

Social Media Advertising Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Advertising Format (Sponsored Ads, Display Ads, Video Ads, Influencer Advertising, Others (Social Media Stories, Native Advertising, etc.)), By Platform (Web, Application), By Region & Competition, 2020-2030F

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Abstracts

Global Social Media Advertising market was valued at USD 374.01 billion in 2024 and is expected to grow to USD 468.91 billion by 2030 with a CAGR of 3.90% during the forecast period. The global social media advertising market is experiencing significant growth, driven by increasing digital ad spending, AI-powered targeting, and the rise of influencer marketing. Businesses leverage platforms like Facebook, Instagram, TikTok, and LinkedIn to enhance brand visibility and customer engagement. Mobile optimization, video content, and personalized ad experiences are key trends shaping the industry. According to the latest global social media statistics for 2025, 63.9% of the global population engages with social media platforms, with the average user spending 2 hours and 21 minutes daily. This highlights the continued growth and importance of social networks in shaping marketing strategies.

Key Market Drivers

Increasing Digital Ad Spending

Increasing digital ad spending is a key driver of the global social media advertising market, as businesses allocate larger budgets to online campaigns for better engagement and ROI. Social media platforms like Facebook, Instagram, TikTok,

LinkedIn, and Twitter (X) offer precise targeting, real-time analytics, and cost-effective ad solutions, making them attractive to advertisers. The growing adoption of mobile devices and improved internet accessibility further boost digital ad investments. As digital platforms become increasingly dominant, industries are reallocating their marketing budgets to prioritize online strategies. In 2024, businesses are expected to allocate an average of 53.4% of their marketing spend to digital channels, while 46.6% will be directed toward traditional media like print, TV, and radio. This shift is driving substantial growth and accelerating the expansion of digital advertising.

Additionally, advancements in AI-driven ad optimization and programmatic advertising enhance efficiency, ensuring higher returns. As brands prioritize digital marketing, social media ad spending is expected to continue its rapid growth globally.

Key Market Challenges

Privacy Regulations and Data Protection Concerns

One of the biggest challenges in social media advertising is navigating evolving data privacy regulations. Governments worldwide are implementing stricter data protection laws, such as the General Data Protection Regulation (GDPR) in Europe and the California Consumer Privacy Act (CCPA) in the U.S. These regulations limit how companies collect, store, and use consumer data for targeted advertising. Social media platforms have also introduced privacy-focused updates, such as Apple's App Tracking Transparency (ATT) and Google's plan to phase out third-party cookies. These changes restrict advertisers' ability to track user behavior and measure ad effectiveness, making it harder to deliver highly personalized campaigns. Brands must find alternative strategies, such as contextual targeting and first-party data collection, to maintain ad performance while complying with privacy laws.

Key Market Trends

Growth of Social Commerce and Shoppable Ads

Social commerce is rapidly transforming how consumers discover and purchase products directly through social media platforms. Features like Instagram Shopping, TikTok Shop, Facebook Marketplace, and Pinterest Buyable Pins enable seamless in-app shopping experiences. Brands are leveraging shoppable ads—interactive advertisements that allow users to explore products and make purchases without leaving the platform. Livestream shopping is also gaining traction, where influencers

and brands showcase products in real-time, driving instant engagement and sales. As social commerce continues to grow, advertisers will increasingly integrate e-commerce functionalities into their ad strategies, making social media a primary sales channel.

Key Market Players

Pinterest, Inc.

Google LLC

Twitter International Unlimited Company

Snap Inc.

Meta Platforms, Inc

LinkedIn Corporation

Yahoo Inc.

Tencent Holdings Limited

Bytedance Ltd.

Kakao Corporation

Report Scope:

In this report, the Global Social Media Advertising Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Social Media Advertising Market, By Advertising Format:

Sponsored Ads

Display Ads

Video Ads

Influencer Advertising

Others

Social Media Advertising Market, By Platform:

Web

Application

Social Media Advertising Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

Japan

India

Australia

South Korea

Indonesia

Europe

France

United Kingdom

Italy

Germany

Spain

South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Social Media Advertising Market.

