

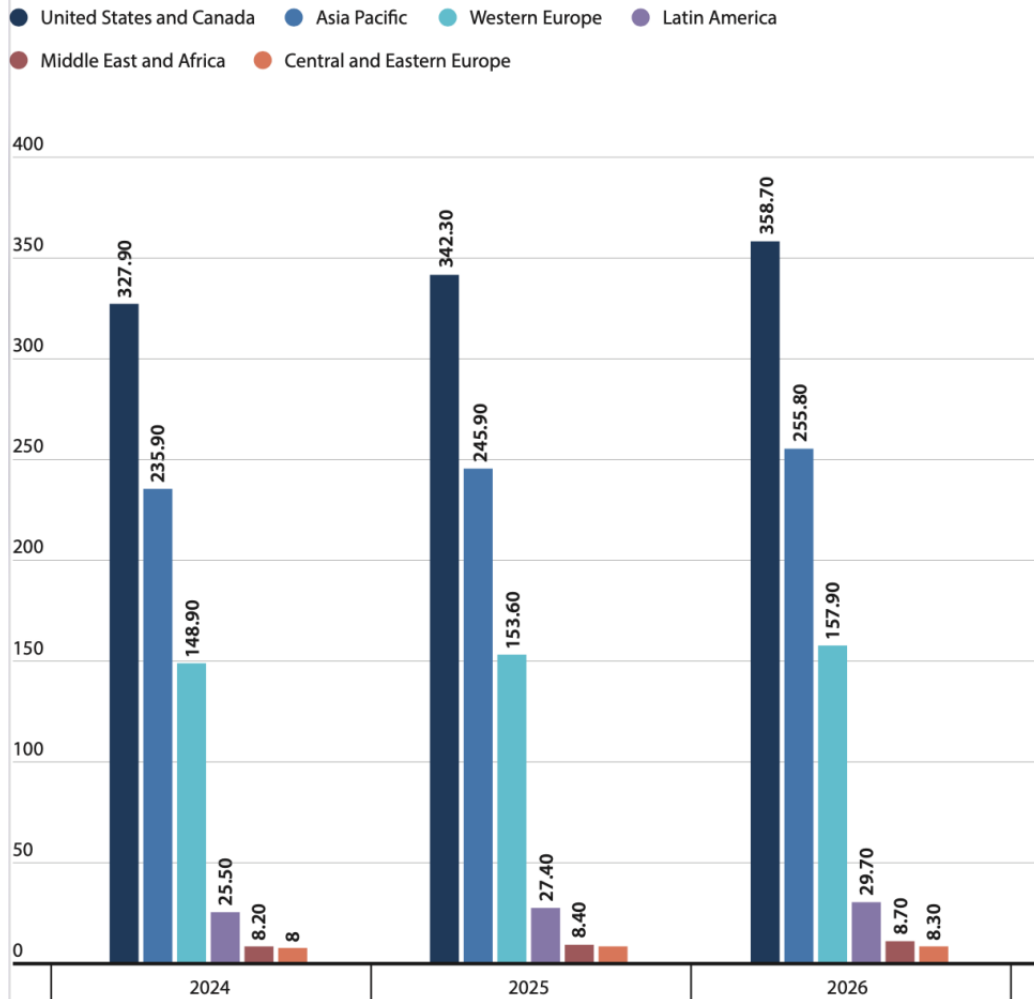
# **United States to Contribute 43.6 percent of the Global Spend on Ads in 2025**

March 27, 2025. Vyom Chaudhary

Global spending on advertising is expected to reach USD 786 billion by 2025. As per the data presented by StockApps.com, a massive 43.65 percent of this spending is expected to come from companies based in the United States and Canada.

## Global spending on advertising (in billions USD)

Sources: Statista



### US and Canada To Spend USD 342billion on Ads in 2025

The global spending on advertisements continues to grow positively, and it is predicted to reach USD 785.9 billion in 2025. Thus, advertising spending is expected to see a 4.2 percent increase in comparison to 2024, when the spending was USD 754.4 billion. As per the report on Statista, the overall spending is expected to further increase by another 4.2 percent in 2026 to USD 819.1 billion.

When we look at the distribution of spending in 2025 geographically, the United States and Canada dominate, as 43.6 percent of the spending is expected to come from these countries. Companies based in these countries are expected to shell out

USD 342.3 billion on advertisements in 2025. Compared to 2024, the ad spend is expected to increase by 4.4 percent slightly higher than the global growth rate.

The second biggest spending comes from the Asia-Pacific region, with companies based in the region aiming to spend USD 245.9 billion in 2025. On a y-o-y basis, this would indicate a 4.2 percent increase for the region. It shouldn't need to be pointed out that China is the biggest contributor to the region, which makes up 31.3 percent of global spending.

Western Europe is the next biggest contributor to the global ad spend. In 2025, Western European countries are expected to spend USD 153.6 billion on ads, making up 19.5 percent of the global spend. Compared to 2024, the spending in Western Europe is expected to grow by just 3.2 percent – a rate significantly lower than the global average.

Latin American countries are expected to fork out USD 27.4 billion on ads in 2025, making up just 3.5 percent of the global total. Middle East and African countries are further down the order, with an expected outlay of USD 8.4 billion on ads in 2025. Central and Eastern European countries account for the remaining USD 8.3 billion in total spending.

*Vyom Chaud left his IT job to follow his love for soccer. He has been writing about the beautiful game for the last 6 years contributing articles to The Daily Mail, Vocal, Fan Sided and many other publications. He can spin stories with numbers and thinks data is beautiful. An avid Arsenal fan, he spends most of his time dissecting the nuances of the game. He has played football, cricket and badminton at an amateur level.*