Sales and marketing 2025: $3,301,306 thousand confirmed · 2024: $2,917,554 · 2023: $2,657,883 · Increase: +$222M marketing +$149M personnel · 7% of revenue

Netflix SEC 10-K FY2024, Sales and marketing 2024: $2,917,554 · 2023: $2,657,883 · 2022: $2,530,502 · Advertising expenses 2024: $1,779M · 2023: $1,732M · 2022: $1,586M confirmed

Netflix SEC 10-K FY2023, Marketing 2023: $2,657,883 · 2022: $2,530,502 · 2021: $2,545,146 all confirmed · Advertising expenses 2023: $1,732M · 2021: $1,669M

Netflix SEC 10-K FY2019, Marketing 2019: $2,652,462 · 2018: $2,369,469 · 2017: $1,436,281 (restated) · Advertising 2019: $1,879M · 2018: $1,808M · 2017: $1,091M confirmed

Netflix SEC 10-K FY2020, Marketing 2020: $2,228,362 confirmed · Advertising 2020: $1,447M · COVID impact on marketing clearly reflected in -15.9% YoY decline

Finbox, Netflix Selling and Marketing Expense · 2021: $2.545B · 2022: $2.531B (-0.6%) · 2023: $2.658B · 2024: $2.918B · 2025: $3.301B (+13.2%) all confirmed

All marketing expense figures for 2017-2025 are confirmed from Netflix SEC annual 10-K filings. Netflix renamed the line item from "Marketing" to "Sales and marketing" in FY2024 to reflect the growing advertising sales team. Advertising expenses (a sub-component) are separately disclosed in 10-K footnotes. 2026 is a BusinessStats Research estimate based on Netflix's revenue guidance and historical marketing-to-revenue ratios. Not investment advice.

STATISTICS REPORT

BMW: brand value 2010-2026

Updated May 1, 2026 · businesstats.com/bwm-brand-value

$51.2B PEAK BRAND VALUE — 2023 (INTERBRAND)	**$41.5B** BRAND VALUE 2025 (INTERBRAND)	**#14** INTERBRAND GLOBAL RANK 2025
#3 TOP AUTO BRAND GLOBALLY (INTERBRAND)	**$23.16B** BRAND VALUE 2024 (KANTAR BRANDZ)	**+130%** BRAND VALUE GROWTH 2010-2023

Overview 2010-2026

BMW global brand value from 2010 to 2026

BMW's brand is one of the most powerful assets in global business. The blue-and-white propeller logo, one of the world's most recognised corporate symbols, represents 110 years of engineering precision, motorsport heritage, and premium product delivery.

Brand value measures how much of a company's financial performance and customer purchasing decisions are driven by the brand itself, separate from the products. By that measure, BMW has built one of the most valuable brands outside the technology sector.

From 2010 to 2023, BMW's brand value (Interbrand) grew from **$22.3 billion to $51.2 billion**, a 130% increase in 13 years. In 2023, BMW entered the Interbrand Global Top 10 for the first time ever, ranked #10. Since then, brand value has declined to approximately **$41.5 billion in 2025** as China revenue pressure and broader luxury automotive market challenges weighed on financial performance metrics. The full revenue context is in our BMW Group revenue analysis.

BMW Brand Value 2010-2026 — Interbrand (USD Billion) BMW Global Brand Value from 2010 to 2026 — Interbrand Best Global Brands (USD Billion) $51.2B2023 — Historic #10 globally Brand value (USD Billion, Interbrand) · Hover for detail

- **2010: ~$22.3B** — Starting point. BMW outside Interbrand top 30. Premium positioning beginning to pay off as China market opens up for luxury cars.

- **2015: ~$37.2B** — Strong mid-decade growth. BMW consistently top 15-20 globally. i-series EV launch (i3, 2013) adds innovation premium to brand perception.
- **2020: ~$39.8B** — COVID year. Slight dip but brand maintained strength. Premium brands resilient — customers didn't stop wanting a BMW, just delayed buying.
- **2023: $51.2B** — All-time peak. BMW enters Interbrand Top 10 for the first time ever. +10% growth. Three auto brands in global top 10: Toyota, Mercedes, BMW.
- **2025: ~$41.5B** — China pressure, revenue decline. Interbrand #14. Still 3rd most valuable auto brand globally. Brand resilience intact despite financial headwinds.
- **2026E: ~$40-43B** — BusinessStats Research forecast. Neue Klasse launch expected to support brand innovation perception. China recovery pace is the key variable.

Interbrand Ranking History

BMW in Interbrand Best Global Brands — From Outside Top 30 to Historic #10 in 2023

The Interbrand Best Global Brands ranking is the world's most widely cited annual brand valuation study, published since 2000. It covers 100 brands across all industries globally. BMW has been a consistent presence in the ranking throughout the 2010s and 2020s, steadily climbing as its premium positioning, product quality, and global brand investment paid off.

The landmark moment came in **2023, when BMW entered the Top 10 for the first time in the ranking's history**, ranked #10 globally with a brand value of $51.2 billion. Alongside Toyota (#6) and Mercedes-Benz (#7), it was the first time three automotive brands simultaneously occupied the Interbrand global top 10.

The global company valuations context is in our world's most valuable companies analysis.

The 2025 ranking showed a different picture. BMW fell from #10 to **#14**, with brand value declining approximately 10-15%. Interbrand noted that automotive brands faced "continued strong brands in a dynamic environment", but that brands linked to markets under pressure, particularly China, saw their valuations reflect those commercial challenges.

BMW remained third among automotive brands globally, but the gap between it and Mercedes-Benz widened slightly. **BYD entered the Interbrand ranking for the first time in 2025 at #90**, a signal of the competitive disruption that partly explains BMW's valuation pressure. The broader investment banking context is in our investment banking revenue analysis.

Interbrand Global Rank — BMW 2018-2025 BMW Interbrand Best Global Brands — Global Rank and Brand Value 2018-2025

- **2023 — Historic milestone #10:** First time BMW ever entered the global top 10. Brand value +10% to $51.2B. Three automotive brands in top 10 simultaneously (Toyota, Mercedes, BMW). A landmark for German engineering prestige.
- **2024 — #10 maintained:** BMW held its top 10 position. Interbrand noted automotive brands showed resilience despite market challenges. Brand value approximately $47B. Three auto brands continued in top 10.
- **2025 — #14, -10-15%:** China weakness and revenue decline pushed BMW down four positions. Still third most valuable automotive brand globally. BYD entered ranking at #90 — reflecting the new competitive reality in EVs.
- **BMW vs Tesla 2025:** Tesla fell -35% to #25 in 2025 — "in the face of more EV competition." BMW's decline was significantly more modest (-10-15%), reflecting stronger brand fundamentals and more diversified global exposure.

Two Methodologies Explained

Interbrand vs Kantar BrandZ — Why BMW's Brand Value Shows Two Very Different Numbers

The most important thing to understand about BMW's brand value is that different measurement firms produce very different numbers, and both are correct within their own frameworks. **Interbrand values BMW at approximately $41.5 billion** in 2025. **Kantar BrandZ values BMW at approximately $22-23 billion** in the same period. This is not a contradiction. It is a reflection of two fundamentally different questions being answered.

Interbrand asks: "How much economic value does the BMW brand generate for the company?" It starts with BMW Group's financial earnings, identifies the portion driven by the brand (vs price, features, distribution), and then applies a brand strength multiplier based on factors like leadership, stability, geographic spread, and marketing investment.

The result is a large number that represents brand-generated economic value. Kantar BrandZ asks: "How powerful is BMW in the minds of consumers?" It surveys millions of people, measures how likely they are to choose BMW over alternatives, and how much more they'd pay for a BMW. The resulting number is smaller

but arguably more directly consumer-grounded.

The AI and data analytics context driving modern brand measurement is in our AI in finance analysis.

