

THIS YEAR NEXT YEAR ▶

2025 GLOBAL ADVERTISING AT A GLANCE

Key Growth Headlines: 2025 Growth

+8.8% →
\$1.14 trillion

+7.1%

**2026
Forecast**

**Retail Media
> TV**

for first time
in history

AI investment
driving GDP

+0.4pp
globally

**Top Growth
Regions**

LATAM +14.3%
NA +12.3%

Content

58%

Social, streaming still growing,
legacy print & linear declining

Intelligence

21%

Search + emerging AI platforms

Commerce

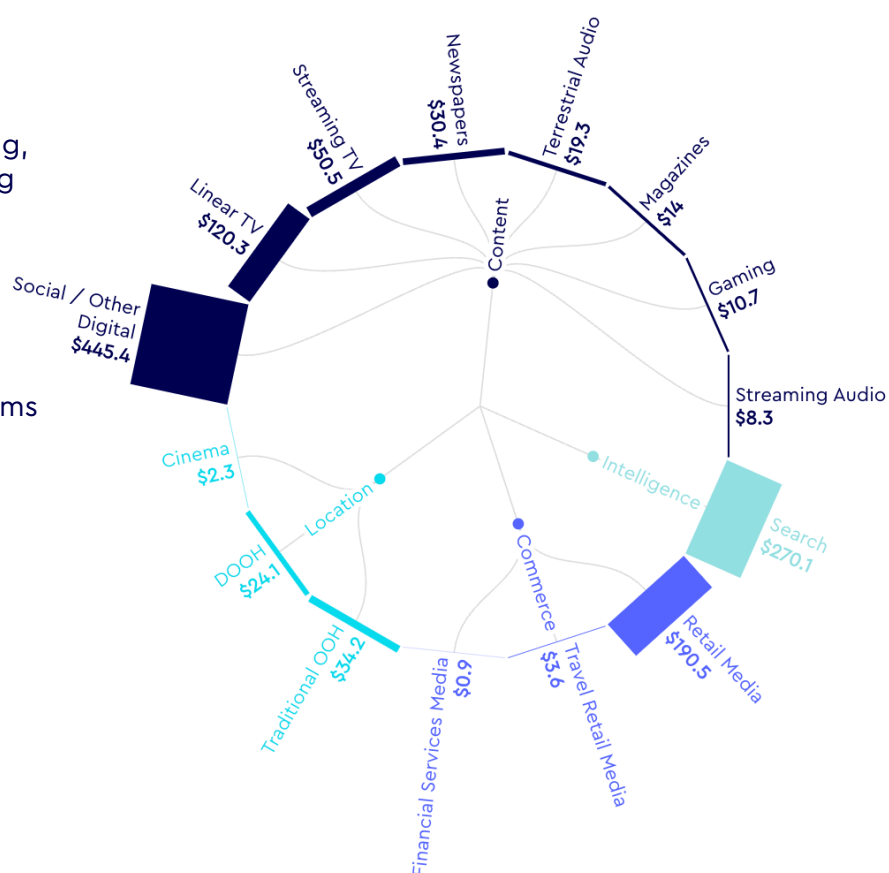
15%

Retail, travel, financial
services media networks

Location

5%

DOOH expansion, premium
transit/airport ads



Drivers

Generative AI transforms
creative, targeting, measurement

Commerce-linked channels see
rapid uptake

High-income consumer
resilience in key markets

New AI-native advertisers
entering ecosystem

Risks

Tariff policy & trade friction
uncertainty

Ad revenue concentration
in top platforms

Consumer finance stress from
BNPL/gambling expansion

Measurement challenges in zero-click,
AI-mediated journeys

WPP Media

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Category Trends

CPG

AI in marketing & R&D, balancing margins/brand equity



Entertainment

Streaming profitability + consolidation wave



Retail

Omnichannel, shopper data monetization



Luxury

Focusing on affluent audiences with premium formats



Auto

EV/ICE balance, sports sponsorships



Pharma

Patient-centric, AR demos, regulatory watch



B2B

AI discovery shift — trust & thought leadership crucial

~6.3%

Compound Annual Growth Rate Possible

With successful adaptation to AI technologies, evolving regulatory frameworks, and shifting consumer behaviors, the global advertising industry could sustain ~6.3% CAGR through 2030 — driven by new advertiser categories, AI-led efficiency, and expanded commerce media channels.



NA

Largest market (39.8%), CTV & retail media leads

LATAM

Fastest growth region, unique linear TV revenue increase

EU

5.8% growth, concentrated digital ad market

MEA

High growth in travel, gaming, retail media ads

APAC

China retail media dominance, AI innovation hub

01

Balance proven channels with AI-driven formats

02

Update attribution models for AI-mediated commerce & search

03

Build competitive advantage through first-party data & closed-loop ecosystems

04

Diversify to reduce dependence on dominant platforms

05

Prepare for measurement shifts in zero-click environments