**Global Digital Ad Spending Will See Slow Growth In '23**

Insider Intelligence predicts some of the world's top ad markets will see record lows in their growth of digital ad spending, including the US (7.8%), Canada (6.0%), Brazil (11.3%), UK (4.9%) and Germany (3.1%). The US will still be the top ad market in 2023, with an estimated 39.4% of total ad spending and 43.8% of digital, and account for approximately 33% of global digital ad spending growth.

***Insider Intelligence 5.16.23***

[*https://www.insiderintelligence.com/content/us-share-of-worldwide-ad-spending-will-decline-this-year-remain-on-upward-trend*](https://www.insiderintelligence.com/content/us-share-of-worldwide-ad-spending-will-decline-this-year-remain-on-upward-trend)

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[*https://cdn.business2community.com/wp-content/uploads/2019/04/3G.SoMeAds.DigitalAds.4.1.2019.jpg*](https://cdn.business2community.com/wp-content/uploads/2019/04/3G.SoMeAds.DigitalAds.4.1.2019.jpg)