Brand Value — Interbrand vs Kantar BrandZ Comparison (USD Billion) BMW Brand Value — Interbrand vs Kantar BrandZ Methodology Comparison 2020-2025 (USD Billion) $51.2BInterbrand Peak $23.2BKantar 2024

Both methodologies show same direction — peak ~2023, decline since

- **Both tell the same story:** Despite very different absolute numbers, Interbrand and Kantar BrandZ agree on direction — BMW brand value grew steadily through the early 2020s, peaked around 2023, and has since softened. The trend is consistent even if the scale differs.
- **Interbrand best for business context:** The $41-51B Interbrand valuation is most useful when comparing BMW's brand contribution to its total enterprise value or when benchmarking against brands across different industries.
- **Kantar best for consumer insight:** The $22-23B Kantar BrandZ figure is more useful for understanding how BMW's brand performs in the purchase funnel — how many people consider it, prefer it, and how much pricing power it commands.
- **Statista data (Kantar source):** Statista's published dataset "BMW's global brand value from 2010 to 2024" uses Kantar BrandZ data — which is why the Statista chart shows $23.16B for 2024, while other references citing Interbrand show $47B+ for the same period.

BMW vs Top Auto Brands

BMW vs Toyota, Mercedes-Benz, Tesla, Audi — Top Automotive Brand Values 2025

In the global premium automotive brand race, **Toyota remains the undisputed #1** with a brand value of $74.2 billion in Interbrand's 2025 ranking (#6 globally). Toyota's advantage comes from extraordinary breadth, it is simultaneously the world's largest-volume carmaker and a premium-quality benchmark, with Lexus providing additional luxury positioning.

Mercedes-Benz at $50.1 billion (#10 globally) is BMW's closest direct rival in the premium segment, the two have exchanged positions in the ranking multiple times over the past decade. **BMW at ~$41.5 billion** (#14) completes the top-three automotive podium. The financial markets context for automotive investment is in our U.S. financial markets analysis.

The most dramatic 2025 story was **Tesla's -35% decline** to approximately $37 billion (#25). Tesla, which had been a top-10 automotive brand just two years earlier, fell sharply as competitive pressure from BYD and other Chinese EV brands eroded its market share and pricing power.

Meanwhile, **BYD entered the Interbrand ranking for the first time at #90**, a historic moment signalling the rise of Chinese automotive brands as global brand forces. Interbrand's Global Chief Strategy Officer called BYD "the biggest disruptor in the automotive market since Tesla." The global company context is in our world's most valuable companies analysis.

Top Automotive Brand Values — Interbrand 2025 (USD Billion) Most Valuable Automotive Brands Globally — Interbrand Best Global Brands 2025 (USD Billion)

- **Toyota $74.2B (#6 globally):** Undisputed #1 automotive brand. +2% growth in 2025. Consistent quality, massive global scale, Lexus luxury halo. The benchmark all other automotive brands measure against.
- **Mercedes-Benz $50.1B (#10):** BMW's closest direct rival. Declined -15% in 2025 — similar pressure from China weakness and premium market normalization. Consistently battles BMW for the #2 automotive brand position.
- **BMW ~$41.5B (#14):** Third automotive brand globally. Declined -10-15% in 2025 reflecting China revenue pressure. But brand fundamentals — premium positioning, product quality, global recognition — remain strong.
- **Tesla ~$37B (#25):** Biggest decline in 2025 among major auto brands at -35%. Pricing cuts, brand positioning confusion (CEO controversy), and competition from BYD eroded Tesla's brand premium significantly.
- **Honda ~$24B (#27):** Stable, consistent performer. Broad global appeal across consumer and premium segments. EV transition uncertainty creates some valuation uncertainty.
- **BYD (#90, debut):** First appearance in Interbrand Global Top 100. "World-class product," huge strides in Europe. Interbrand warns BYD needs stronger brand narrative investment to sustain its rise.

Key Brand Milestones

What Built BMW's Brand Value — Heritage, Innovation, and Premium Consistency

BMW's brand value did not grow by accident. It is the result of deliberate, decades-long brand investment across product, communication, motorsport, and customer experience. The brand's core promise, "The

Ultimate Driving Machine", has remained essentially unchanged since 1975. This consistency is rare in brand management and is one of the reasons BMW commands such strong brand equity across generations and geographies.

Several specific product and strategic milestones have particularly shaped BMW's brand value trajectory from 2010 to 2026. The **i-series electric vehicle launch** in 2013 was critical, by launching the i3 and i8, BMW positioned itself as an innovation leader in EVs years before the category became mainstream.

This gave BMW an innovation aura that persists in consumer perception even as Tesla later dominated the electric narrative. The **X-series SUV expansion** (X1 through X7) diversified the product range while maintaining premium positioning.

And the **Neue Klasse platform**, launching with the iX3 in 2026, is expected to repeat the i-series trick of re-establishing BMW as an EV technology leader. The BlackRock and institutional investment context for BMW's brand-driven financial performance is in our BlackRock global investment analysis.

Key Insight — What Makes BMW's Brand So Valuable Five Pillars of BMW's $41 Billion Brand: Heritage, Precision, Desire, Innovation, and No Single-Market Dependency

BMW's brand strength rests on five distinct pillars. **Heritage**, 110 years of engineering history, Formula 1 and Le Mans motorsport victories, and the Bavarian identity that gives BMW a genuine cultural story. **Precision engineering**, consistently high scores in quality, reliability, and performance surveys worldwide. **Desire**, premium pricing power that holds across economic cycles (BMW's average transaction price has risen every year for the past decade). **Innovation**, from iDrive in 2001 to i3 EV in 2013 to Neue Klasse in 2026, BMW has consistently launched technologies that define segment standards. And critically, **no single-market dependency**, unlike some competitors, BMW generates meaningful revenue across Europe, the Americas, Asia, and the Middle East, giving the brand global authenticity rather than regional identity. The global economic output context driving BMW's brand markets is in our world GDP analysis.

BMW in Germany Rankings

Kantar BrandZ Germany 2026 — BMW #5 at $22B, Behind Telekom, SAP, Siemens, Aldi

In the **2026 Kantar BrandZ Most Valuable German Brands** ranking, BMW is ranked **#5 with approximately $22 billion** in brand value. The Top 5 German brands: #1 Telekom/T-Mobile ($125B), #2 SAP ($98B), #3 Siemens ($61B), #4 Aldi ($28B), #5 BMW ($22B).

BMW is one of 10 German brands included in Kantar BrandZ's global rankings, alongside Telekom, SAP, Siemens, Aldi, Adidas, Mercedes-Benz, Lidl, Porsche, and Nivea. In the automotive segment within Germany's BrandZ ranking, Mercedes-Benz ($24.6B) leads ahead of BMW ($22.4B).

The Kantar BrandZ Germany 2026 report notes that German automotive brands face "fresh challenges from China and the threat of US tariffs." Despite this, the ranking highlights that brands with strong consumer conviction, measured by Kantar's demand power and pricing power metrics, are best positioned to weather the disruption.

BMW's long investment in consistent global brand communication and product quality gives it resilience that pure revenue metrics alone cannot capture. The financial services and banking context supporting BMW's financial services segment is in our AI in finance analysis.

Key Statistics

BMW Brand Value — Key Statistics and Facts 2010-2026

$51.2BPeak Brand Value — 2023 (Interbrand)BMW's all-time brand value record and highest-ever global ranking. First time in history BMW entered Interbrand Top 10 globally (ranked #10). +10% growth vs 2022. Alongside Toyota (#6) and Mercedes-Benz (#7) — three auto brands in top 10 simultaneously for the first time. Source: Interbrand Best Global Brands 2023. #14Interbrand Global Rank 2025BMW ranked #14 in Interbrand Best Global Brands 2025, down from #10 in 2023-2024. Brand value declined approximately 10-15% to ~$41.5B. Still 3rd most valuable automotive brand globally after Toyota (#6, $74.2B) and Mercedes-Benz (#10, $50.1B). Source: Interbrand October 2025. $23.16BBrand Value 2024 — Kantar BrandZKantar BrandZ methodology (used by Statista). Consumer-centric — measures demand power and pricing power from interviews with millions of global consumers. 2026 Kantar BrandZ Germany ranking: BMW #5 at approximately $22B. Kantar values differ significantly from Interbrand due to different methodology. Source: Kantar/Statista June 2024. +130%Brand Value Growth 2010-2023 (Interbrand)BMW brand value grew from approximately $22.3 billion in 2010 to $51.2 billion in 2023 — a 130% increase over 13 years. This represents sustained brand equity building through premium positioning, consistent innovation (i-series EVs), X-series SUV expansion, and global marketing investment. #3Most Valuable Auto Brand Globally — 2025BMW is the world's 3rd most valuable automotive brand by Interbrand, after Toyota ($74.2B) and Mercedes-Benz ($50.1B). This position has been consistent for most of the 2015-2025 decade. In 2023-2024, all three occupied the Interbrand global top 10 simultaneously — a historic achievement for European premium automotive. $22BKantar BrandZ Germany 2026 — BMW #5In the 2026

Kantar BrandZ Most Valuable German Brands, BMW ranks #5 at approximately $22 billion. The German top 5: Telekom ($125B), SAP ($98B), Siemens ($61B), Aldi ($28B), BMW ($22B). BMW is one of 10 German brands in Kantar's global rankings. Source: Kantar BrandZ Most Valuable German Brands 2026.

