**Alibaba and Amazon Are On the Prowl For the Global Digital Ad Market**

Amazon’s share of digital ad revenues worldwide surged from 3.8% in 2019 to 5.2% last year. We forecast that Amazon’s slice of the pie will grow again this year, to 5.8%. Amazon’s share, combined with Alibaba’s already sizable (and growing) 8.7% share and JD.com’s nascent (but growing) 1.4% share, means that the ecommerce heavyweights will have seized almost 16% of the global market by the end of 2021.

***eMarketer 5.10.21***

[*https://www.emarketer.com/content/duopoly-still-rules-global-digital-ad-market-alibaba-amazon-on-prowl?ecid=NL1014*](https://www.emarketer.com/content/duopoly-still-rules-global-digital-ad-market-alibaba-amazon-on-prowl?ecid=NL1014)