

**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**

Market Report | 2025-02-28 | 181 pages | TechSci Research

**AVAILABLE LICENSES:**

- Single User License \$4500.00
- Multi-User License \$5500.00
- Custom Research License \$8000.00

**Report description:**

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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

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:
  - o Sponsored Ads
  - o Display Ads
  - o Video Ads
  - o Influencer Advertising
  - o Others
- [ ] Social Media Advertising Market, By Platform:
  - o Web
  - o Application
- [ ] Social Media Advertising Market, By Region:
  - o North America
    - [ ] United States
    - [ ] Canada

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- Mexico
  - o Asia-Pacific
- China
- Japan
- India
- Australia
- South Korea
- Indonesia
  - o Europe
- France
- United Kingdom
- Italy
- Germany
- Spain
  - o South America
- Argentina
- Colombia
- Brazil
  - o 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).

#### Table of 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)



- 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**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**

Market Report | 2025-02-28 | 181 pages | TechSci Research

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User License	\$4500.00
	Multi-User License	\$5500.00
	Custom Research License	\$8000.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Date

2025-05-09

Signature



**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)