Outlook 2026

BMW Brand Value Outlook 2026 — Neue Klasse Launch Seen as Brand Catalyst

BMW's brand value trajectory in 2026 depends on two competing forces. On the **negative side**: China continues to present challenges as domestic EV brands compete aggressively on price and technology. US tariff uncertainty adds financial pressure. These factors keep short-term revenue, and therefore Interbrand valuation, under pressure.

On the **positive side**: the 2026 launch of the **BMW iX3 on the Neue Klasse platform** is being positioned as BMW's most significant product launch in years. Early European order intake has significantly exceeded expectations.

Brand value and revenue are closely linked in the Interbrand methodology, making the 2026 revenue recovery story also a brand value recovery story. If BMW can stabilise or grow revenue in 2026 (BusinessStats Research forecast: ~€137-140B), the brand valuation decline should halt.

The Neue Klasse platform, described by CEO Zipse as "a major leap forward in technology, driving experience, and design", has the potential to re-establish BMW's innovation leadership in the EV space, which would directly support brand premium and pricing power. The global GDP context relevant to BMW's brand markets is in our world GDP analysis.

BMW Brand Value Outlook 2026 BMW Brand Value Key Metrics — Outlook and Context 2026 ~$40-43BInterbrand Forecast 2026E (BusinessStats) ~$22BKantar BrandZ Germany 2026 (Confirmed) #3Target: Maintain 3rd Auto Brand Position BMW iX3Neue Klasse Brand Catalyst — Orders Exceed Expectations 50%BMW BEV Target Share by 2030 — Brand Innovation Signal BYDKey Risk: BYD Brand Rise (#90 Interbrand 2025, Debut)

- **Neue Klasse as brand re-launch:** The Neue Klasse platform is more than a product — it is BMW's statement about what premium electric mobility means. Strong early demand in Europe suggests the brand narrative around Neue Klasse is resonating with consumers before the car even hits dealerships.

- **China brand strategy evolution:** BMW is investing in localised product development and faster product cycles in China — essential to maintain brand relevance against BYD, Li Auto, and Huawei-backed brands that have closed the technology gap significantly.
- **BYD risk:** BYD's Interbrand debut at #90 in 2025 is the clearest signal that brand competition in the automotive sector is shifting. Interbrand explicitly warned BYD needs brand narrative investment — suggesting it is currently a product story rather than a fully developed brand story. But its trajectory is clear.
- **Revenue recovery supports brand value:** BMW's ~€137-140B 2026 revenue forecast (BusinessStats) implies stabilisation after two years of decline. In Interbrand methodology, stable or recovering revenue directly supports brand value stabilisation. This should prevent further significant brand value declines in 2026.
- **Heritage advantage:** No Chinese or American electric brand can claim 110 years of engineering heritage, Le Mans victories, or Formula 1 championships. BMW's brand story has depth that new entrants cannot replicate — the key strategic question is whether younger consumers, who have less connection to this heritage, value it as much as older premium buyers.

FAQ

Frequently Asked Questions — BMW Brand Value 2010-2026

BMW's brand value in 2025 is approximately **$41.5 billion** (Interbrand Best Global Brands 2025, ranked #14 globally, 3rd among automotive brands). Kantar BrandZ values BMW at approximately **$22 billion** in 2026 (German brand ranking #5). The difference reflects the two firms' different methodologies. Source: Interbrand October 2025, Kantar BrandZ Germany 2026.

BMW's peak brand value was **$51.2 billion in 2023** (Interbrand), when BMW entered the global top 10 for the first time ever, ranked #10. This represented a 10% increase from 2022. Brand value has since declined to approximately $41.5B in 2025 due to China revenue pressure and market normalisation. Source: Interbrand Best Global Brands 2023.

In Interbrand 2025: **Toyota leads at $74.2B (#6 globally)**, Mercedes-Benz at $50.1B (#10), BMW at ~$41.5B (#14). BMW is consistently 3rd. By Kantar BrandZ Germany 2026: Mercedes-Benz $24.6B vs BMW $22.4B. Toyota's brand advantage reflects its unique position as both the world's largest-volume carmaker and a premium quality benchmark. Source: Interbrand October 2025, Kantar BrandZ 2026.

Different methodologies produce different numbers, both are valid. **Interbrand** measures brand-generated economic value from financial earnings + brand strength multiplier = $41-51B. **Kantar BrandZ** measures consumer demand power and pricing power from surveys = $22-23B. The Statista dataset "BMW brand value 2010-2024" uses Kantar BrandZ data. Most business press references to BMW's global brand ranking cite Interbrand figures.

BMW is ranked **#14 in Interbrand Best Global Brands 2025**, down from #10 in 2023-2024. Brand value declined approximately 10-15%. BMW remains the world's third most valuable automotive brand. Toyota is #6 ($74.2B), Mercedes-Benz is #10 ($50.1B), BMW is #14 (~$41.5B). Source: Interbrand October 2025, Motor1 October 2025.

BMW entered the Interbrand Global Top 10 for the **first time in 2023**, ranked #10 with $51.2 billion brand value (+10%). The 2023 ranking was historic, Toyota (#6), Mercedes-Benz (#7), and BMW (#10) became the first three automotive brands to simultaneously occupy the Interbrand global top 10. Source: Interbrand Best Global Brands 2023, bmwblog.com November 2023.

BMW brand value (Interbrand) grew from approximately **$22.3 billion in 2010 to $51.2 billion in 2023**, a 130% increase over 13 years. Key drivers: premium positioning in China, X-series SUV expansion, i-series EV launch (i3 2013 established innovation credentials), consistent global brand investment, and record revenues driven by post-COVID demand and pricing power in 2021-2023.

In the **2026 Kantar BrandZ Most Valuable German Brands**, BMW is ranked **#5 with approximately $22 billion**. German Top 5: Telekom ($125B), SAP ($98B), Siemens ($61B), Aldi ($28B), BMW ($22B). In automotive specifically, Mercedes-Benz ($24.6B) leads BMW ($22.4B). BMW is one of 10 German brands in Kantar BrandZ's global rankings. Source: Kantar BrandZ Most Valuable German Brands 2026.

BMW brand value declined -10-15% in 2025 because brand value (particularly Interbrand) is closely tied to financial performance. BMW's revenue fell 6.3% to €133.45B in 2025, driven by a 12.5% China delivery decline. China is BMW's largest single market, and weakness there signals challenges to long-term growth expectations, which directly reduces the financial-earnings component of Interbrand's calculation. Source: Interbrand October 2025, BMW Annual Conference March 2026.

Five pillars drive BMW's brand value: **Heritage** (110 years, F1 and Le Mans history, Bavarian identity), **Precision engineering** (consistently top quality and performance scores), **Desire** (premium pricing power maintained across cycles), **Innovation** (iDrive 2001, i3 EV 2013, Neue Klasse 2026), and **No single-market dependency** (genuine global presence in Europe, Americas, Asia, Middle East gives BMW authentic worldwide standing).

In Interbrand 2025: BMW (~$41.5B, #14) is significantly more valuable than Tesla (~$37B, #25). Tesla declined -35% in 2025 "in the face of more EV competition", one of the largest brand value declines in the ranking that year. BMW's decline (-10-15%) was far more moderate, reflecting stronger brand fundamentals, broader product portfolio, and more diversified global market exposure. Source: Interbrand October 2025, Motor1 October 2025.

BusinessStats Research forecasts BMW Interbrand brand value of approximately **$40-43 billion in 2026**, broadly stable or a slight recovery from 2025's ~$41.5B. The BMW iX3 Neue Klasse launch (strong early European order demand) should support the innovation dimension of brand value. Kantar BrandZ Germany 2026 is already confirmed at ~$22B. Revenue recovery to ~€137-140B would stabilise the Interbrand financial component. Not official guidance.

