

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 Al-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

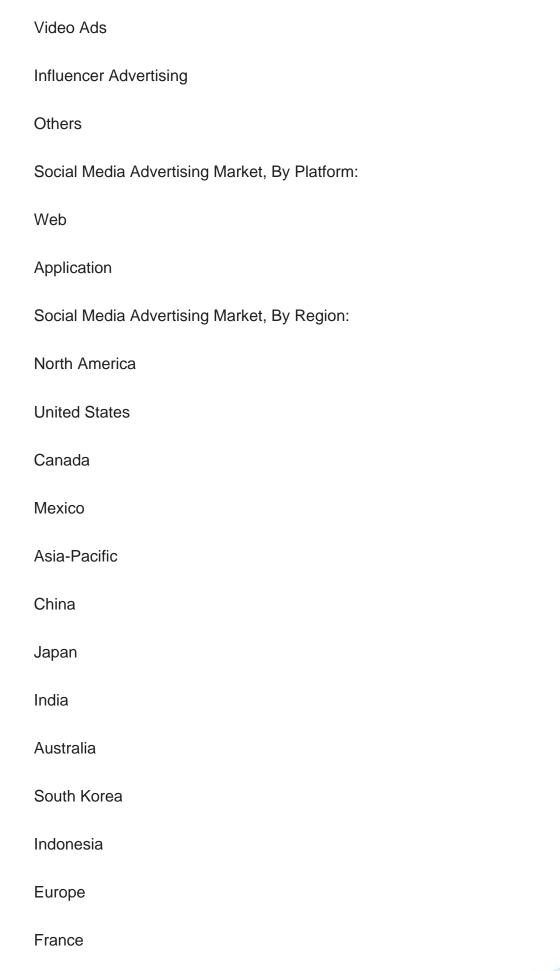
Social commerce is rapidly transforming how consumers discover and purchase products directly through social media platforms. Features like Instagram Shopping, TikTok Shop, Facebook Marketplace, and Pinterest Buyable Pins enable seamless inapp shopping experiences. Brands are leveraging shoppable ads—interactive 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.









United Kingdom
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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).



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