Available Customizations:

Global Social Media Advertising Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

4. VOICE OF CUSTOMERS

- 4.1. Brand Awareness
- 4.2. Frequency of Advertisement

5. GLOBAL SOCIAL MEDIA ADVERTISING MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Advertising Format Market Share Analysis (Sponsored Ads, Display Ads, Video Ads, Influencer Advertising, Others (Social Media Stories, Native Advertising,

etc.)

5.2.2. By Platform Market Share Analysis (Web, Application)

5.2.3. By Regional Market Share Analysis

5.2.3.1. North America Market Share Analysis

5.2.3.2. Europe Market Share Analysis

5.2.3.3. Asia Pacific Market Share Analysis

5.2.3.4. Middle East & Africa Market Share Analysis

5.2.3.5. South America Market Share Analysis

5.2.4. By Top 5 Companies Market Share Analysis, Others (2024)

5.3. Global Social Media Advertising Market Mapping & Opportunity Assessment

5.3.1. By Advertising Format Market Mapping & Opportunity Assessment

5.3.2. By Platform Market Mapping & Opportunity Assessment

5.3.3. By Regional Market Mapping & Opportunity Assessment

6. NORTH AMERICA SOCIAL MEDIA ADVERTISING MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Advertising Format Market Share Analysis

6.2.2. By Platform Market Share Analysis

6.2.3. By Country Market Share Analysis

6.3. North America: Country Analysis

6.3.1. United States Social Media Advertising Market Outlook

6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Advertising Format Market Share Analysis

6.3.1.2.2. By Platform Market Share Analysis

6.3.2. Canada Social Media Advertising Market Outlook

6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Advertising Format Market Share Analysis

6.3.2.2.2. By Platform Market Share Analysis

6.3.3. Mexico Social Media Advertising Market Outlook

6.3.3.1. Market Size & Forecast

6.3.3.1.1. By Value

6.3.3.2. Market Share & Forecast

6.3.3.2.1. By Advertising Format Market Share Analysis

6.3.3.2.2. By Platform Market Share Analysis

7. ASIA PACIFIC SOCIAL MEDIA ADVERTISING MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Advertising Format Market Share Analysis

7.2.2. By Platform Market Share Analysis

7.2.3. By Country Market Share Analysis

7.3. Asia Pacific: Country Analysis

7.3.1. China Social Media Advertising Market Outlook

7.3.1.1. Market Size & Forecast

7.3.1.1.1. By Value

7.3.1.2. Market Share & Forecast

7.3.1.2.1. By Advertising Format Market Share Analysis

7.3.1.2.2. By Platform Market Share Analysis

7.3.2. Japan Social Media Advertising Market Outlook

7.3.2.1. Market Size & Forecast

7.3.2.1.1. By Value

7.3.2.2. Market Share & Forecast

7.3.2.2.1. By Advertising Format Market Share Analysis

7.3.2.2.2. By Platform Market Share Analysis

7.3.3. India Social Media Advertising Market Outlook

7.3.3.1. Market Size & Forecast

7.3.3.1.1. By Value

7.3.3.2. Market Share & Forecast

7.3.3.2.1. By Advertising Format Market Share Analysis

7.3.3.2.2. By Platform Market Share Analysis

7.3.4. Australia Social Media Advertising Market Outlook

7.3.4.1. Market Size & Forecast

7.3.4.1.1. By Value

7.3.4.2. Market Share & Forecast

7.3.4.2.1. By Advertising Format Market Share Analysis

7.3.4.2.2. By Platform Market Share Analysis

7.3.5. South Korea Social Media Advertising Market Outlook

7.3.5.1. Market Size & Forecast

7.3.5.1.1. By Value

- 7.3.5.2. Market Share & Forecast
 - 7.3.5.2.1. By Advertising Format Market Share Analysis
 - 7.3.5.2.2. By Platform Market Share Analysis
- 7.3.6. Indonesia Social Media Advertising Market Outlook
 - 7.3.6.1. Market Size & Forecast
 - 7.3.6.1.1. By Value
 - 7.3.6.2. Market Share & Forecast
 - 7.3.6.2.1. By Advertising Format Market Share Analysis
 - 7.3.6.2.2. By Platform Market Share Analysis