BYD entered the Interbrand Global Top 100 for the **first time in 2025, ranked #90**, significantly below BMW at #14. Interbrand's Global Chief Strategy Officer called BYD "the biggest disruptor in the automotive market since Tesla" but warned it needs stronger brand narrative investment. BYD's product quality is "world-class" but brand storytelling depth is still emerging. BMW's brand heritage advantage remains substantial for now, but BYD's trajectory is clear. Source: Interbrand Best Global Brands 2025, October 2025.

Data Sources & References

Interbrand Best Global Brands 2025 (via PRNewswire, October 15, 2025) · BMW #14 globally, -10-15% · Toyota #6 $74.2B · Mercedes #10 $50.1B · Tesla #25 -35% · BYD #90 debut

Motor1, "The Most Valuable Car Brand of 2025" (October 20, 2025) · Interbrand automotive rankings · BMW third among car brands · Toyota $74.2B, Mercedes $50.1B, BMW $41.5B approximate

Statista, BMW's Global Brand Value from 2010 to 2024 (in billion US dollars) · Source: Kantar BrandZ · 2024: $23.16B · Updated June 2024

Kantar BrandZ Most Valuable German Brands 2026 · BMW #5 at ~$22B · Top 5: Telekom $125B, SAP $98B, Siemens $61B, Aldi $28B, BMW $22B · Mercedes-Benz $24.6B leads automotive

BMWBlog, "BMW Ranked 10th in Best Global Brands 2023 Study" (November 22, 2023) · $51.2B brand value · First time in BMW's history entering Interbrand Top 10 · +10% growth

BMW brand value figures depend on methodology. Interbrand figures (primary ranking source) reflect financial performance + brand strength calculations and are significantly higher than Kantar BrandZ figures (consumer survey-based, used by Statista). Historical Interbrand figures 2010-2022 are estimates derived

from cross-referenced sources and are approximate. 2023-2025 Interbrand values are confirmed from press releases and automotive industry publications. Kantar BrandZ 2024 ($23.16B) is confirmed via Statista. All values in USD. Not investment advice.

STATISTICS REPORT

The Biggest Ice Cream Companies in the World and the Brands They Own

The Magnum Ice Cream Company is the largest ice cream business in the world, with revenue of €7.91 billion in 2025, ahead of Froneri with €5.56 billion. Between them they own Magnum, Ben & Jerrys, Cornetto, Häagen-Dazs in the United States and most of the other brands in Western freezers. This ranking uses only the ice cream revenue that companies report in their own accounts, adds the Chinese and Korean leaders, and shows who really owns each famous brand.

Updated Oct 26, 2026 · businesstats.com/top-ice-cream-brands

€7.91B TMICC REVENUE 2025	**€5.56B** FRONERI REVENUE 2025	**21%** TMICC GLOBAL SHARE (COMPANY)
RMB 9.82B YILI COLD DRINKS 2025	**4.7%** TMICC ORGANIC GROWTH H1 2026	**722M gal** US REGULAR HARD ICE CREAM 2025

THE RANKING

The Magnum Ice Cream Company and Froneri lead the ice cream league table

Two companies dominate the global ice cream business. **The Magnum Ice Cream Company reported revenue of €7.91 billion for 2025**, its first year as an independent group after its separation from Unilever, and Froneri, the joint venture owned by Nestlé and PAI Partners, reported €5.56 billion. Between them they own Magnum, Ben & Jerrys, Cornetto, Häagen-Dazs in the United States, Mövenpick, Drumstick and dozens of national brands. No other company that publishes its accounts comes close: Yili, the largest dairy group in China, sold the equivalent of €1.21 billion of ice cream in 2025, Mengniu about €0.66 billion and Lotte Wellfood in South Korea and India about €0.53 billion in 2024.

This page ranks ice cream companies by a single, checkable measure: the ice cream revenue each one reports in its own annual accounts or official results. It then explains which brands each company owns, where its sales come from and how fast it is growing. Popular lists of the best selling ice cream brands

often quote brand market shares and brand revenues that cannot be traced to any company filing; those figures are not used here. Where a large brand belongs to a private company or sits inside a bigger food group that does not report ice cream separately, the page says so instead of estimating a number.

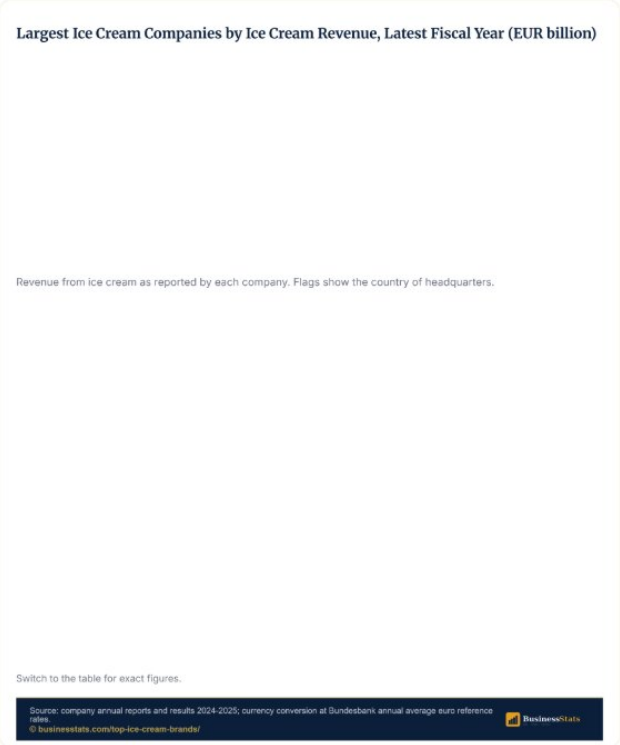


Figure 1: Largest Ice Cream Companies by Ice Cream Revenue, Latest Fiscal Year (EUR billion)

Two companies, 85 percent of the ranked total: The Magnum Ice Cream Company and Froneri together reported €13.47 billion, against €2.40 billion for the three Asian groups combined.

The size gap is the first thing the chart shows. The Magnum Ice Cream Company, usually shortened to TMICC, is about 1.4 times the size of Froneri and more than six times the size of the ice cream business of Yili. Together, the two Western leaders account for about 85 percent of the €15.87 billion that the five ranked companies report, a BusinessStats sum that is useful for comparison but is not a measure of the whole world market, because thousands of regional producers, private label makers and scoop shop chains are outside it.

Currency matters for the Asian companies. Yili and Mengniu report in Chinese yuan and Lotte Wellfood in Korean won, so their positions in a euro ranking move with exchange rates. The yuan weakened against the euro in 2025 (8.1185 yuan per euro on average, against 7.7875 in 2024), which made the Chinese figures smaller in euro terms than their growth in yuan suggests. In US dollars, at the 2025 average rate of 1.13 dollars per euro, TMICC revenue equals about $8.94 billion and Froneri revenue about $6.28 billion.

RANK	COMPANY	HEADQUARTERS	YEAR	REPORTED ICE CREAM REVENUE	IN EURO	MAIN ICE CREAM BRANDS
1	The Magnum Ice Cream Company	Netherlands	2025	€7,910 million	€7.91B	Magnum, Ben & Jerrys, Cornetto, Heartbrand (Walls, Algida, Langnese, Ola, Kibon, Streets), Breyers, Talenti, Klondike, Yasso, Popsicle
2	Froneri	United Kingdom	2025	€5,558 million	€5.56B	Häagen-Dazs (US), Drumstick, Outshine, Extrême, Mövenpick, Maxibon, Nuii, Connoisseur; Oreo, Milka and Cadbury under licence
3	Yili Group	China	2025	RMB 9,822 million (cold drinks)	€1.21B	Chocliz, Joyday and other Yili cold drink brands
4	Mengniu Dairy	China	2025	RMB 5,393 million	€0.66B	Suibian, Green Mood and other Mengniu ice cream brands
5	Lotte Wellfood	South Korea	2024	KRW 782.9 billion (Korea and India)	€0.53B	World Cone (Korea), Havmor (India)

Headquarters: TMICC is a Dutch listed company with its head office in Amsterdam; Froneri is headquartered in the United Kingdom with a registered office in Luxembourg. Yili reports a cold drinks product line, which consists mainly of ice cream.

€7.91B

TMICC revenue, 2025

Down 0.5 percent reported, up 4.2 percent organic.

