

SOCIAL ADVERTISING SPEND IN EUROPE

IAB Europe has compiled key stats on the state of social media advertising in Europe from our annual 2021 AdEx Benchmark Report.



01

Social ad spend reached

€23.3bn

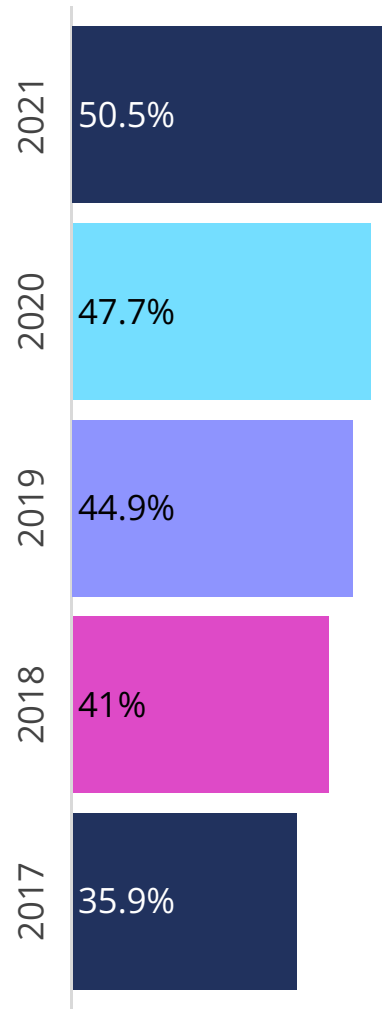
in 2021



02

Social Share of Display

Social



03

Social grew by

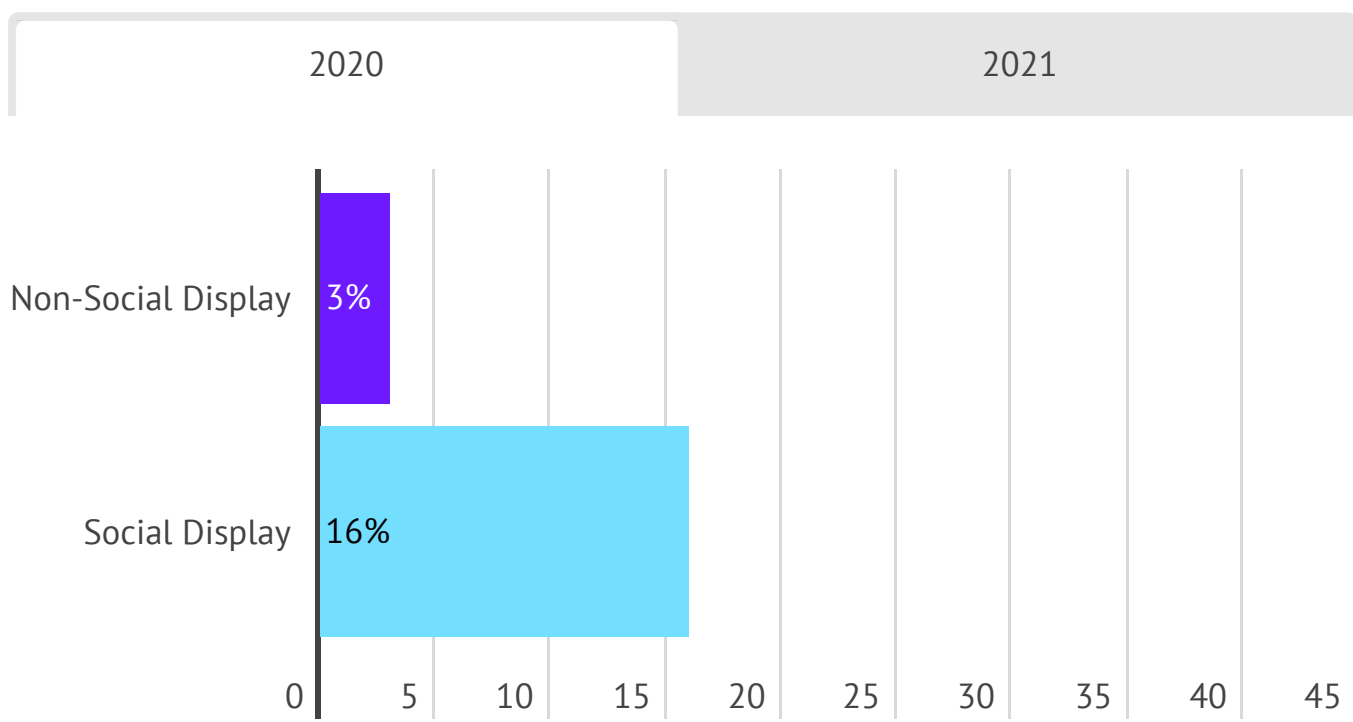
42%

in 2021



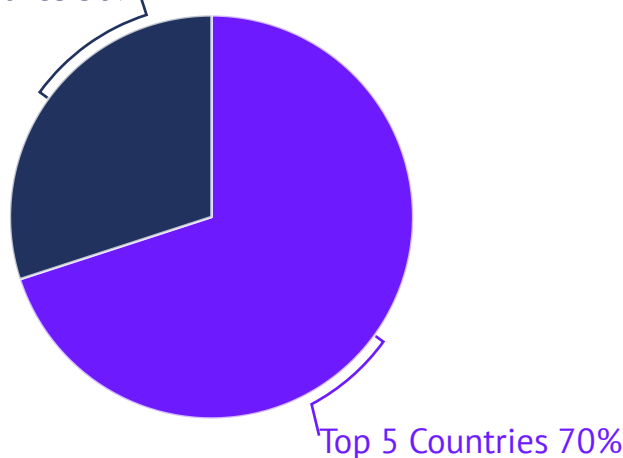
04

Social Display and Non-Social Display Growth Rates 2020-21



05

Top 5 Countries % of Total Social Market
Other Countries 30%



Get more insight!

Download our 2021 [AdEx Benchmark Report](#) for more insight into the state of the digital advertising market in Europe