8. EUROPE SOCIAL MEDIA ADVERTISING MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Advertising Format Market Share Analysis
 - 8.2.2. By Platform Market Share Analysis
 - 8.2.3. By Country Market Share Analysis
- 8.3. Europe: Country Analysis
 - 8.3.1. France Social Media Advertising Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Advertising Format Market Share Analysis
 - 8.3.1.2.2. By Platform Market Share Analysis
 - 8.3.2. United Kingdom Social Media Advertising Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Advertising Format Market Share Analysis
 - 8.3.2.2.2. By Platform Market Share Analysis
 - 8.3.3. Italy Social Media Advertising Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Advertising Format Market Share Analysis
 - 8.3.3.2.2. By Platform Market Share Analysis
 - 8.3.4. Germany Social Media Advertising Market Outlook
 - 8.3.4.1. Market Size & Forecast

- 8.3.4.1.1. By Value
- 8.3.4.2. Market Share & Forecast
 - 8.3.4.2.1. By Advertising Format Market Share Analysis
 - 8.3.4.2.2. By Platform Market Share Analysis
- 8.3.5. Spain Social Media Advertising Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share & Forecast
 - 8.3.5.2.1. By Advertising Format Market Share Analysis
 - 8.3.5.2.2. By Platform Market Share Analysis

9. SOUTH AMERICA SOCIAL MEDIA ADVERTISING MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Advertising Format Market Share Analysis
 - 9.2.2. By Platform Market Share Analysis
 - 9.2.3. By Country Market Share Analysis
- 9.3. South America: Country Analysis
 - 9.3.1. Argentina Social Media Advertising Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Advertising Format Market Share Analysis
 - 9.3.1.2.2. By Platform Market Share Analysis
 - 9.3.2. Colombia Social Media Advertising Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Advertising Format Market Share Analysis
 - 9.3.2.2.2. By Platform Market Share Analysis
 - 9.3.3. Brazil Social Media Advertising Market Outlook
 - 9.3.3.1. Market Size & Forecast
 - 9.3.3.1.1. By Value
 - 9.3.3.2. Market Share & Forecast
 - 9.3.3.2.1. By Advertising Format Market Share Analysis
 - 9.3.3.2.2. By Platform Market Share Analysis

10. MIDDLE EAST & AFRICA SOCIAL MEDIA ADVERTISING MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By Advertising Format Market Share Analysis