€5.56B

Froneri revenue, 2025

Up 0.5 percent in euro, 3.1 percent at constant rates.

1.42x

TMICC vs Froneri

Ratio of 2025 revenue.

€15.87B

Five ranked companies

BusinessStats sum, not a market total.

HOW WE RANKED

Why this ranking uses company revenue, not brand market shares

Brand level market shares for ice cream are collected by commercial research firms and sold to manufacturers and retailers; they are not published openly by any official source. Companies occasionally quote them in their own reports, and where they do, this page cites the company and the stated basis. TMICC, for example, says in its 2025 annual report that it holds **21 percent of the global ice cream market**, a figure based on its own analysis of Euromonitor retail value data, and that it owns four of the five largest ice cream brands in the world. It does not publish sales for individual brands.

Company revenue has three advantages. It is audited or formally reported, it is published every year on a fixed date, and it can be compared across companies once currencies are converted. It also has limits that readers should keep in mind. Revenue is measured at factory prices, so it is much lower than the retail value consumers pay in shops. Fiscal years differ slightly. And the scope varies: Yili reports a cold drinks line, Lotte reports ice cream separately for Korea and India, while General Mills does not report Häagen-Dazs sales at all.

What is in and out of the ranking

- Included: companies that publish ice cream revenue as a separate line in their annual reports or official results.
- Converted: yuan and won figures at Bundesbank annual averages of the ECB euro reference rates for the same year.
- Not ranked: General Mills (Häagen-Dazs outside the US and Canada), Ferrero (Wells Enterprises, Blue Bunny, Halo Top), Blue Bell Creameries, Amul and scoop shop chains, because none publishes ice cream revenue.
- Not used: brand revenue and brand market share figures that cannot be traced to a primary publisher.
- Dates: the latest full fiscal year available in October 2026 (2025 for four companies, 2024 for Lotte Wellfood).

One more caution applies to the word brand. In ice cream the same brand can belong to different companies in different countries. Häagen-Dazs is owned by General Mills but made and sold in the United

States by Froneri under licence, and the TMICC brand known as the Heartbrand is sold as Walls in the United Kingdom, Algida in Italy and Turkey, Langnese in Germany, Ola in the Netherlands and Belgium, Kibon in Brazil and Streets in Australia. Company revenue avoids double counting these brands across owners.

NUMBER ONE

The Magnum Ice Cream Company: €7.9 billion, 80 markets and three million freezers

TMICC is the former ice cream division of Unilever. It was separated from its parent and admitted to trading on Euronext Amsterdam, the London Stock Exchange and the New York Stock Exchange on 8 December 2025. Its 2025 annual report describes it as the largest ice cream company in the world, with 16,500 employees, 30 factories, sales in 80 markets and a fleet of about three million freezer cabinets in shops, kiosks and petrol stations.

Revenue was €7.91 billion in 2025, slightly below the €7.95 billion of 2024 in reported terms, but organic sales grew 4.2 percent, made up of 1.5 percent volume growth and 2.6 percent price growth. Operating profit fell to €599 million from €764 million and net profit to €307 million from €595 million in the year of separation, while adjusted EBITDA was €1.26 billion, a margin of 15.9 percent. The business is not new in scale: Unilever reported a combined ice cream turnover of €7.9 billion for 2023 as well.

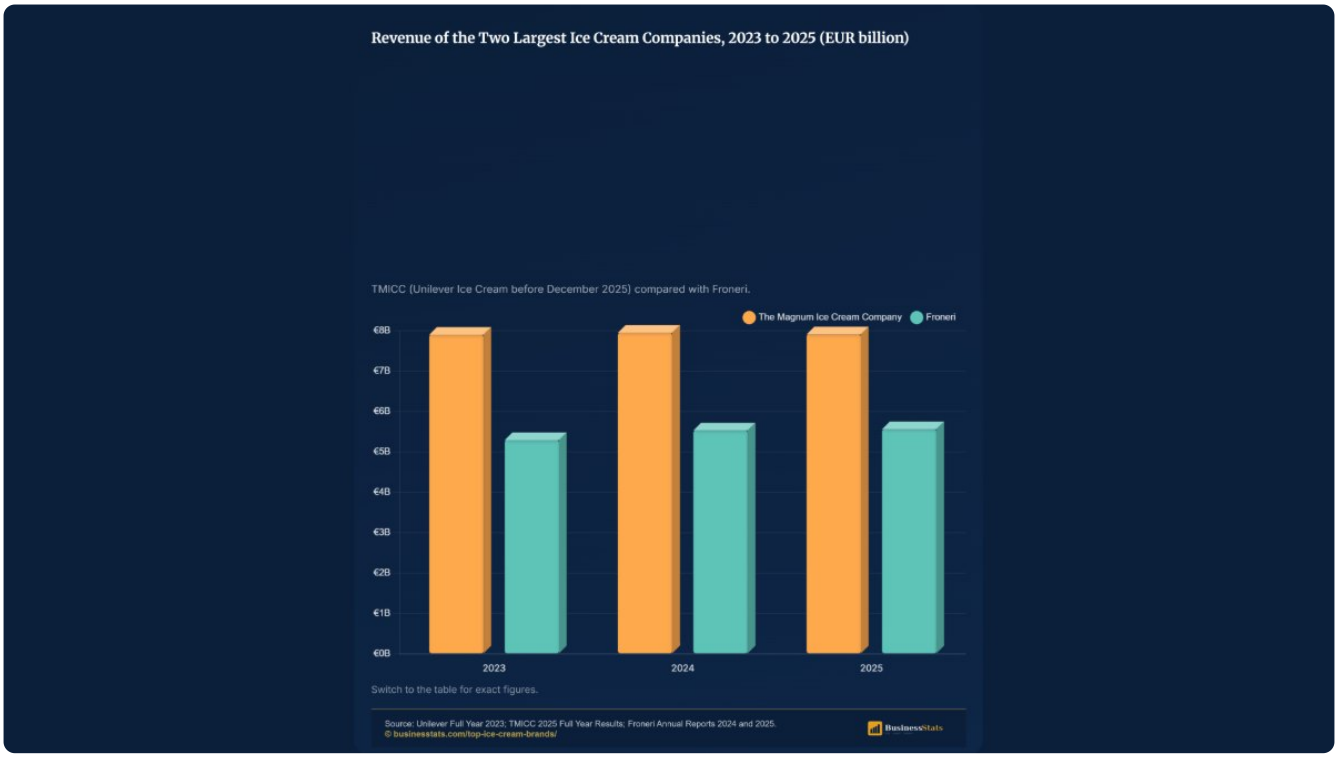


Figure 2: Revenue of the Two Largest Ice Cream Companies, 2023 to 2025 (EUR billion)

A stable gap of about €2.4 billion: both leaders have hovered around the same revenue for three years, with organic growth offset by weaker currencies.

The flat reported revenue hides a shift inside the company. TMICC runs three business groups. Europe and Australia and New Zealand (ANZ) is the largest at €3.19 billion and grew organically by 3.3 percent. The Americas, dominated by the United States, generated €2.76 billion but grew only 0.8 percent, with flat volume. Africa, the Middle East and Asia (AMEA) produced €1.96 billion and was the fastest growing region by a wide margin, with organic growth of 10.9 percent and the highest adjusted EBITDA margin of the three, 22.9 percent.

