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STATISTICS DOSSIER

Advertising & Marketing Statistics: Ad Spend & Data

11 reports · 2 sections · 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 DOSSIER

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.

KEY FIGURES AT A GLANCE

FIGURE	WHAT IT MEASURES	REPORT
$45.2B	YouTube - #1 Most Valuable Media Brand 2026 (First Time at Top)	Most Valuable Media and Entertainment Brands 2026 — Brand Value Worldwide
1.59B	Adult Ad Reach	TikTok Marketing Stats: $38B in Ads and a $64B Shop Boom
29%	Instagram — #1 Highest ROI Platform (All Marketers, April 2026)	Social Media Platforms Highest ROI Marketers 2026 — Return on Investment by Platform
71%	TikTok — Highest Planned Organic Increase (Next 12 Months)	Planned Changes Organic Social Media Marketing 2026 — Platform Use Changes Worldwide
84%	Brand Awareness — #1 Benefit, 5th Consecutive Year at Top	Leading Benefits of Social Media Marketing 2026 — Marketers Worldwide April 2026
$234.5B	Global Social Media Ad Spend 2024	Social Media Ad Spend Worldwide 2019-2030 — Global Social Media Advertising Spending
$114.2bn	US Search Ad Revenue 2025	US Search Advertising: $114bn in 2025 and the AI Shake-Up
82%	AI-Personalised Experiences — #1 Trend, Cited by 82% of Marketers	Leading Consumer Trends Marketers 2026 — Top Consumer Trends Worldwide

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1.4 Leading Benefits of Social Media Marketing 2026 — Marketers Worldwide April 2026

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Media

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1.1

Most Valuable Media and Entertainment Brands 2026 — Brand Value Worldwide

Updated May 22, 2026

$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)

Most valuable media and entertainment brands worldwide in 2026. YouTube leads at $45.2B brand value. Netflix $38.6B. ESPN $34.1B. Disney $32.8B. Full ranking, category breakdown, year-on-year changes, and brand value trends 2022-2026.

Full report with charts and data: businesstats.com/media-brand-value

1.2

Social Media Platforms Highest ROI Marketers 2026 — Return on Investment by Platform

Updated May 21, 2026

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%

Social media platforms with highest ROI according to marketers worldwide as of April 2026. Instagram leads at 29%. Facebook 26%. YouTube 24%. TikTok 21%. Full platform ranking, B2B vs B2C split, content type ROI, and campaign objective analysis.

Full report with charts and data: businesstats.com/social-media-platforms-highest-return-on-investment

1.3

Planned Changes Organic Social Media Marketing 2026 — Platform Use Changes Worldwide

Updated May 21, 2026

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

Planned changes in organic social media use for marketing worldwide as of April 2026. TikTok leads increases at 71%. Instagram 64%. YouTube 58%. Twitter/X sees 40% planning to decrease. Full platform ranking, content format shifts, and business size analysis.

Full report with charts and data: businesstats.com/future-use-of-social-media-among-marketers-worldwide-by-platform

1.4

Leading Benefits of Social Media Marketing 2026 — Marketers Worldwide April 2026

Updated May 21, 2026

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

Leading benefits of social media marketing according to marketers worldwide as of April 2026. Brand awareness leads at 84%. Website traffic 73%. Lead generation 66%. Full ranking, B2B vs B2C breakdown, platform analysis, and ROI measurement methods.

Full report with charts and data: businesstats.com/influence-of-global-social-media-marketing-usage-on-businesses

1.5

Social Media Ad Spend Worldwide 2019-2030 — Global Social Media Advertising Spending

Updated May 21, 2026

$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

Social media advertising spending worldwide from 2019 to 2030. $234.5B in 2024, growing to $368.1B by 2030. Meta leads with $105.2B. Full platform breakdown, regional analysis, mobile vs desktop split, and growth rate trends.

Full report with charts and data: businesstats.com/social-media-ad-spend-worldwide

02

More statistics

6 reports

2.1

TikTok Marketing Stats: $38B in Ads and a $64B Shop Boom

Updated Sep 30, 2026

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

TikTok is set to earn about $38 billion from ads in 2026 and TikTok Shop sold $64.3 billion in 2025. See ad reach by country, engagement and US ownership.

Full report with charts and data: businesstats.com/tiktok-marketing-statistics-facts

2.2

US Search Advertising: $114bn in 2025 and the AI Shake-Up

Updated Sep 26, 2026

$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

US search ads earned $114.2 billion in 2025, 38.8% of internet ad revenue. See growth, CPC by industry, Google vs Amazon and how AI Overviews change clicks.

Full report with charts and data: businesstats.com/search-advertising-united-states

2.3

Leading Consumer Trends Marketers 2026 — Top Consumer Trends Worldwide

Updated May 21, 2026

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

Leading consumer trends according to marketers worldwide in 2026. AI-personalised experiences top at 82%. Sustainability 74%. Social commerce 71%. Full trend ranking, channel priorities, budget shifts, and regional analysis.

Full report with charts and data: businesstats.com/most-impactful-marketing-technology-innovations

2.4

Netflix Marketing Spend 2017-2026 – $3.30B in 2025, Up 13.2%

Updated May 3, 2026

$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

How much does Netflix spend on marketing? In 2025, Netflix spent $3.30B (+13.2%), per SEC 10-K down from 12.3% to 7.3% of revenue since 2017. Data 2017-2026.

Full report with charts and data: businesstats.com/netflix-marketing-expenditure

2.5

BMW Brand Value 2010-2026 — $51.2B Peak, Top 3 Auto Brand

Updated May 1, 2026

$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

BMW brand value 2010-2026: $22.3B in 2010 to $51.2B peak in 2023 (Interbrand #10). $41.5B in 2025 (#14 globally, 3rd auto). Kantar BrandZ: $23.16B in 2024.

Full report with charts and data: businesstats.com/bwm-brand-value

2.6

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

Updated Oct 26, 2026

€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 Magnum Ice Cream Company sold €7.9 billion of ice cream in 2025 and Froneri €5.6 billion. See who owns Magnum, Häagen-Dazs and the other top brands.

PRIMARY SOURCES: The Magnum Ice Cream Company · The Magnum Ice Cream Company · Unilever · Froneri

Full report with charts and data: businesstats.com/top-ice-cream-brands

HOW TO CITE THIS DOSSIER

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Methodology

Every figure in this dossier comes from a Business Stats report that names its primary source: statistics offices, central banks, company filings and original surveys. The reports are updated continuously; this PDF shows them as of Nov 4, 2026.

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