10.2.2. By Platform Market Share Analysis

10.2.3. By Country Market Share Analysis

10.3. Middle East & Africa: Country Analysis

10.3.1. South Africa Social Media Advertising Market Outlook

10.3.1.1. Market Size & Forecast

10.3.1.1.1. By Value

10.3.1.2. Market Share & Forecast

10.3.1.2.1. By Advertising Format Market Share Analysis

10.3.1.2.2. By Platform Market Share Analysis

10.3.2. Saudi Arabia Social Media Advertising Market Outlook

10.3.2.1. Market Size & Forecast

10.3.2.1.1. By Value

10.3.2.2. Market Share & Forecast

10.3.2.2.1. By Advertising Format Market Share Analysis

10.3.2.2.2. By Platform Market Share Analysis

10.3.3. UAE Social Media Advertising Market Outlook

10.3.3.1. Market Size & Forecast

10.3.3.1.1. By Value

10.3.3.2. Market Share & Forecast

10.3.3.2.1. By Advertising Format Market Share Analysis

10.3.3.2.2. By Platform Market Share Analysis

10.3.4. Turkey Social Media Advertising Market Outlook

10.3.4.1. Market Size & Forecast

10.3.4.1.1. By Value

10.3.4.2. Market Share & Forecast

10.3.4.2.1. By Advertising Format Market Share Analysis

10.3.4.2.2. By Platform Market Share Analysis

11. MARKET DYNAMICS

11.1. Drivers

11.2. Challenges

12. IMPACT OF COVID-19 ON GLOBAL SOCIAL MEDIA ADVERTISING MARKET

12.1. Impact Assessment Model

12.1.1. Key Segments Impacted

12.1.2. Key Region Impacted

12.1.3. Key Countries Impacted

13. MARKET TRENDS & DEVELOPMENTS

14. COMPETITIVE LANDSCAPE

14.1. Company Profiles

14.1.1. Pinterest, Inc.

14.1.1.1. Company Details

14.1.1.2. Products

14.1.1.3. Financials (As Per Availability)

14.1.1.4. Key Market Focus & Geographical Presence

14.1.1.5. Recent Developments

14.1.1.6. Key Management Personnel

14.1.2. Google LLC

14.1.2.1. Company Details

14.1.2.2. Products

14.1.2.3. Financials (As Per Availability)

14.1.2.4. Key Market Focus & Geographical Presence

14.1.2.5. Recent Developments

14.1.2.6. Key Management Personnel

14.1.3. Twitter International Unlimited Company

14.1.3.1. Company Details

14.1.3.2. Products

14.1.3.3. Financials (As Per Availability)

14.1.3.4. Key Market Focus & Geographical Presence

14.1.3.5. Recent Developments

14.1.3.6. Key Management Personnel

14.1.4. Snap Inc.

14.1.4.1. Company Details

14.1.4.2. Products

14.1.4.3. Financials (As Per Availability)

14.1.4.4. Key Market Focus & Geographical Presence

14.1.4.5. Recent Developments

- 14.1.4.6. Key Management Personnel
- 14.1.5. Meta Platforms, Inc
 - 14.1.5.1. Company Details
 - 14.1.5.2. Products
 - 14.1.5.3. Financials (As Per Availability)
 - 14.1.5.4. Key Market Focus & Geographical Presence
 - 14.1.5.5. Recent Developments
 - 14.1.5.6. Key Management Personnel
- 14.1.6. LinkedIn Corporation
 - 14.1.6.1. Company Details
 - 14.1.6.2. Products
 - 14.1.6.3. Financials (As Per Availability)
 - 14.1.6.4. Key Market Focus & Geographical Presence
 - 14.1.6.5. Recent Developments
 - 14.1.6.6. Key Management Personnel
- 14.1.7. Yahoo Inc.
 - 14.1.7.1. Company Details
 - 14.1.7.2. Products
 - 14.1.7.3. Financials (As Per Availability)
 - 14.1.7.4. Key Market Focus & Geographical Presence
 - 14.1.7.5. Recent Developments
 - 14.1.7.6. Key Management Personnel
- 14.1.8. Tencent Holdings Limited
 - 14.1.8.1. Company Details
 - 14.1.8.2. Products
 - 14.1.8.3. Financials (As Per Availability)
 - 14.1.8.4. Key Market Focus & Geographical Presence
 - 14.1.8.5. Recent Developments
 - 14.1.8.6. Key Management Personnel
- 14.1.9. Bytedance Ltd.
 - 14.1.9.1. Company Details
 - 14.1.9.2. Products
 - 14.1.9.3. Financials (As Per Availability)
 - 14.1.9.4. Key Market Focus & Geographical Presence
 - 14.1.9.5. Recent Developments
 - 14.1.9.6. Key Management Personnel
- 14.1.10. Kakao Corporation
 - 14.1.10.1. Company Details
 - 14.1.10.2. Products

- 14.1.10.3. Financials (As Per Availability)
- 14.1.10.4. Key Market Focus & Geographical Presence
- 14.1.10.5. Recent Developments
- 14.1.10.6. Key Management Personnel

15. STRATEGIC RECOMMENDATIONS/ACTION PLAN

- 15.1. Key Focus Areas
- 15.2. Target By Advertising Format
- 15.3. Target By Platform

16. ABOUT US & DISCLAIMER

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