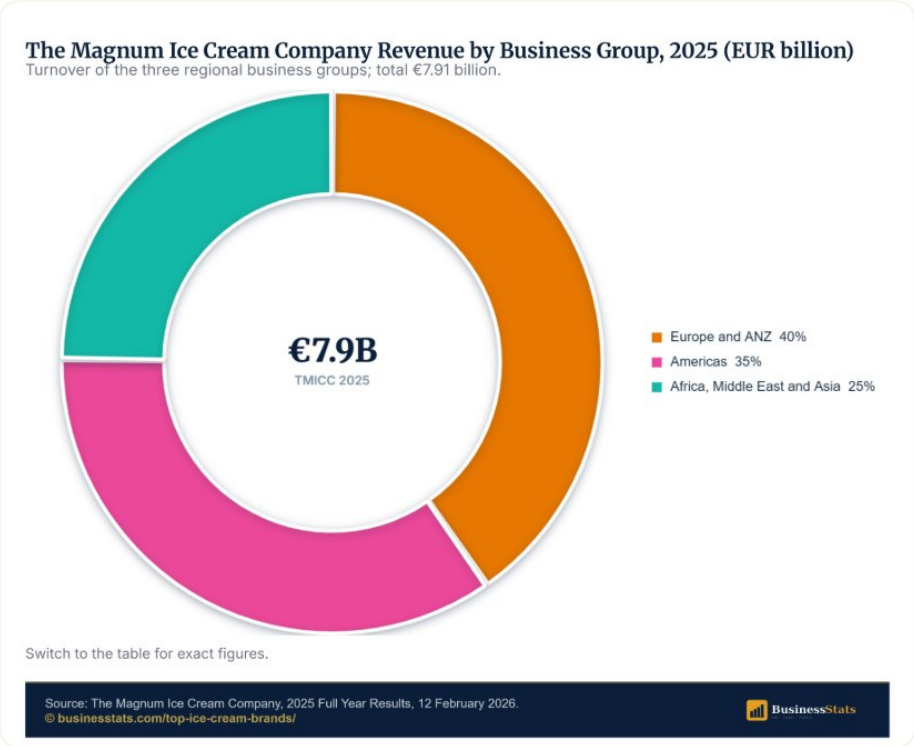


Figure 3: The Magnum Ice Cream Company Revenue by Business Group, 2025 (EUR billion)

Europe still leads, Asia grows fastest: Europe and ANZ supplied 40.4 percent of 2025 revenue, the Americas 34.9 percent and AMEA 24.8 percent.

Growth continued in 2026. In its half year results published on 30 July 2026, TMICC reported revenue of €4.69 billion for the first six months, up 4.2 percent, with organic growth of 4.7 percent, of which 2.5 percentage points came from higher volumes. The Americas improved to 3.2 percent organic growth, while AMEA slowed to a still strong 7.6 percent. The first half of the year is the peak season in the northern hemisphere, which is why half year revenue is well above half of annual revenue.

TMICC Organic Sales Growth by Region, 2025 and First Half 2026 (%)

Interactive chart online: businesstats.com/top-ice-cream-brands

The Americas are recovering: organic growth in the region rose from 0.8 percent in 2025 to 3.2 percent in the first half of 2026.

The company is also changing shape through deals. On 30 March 2026 it completed the purchase of a 61.90 percent stake in Kwality Walls (India) Limited, the Indian ice cream business that had remained with Hindustan Unilever, and the Indian unit added €79 million of revenue in the second quarter of 2026. For 2026 as a whole TMICC expects organic sales growth of 3 to 5 percent and a global ice cream market

growing by 3 to 4 percent a year, according to its own projection.

Readers who follow listed consumer companies can compare TMICC with the much larger food and drink groups in our ranking of the biggest companies in the world by market value. Even after the spin off, ice cream is a mid sized business by the standards of global packaged food.

THE BIG BRANDS

Magnum, Ben & Jerrys, Cornetto and the Heartbrand: four of the five largest brands

TMICC says it owns four of the five largest ice cream brands in the world: Magnum, Ben & Jerrys, Cornetto and the Heartbrand. It does not name the fifth and does not publish sales for any brand, so the ordering of these four cannot be verified from public data. What the company does publish is how fast each brand grew, and those figures show which parts of the portfolio are driving the business.

BRAND	ORGANIC GROWTH 2025	GROWTH FIRST HALF 2026	COMMENT IN COMPANY RESULTS
Magnum	High single digit	Mid single digit	Global launch of Magnum Utopia drove 2025 growth
Ben & Jerrys	Over 3 percent	Mid single digit (9.2 percent in Q2)	Gained share in the United States
Cornetto	High single digit	Low single digit	Cone format created in Naples in 1959
Heartbrand	Low single digit	Mid single digit	Local names include Walls, Algida, Langnese, Ola
Yasso (US)	Double digit	Not stated	Frozen Greek yogurt bars
Popsicle (US)	Mid single digit	Not stated	Water ice and novelty brand

Source: The Magnum Ice Cream Company 2025 Full Year Results and 2026 Half Year Results. The company gives growth ranges, not brand sales.

Magnum is the flagship. It was launched in Belgium in 1989 as a premium stick with a thick chocolate coating and now gives the whole company its name. Its growth in 2025 came largely from a new product line, Magnum Utopia, launched across markets. **Cornetto**, the cone with a chocolate tip, was created in

Naples in 1959 and joined the Unilever portfolio in the 1970s; it is one of the most widely distributed impulse products in Europe and Asia.

Ben & Jerrys, founded in Vermont in 1978 and bought by Unilever in 2000, is the main super premium pint brand of the group, and TMICC says that it gained market share in the United States in 2025 and again in the first half of 2026. The brand is known for chunks and swirls and for the social mission overseen by its own independent board, an arrangement that dates back to the 2000 acquisition.

The Heartbrand is less visible as a single name because it carries a different local name in almost every country, unified by the same red heart logo. It is the volume engine of the business: family tubs, water ices, multipacks and products for children sold under names such as Walls, Algida, Langnese, Ola, Kibon, Frigo, Holanda, Selecta and Streets. In the United States the group also owns Breyers, one of the oldest American ice cream brands, founded in Philadelphia in 1866, along with Klondike, Talenti gelato, Popsicle and Yasso.

NUMBER TWO

Froneri: €5.6 billion, 25 countries and leader in 13 of them

Froneri was created in 2016 when Nestlé combined its European ice cream businesses with R&R Ice Cream, owned by the private equity firm PAI Partners. Nestlé and PAI each own half of it. It has since absorbed most of the ice cream activities of Nestlé, including the US business built around Dreyers, which joined in 2020 and gave Froneri the leading position in the American market, according to its 2024 accounts.

Its 2025 annual report shows revenue of €5.56 billion, up 0.5 percent in euro and 3.1 percent at constant exchange rates, with sales volumes almost unchanged at 2.96 million pallets. Profitability is high for the sector: EBITDA before exceptional items reached €1.20 billion, a margin of 21.6 percent. Froneri employed 12,147 people at the end of 2025 and operates in 25 countries, where it is market leader in 13 and number two in seven. Across those markets its retail value share was 24.4 percent, against 24.5 percent a year earlier.

Froneri Revenue by Region, 2025 (EUR billion)

Interactive chart online: businesstats.com/top-ice-cream-brands

A transatlantic business: Europe produced 45.7 percent of Froneri revenue in 2025 and the United States 37.0 percent, but US revenue fell 4.6 percent while Europe grew 3.4 percent.

The United States is where both leaders compete most directly, and it was the weak spot for both in 2025. Froneri US revenue fell from €2.16 billion to €2.06 billion, partly because of the weaker dollar, even though US EBITDA rose from €284 million to €321 million. TMICC revenue in the Americas fell by a similar 4.5 percent in euro terms. In the rest of the world Froneri grew revenue to €963 million, helped by the integration of Crufi in Uruguay, acquired at the end of 2024.

Much of the Froneri portfolio is made of licences. Its own reported list of leading brands includes Häagen-Dazs in the United States, Drumstick, Outshine, Extrême, Mövenpick, Maxibon, Nuii and Connoisseur, together with Oreo, Milka, Cadbury and Toblerone ice creams made under licence from Mondelez International. These leading brands produced 68.9 percent of Froneri sales in 2025. The licence with Mondelez was extended to the Nordic countries and Lotus Biscoff is being added in selected European markets from 2026, a sign of how closely ice cream is tied to the wider confectionery market.

Froneri is likely to grow by acquisition again. Its 2025 report says it has agreed to buy Food Union, an ice cream and dairy group, subject to competition approval, and that it is in advanced negotiations to acquire the remaining ice cream businesses of Nestlé, which Nestlé also confirmed with its 2025 results in February 2026. If completed, that deal would leave Nestlé with ice cream exposure almost entirely through its 50 percent stake in Froneri.

HÄAGEN-DAZS

Häagen-Dazs: one brand with three different owners

Häagen-Dazs is the clearest example of why brand rankings are hard to build. The brand was founded in the Bronx in New York in 1960 and is owned today by **General Mills**. In the United States and Canada, however, General Mills licenses the brand royalty free and exclusively to Nestlé and its authorised sublicensees for ice cream and frozen desserts, which is why Froneri lists Häagen-Dazs (US) among its leading brands. In Japan the brand is licensed to Häagen-Dazs Japan, a joint venture of General Mills.

Outside North America General Mills runs the brand itself. Its fiscal 2025 annual report says it operates 332 leased Häagen-Dazs ice cream parlours and franchises another 387, all outside the United States and Canada, and that demand is higher in the summer months. General Mills does not disclose Häagen-Dazs sales. The brand sits inside the International segment, which reported net sales of $2.80 billion in fiscal 2025, together with snacks, baking mixes and other products.

The shop network is shrinking in its largest market. On 1 June 2026 General Mills announced an agreement to sell its Häagen-Dazs shops in mainland China to an investor group that includes Ningji, an operator of more than 3,000 tea shops, which will receive an exclusive licence to use the brand in ice cream shops and gifting in mainland China. General Mills keeps the retail and foodservice business in China, and the deal is expected to close in calendar 2026, subject to approvals.

719

Häagen-Dazs parlours run or franchised by General Mills

Outside the US and Canada, fiscal 2025.

1960

Häagen-Dazs founded

Bronx, New York.

3

Owners and licensees

General Mills, Froneri (US), Häagen-Dazs Japan.

2026

China shops sale

Agreed June 2026, closing expected in 2026.

CHINA

Yili and Mengniu: the Chinese dairy giants with the largest ice cream sales in Asia

China is home to the two largest listed ice cream sellers outside Europe and North America, both of them dairy groups for which ice cream is a side business. **Yili** reported cold drinks revenue of RMB 9.82 billion in 2025, up 12.6 percent from RMB 8.72 billion in 2024, according to its announcement on 2025 operating data filed with the Shanghai Stock Exchange. Cold drinks made up 8.6 percent of Yili main business revenue of RMB 114.5 billion, up from 7.6 percent the year before. Yili says it has been number one in the Chinese ice cream industry for 31 consecutive years and that its ice cream revenue grew at a double digit rate again in the first half of 2026.

Mengniu reported ice cream revenue of RMB 5.39 billion in 2025, up 4.2 percent, in a year when its total revenue fell 7.3 percent to RMB 82.2 billion because of weaker liquid milk sales. Ice cream was 6.6 percent of Mengniu revenue. For both groups ice cream is a growing line inside a business built on liquid milk: at Mengniu, ice cream and cheese grew in 2025 while liquid milk revenue fell 11.1 percent.

Ice Cream Revenue of Yili and Mengniu, 2024 and 2025 (RMB billion)

Interactive chart online: businesstats.com/top-ice-cream-brands

Yili pulls ahead: its cold drinks revenue rose by RMB 1.10 billion in 2025, five times the increase at Mengniu.

In euro terms the gap with the Western leaders is large: Yili sold about €1.21 billion of cold drinks in 2025 and Mengniu about €0.66 billion of ice cream. Volume is a different story, because prices per unit in China are far lower than in Europe or the United States. Chinese ice cream demand is also served by low cost drink and dessert chains. Mixue Group, best known for tea drinks and RMB 2 to 8 menu items, lists its Fresh Ice Cream among the five best selling products of its MIXUE brand and ended 2025 with 59,823 stores across its brands, 55,356 of them in mainland China. For the related market in tea drinks see our page on the bubble tea market in China.

Yili is also the most international of the Chinese players in ice cream. It sells ice cream under the Joyday brand in Southeast Asia and reported strong momentum in overseas ice cream in its 2025 releases. The size of the home market explains why these companies matter: China has a population of about 1.4 billion people, as shown in our data on the total population of China, so even modest gains in consumption per person translate into large volumes.

KOREA AND INDIA

Lotte Wellfood: how one season shapes an ice cream business

Lotte Wellfood, the food arm of the South Korean Lotte group, is one of the few companies that publish ice cream sales every quarter. Its investor presentation of November 2025 shows domestic ice cream sales of KRW 610.0 billion in 2024 and ice cream sales of KRW 172.9 billion in India, where it owns Havmor. Together that is KRW 782.9 billion, or about €0.53 billion at the 2024 average exchange rate, a BusinessStats sum of the quarterly figures.

Lotte Wellfood Ice Cream Sales by Quarter, Korea and India, 2024 to 2025 (KRW billion)

Interactive chart online: businesstats.com/top-ice-cream-brands

Two different summers: Korean sales peak in the third quarter (July to September), while Indian sales peak in the second quarter (April to June), before the monsoon.

The chart shows how strongly weather drives ice cream. In Korea the third quarter is more than twice the size of the first and fourth quarters, and Lotte attributed the 9.3 percent rise in third quarter 2025 domestic sales to favourable July weather and new low sugar products such as a reduced sugar version of its World Cone. In India the hot season comes earlier, so the second quarter is the peak. Over the first nine months of 2025 domestic sales were flat at KRW 525.6 billion, while India grew 15.0 percent to KRW 163.0 billion.

India is the market every large ice cream company now wants to be in. Besides Lotte with Havmor, TMICC bought control of Kwality Walls in 2026, and Amul, the brand of the Gujarat Cooperative Milk Marketing Federation, is a major ice cream seller with its own dairy supply, although the cooperative does not publish ice cream revenue separately.

NO PUBLIC NUMBERS

Famous brands that cannot be ranked by revenue

Several of the best known ice cream names in the world do not appear in the ranking because their owners do not publish ice cream sales. Listing estimated revenues for them would mean repeating figures that cannot be checked, so this section explains instead who owns them and what is officially known.

BRAND	OWNER	HOME MARKET	WHAT IS PUBLISHED
Häagen-Dazs (outside US and Canada)	General Mills	Global	332 leased and 387 franchised parlours (fiscal 2025); no brand sales
Blue Bunny, Halo Top	Wells Enterprises (Ferrero group)	United States	No separate ice cream revenue
Blue Bell	Blue Bell Creameries (private)	Southern United States	Private company, no accounts published
Amul	GCMMF (cooperative)	India	Group turnover only, no ice cream line
Dairy Queen	International Dairy Queen (Berkshire Hathaway)	United States, Canada and 20+ countries	More than 7,700 restaurants (November 2025)
Baskin-Robbins	Inspire Brands (private)	United States	Private owner, no sales published

MIXUE Fresh Ice Cream	Mixue Group	China and 13 other countries	59,823 stores across group brands at end 2025

Scoop shops and soft serve chains are a separate route to market from the packaged brands that dominate supermarket freezers. **Dairy Queen**, owned by Berkshire Hathaway, said in November 2025 that it has more than 7,700 restaurants in more than 20 countries, and **Baskin-Robbins**, founded in California in 1945, is part of Inspire Brands. Their value as restaurant brands is covered in our ranking of the most valuable quick service restaurant brands.

In the United States, **Blue Bell Creameries**, founded in Brenham, Texas in 1907, is the best known independent producer, and **Wells Enterprises** of Iowa, maker of Blue Bunny and owner of Halo Top since 2019, has been part of the Ferrero group since 2023. Ferrero does not report ice cream sales separately, so these brands cannot be placed in a revenue ranking even though they are large.

UNITED STATES

The US market in official production data

The United States is a core market for both leaders, producing €2.06 billion of Froneri revenue in 2025, but there is no free official source for brand sales there either. Retail scanner data from market research firms is sold under licence. What is published openly is production volume, collected by the National Agricultural Statistics Service (NASS) of the US Department of Agriculture in its annual Dairy Products summary.

US Production of Regular Hard Ice Cream, 2020 to 2025 (million gallons)

Interactive chart online: businesstats.com/top-ice-cream-brands

Below the pandemic peak: US output of regular hard ice cream was 722.1 million gallons in 2025, down 2.1 percent on 2024 and 5.8 percent below the 2020 level.

Production of regular hard ice cream, the scooped and packaged product in most freezers, reached 766.9 million gallons in 2020, the first year of the pandemic, and has moved between about 708 and 748 million gallons a year since. The 2025 total of 722.1 million gallons was 2.1 percent lower than in 2024. These numbers measure what factories make, not what consumers pay, so they show volume trends but say nothing about prices, brands or the mix between pints, tubs and novelties.

US Frozen Dessert Production by Type, 2025 (million gallons)

Interactive chart online: businesstats.com/top-ice-cream-brands

Regular ice cream dominates: it accounted for 65.1 percent of the 1.30 billion gallons of the five frozen dessert types in 2025.

Lowfat ice cream is the second largest category at 380.9 million gallons in 2025. NASS reports a 21.5 percent fall for this category, but its 2024 figure was revised upwards by almost 74 million gallons between the two summaries, which shows how sensitive the series is to reporting changes. Frozen yogurt, once a fast growing segment, has fallen to 34.1 million gallons. For the related refrigerated category see our statistics on yogurt worldwide and on Greek yogurt.

WHAT IS CHANGING

Five forces reshaping the ice cream industry

1. Separation and consolidation. The biggest structural change of the decade was the separation of Unilever ice cream into TMICC in December 2025. It created a separately listed company focused only on ice cream, while Nestlé moves the last of its ice cream assets towards Froneri. The industry is becoming more concentrated in two specialist groups rather than spread across diversified food conglomerates.

2. Emerging markets drive growth. AMEA was the fastest growing TMICC region in 2025 at 10.9 percent organic growth, Froneri grew its rest of world revenue by 4.8 percent, Yili cold drinks grew 12.6 percent and Lotte grew 15.0 percent in India over the first nine months of 2025. Mature markets in Europe and North America are growing in low single digits.

3. Weather and seasonality. Ice cream is one of the most weather sensitive products in a supermarket. The Lotte quarterly data show swings of more than two to one between summer and winter, and TMICC generated €4.50 billion, or 57 percent of its 2025 revenue, in the first half of the year. A cool summer in Europe or North America can move annual results more than any product launch.

4. Premium and better for you products. Company reports point to growth in premium lines such as Magnum Utopia and in products positioned as healthier, such as the Yasso frozen Greek yogurt bars that grew by double digits at TMICC in 2025 and the reduced sugar World Cone from Lotte. Functional and lower sugar claims are also reshaping other categories covered on this site, from energy drinks to sports drinks.

5. New channels. TMICC reported double digit growth in digital commerce in 2025, alongside mid single digit growth in at home and away from home channels. Supermarkets still matter most: in the United Kingdom, for example, a few chains control most grocery sales, as shown in our data on grocery market share in the UK. Out of home, the freezer cabinet remains the point of sale, and TMICC highlights its fleet of about three million cabinets in its annual report.

Ice cream sits in the wider consumer goods sector, where the same companies compete for shelf space with snacks, dairy and drinks. Our consumer goods and FMCG overview collects related rankings, and our page on the food industry in Mexico covers one of the markets where TMICC reported share gains in 2026.

WHO OWNS WHAT

Who owns the top ice cream brands in 2026

BRAND	OWNER	ORIGIN	NOTE
Magnum	The Magnum Ice Cream Company	Belgium, 1989	Flagship brand of TMICC
Ben & Jerrys	The Magnum Ice Cream Company	United States, 1978	Acquired by Unilever in 2000
Cornetto	The Magnum Ice Cream Company	Italy, 1959	Created in Naples
Walls, Algida, Langnese, Ola, Kibon, Streets	The Magnum Ice Cream Company	Various	Local names of the Heartbrand
Breyers	The Magnum Ice Cream Company	United States, 1866	Founded in Philadelphia
Talenti, Klondike, Popsicle, Yasso	The Magnum Ice Cream Company	United States	Americas portfolio
Kwality Walls	The Magnum Ice Cream Company (61.90 percent)	India	Control acquired March 2026
Häagen-Dazs	General Mills; Froneri under licence in the US	United States, 1960	Japan via a General Mills joint venture
Dreyers, Drumstick, Outshine	Froneri	United States	Former Nestlé US ice cream business

Mövenpick, Extrême, Maxibon, Nuii	Froneri	Europe	Froneri European portfolio
Oreo, Milka, Cadbury ice cream	Froneri under licence from Mondelez	Europe	Licence extended to the Nordics in 2026
Blue Bunny, Halo Top	Wells Enterprises (Ferrero)	United States	Ferrero group since 2023
Blue Bell	Blue Bell Creameries	United States, 1907	Independent, Brenham, Texas
Chocliz, Joyday	Yili Group	China	Joyday sold in Southeast Asia
World Cone, Havmor	Lotte Wellfood	South Korea, India	Havmor is the Indian business
Amul	GCMMF cooperative	India	Dairy cooperative brand

The table makes one pattern clear: most of the famous Western brands now belong to just two companies, and many of the rest are licences. For a buyer standing at a freezer in Europe or the United States, there is a good chance that two different looking brands come from the same factory network. In Asia the picture is more fragmented, with domestic dairy groups such as Yili, Mengniu, Lotte and Amul holding strong positions in their home markets.

KEY FACTS

Ice cream companies in eight numbers

€7.91B

The Magnum Ice Cream Company

Revenue 2025, number one.

21%

TMICC global share

Company analysis based on Euromonitor.

€5.56B

Froneri revenue

2025, owned by Nestlé and PAI.

24.4%

Froneri retail share

Across its 25 markets, 2025.

RMB 9.82B

Yili cold drinks revenue

2025, up 12.6 percent.

RMB 5.39B

Mengniu ice cream revenue

2025, up 4.2 percent.

10.9%

TMICC AMEA organic growth

2025, fastest region.

722.1M gal

US regular hard ice cream

2025 production, USDA.

FAQ

Questions about the top ice cream brands and companies

FREQUENTLY ASKED QUESTIONS

What is the biggest ice cream company in the world?

The Magnum Ice Cream Company, the former Unilever ice cream division, which reported revenue of €7.91 billion in 2025 and sells in 80 markets. The company says it holds 21 percent of the global ice cream market, based on its own analysis of Euromonitor retail data. Froneri is second with €5.56 billion.

What is the best selling ice cream brand in the world?

No primary source publishes sales for individual ice cream brands worldwide. The Magnum Ice Cream Company says it owns four of the five largest ice cream brands, Magnum, Ben and Jerrys, Cornetto and the Heartbrand (Walls, Algida, Langnese, Ola), but it does not publish brand sales or rank them against each other.

Who owns Magnum and Ben and Jerrys?

Both belong to The Magnum Ice Cream Company, which was separated from Unilever and listed in Amsterdam, London and New York on 8 December 2025. Unilever had bought Ben and Jerrys in 2000. The same company also owns Cornetto, Breyers, Talenti, Klondike, Popsicle and Yasso.

Who owns Häagen-Dazs?

General Mills owns the Häagen-Dazs brand. In the United States and Canada it is licensed exclusively to Nestlé and its sublicensees, so Froneri makes and sells it there, and in Japan it is licensed to a General Mills joint venture. In June 2026 General Mills agreed to sell its Häagen-Dazs shops in mainland China to an investor group including Ningji.

How big is Froneri?

Froneri reported revenue of €5.56 billion in 2025 and EBITDA before exceptional items of €1.20 billion. It operates in 25 countries with 12,147 employees, leads 13 of its markets and is owned in equal shares by Nestlé and PAI Partners. Its brands include Häagen-Dazs in the US, Drumstick, Mövenpick and Extrême.

Which company sells the most ice cream in China?

Yili, which says it has been number one in the Chinese ice cream industry for 31 consecutive years. Its cold drinks revenue was RMB 9.82 billion in 2025, up 12.6 percent. Mengniu reported ice cream revenue of RMB 5.39 billion in 2025, up 4.2 percent.

Is Nestlé still in the ice cream business?

Mainly through its 50 percent stake in Froneri. Nestlé moved most of its ice cream businesses into Froneri between 2016 and 2020, and in February 2026 it confirmed advanced negotiations to transfer its remaining ice cream operations to Froneri as well.

How much ice cream does the United States produce?

According to the USDA, US factories made 722.1 million gallons of regular hard ice cream in 2025, down 2.1 percent from 2024, plus 380.9 million gallons of lowfat ice cream, 34.1 million gallons of frozen yogurt and 25.0 million gallons of sherbet. The 2025 figures are preliminary.

Why does this page not show brand market shares?

Brand market shares for ice cream are sold by commercial research firms and are not published openly by a primary source. This page therefore ranks companies by the ice cream revenue they report themselves and quotes market share only where a company states it in its own report.

How fast is the ice cream market growing?

The Magnum Ice Cream Company expects the global ice cream market to grow by 3 to 4 percent a year, according to its own projection, and Froneri says the markets in which it operates grew by about 3.6 percent in 2025. TMICC itself grew organic sales by 4.2 percent in 2025 and 4.7 percent in the first half of 2026.

SOURCES

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