**Worldwide Ad Spending 2021: A Year For The Record Books**

Total worldwide ad spending is set to increase 19.9% this year, reaching $780.59 billion. Led by an unprecedented expansion in digital advertising, total worldwide ad spending will set a record for growth this year. In 2021, traditional ad, digital ad, and total ad spending will all post their highest rates of increase since we began tracking these categories internationally in 2011.

***eMarketer 11.30.21***

[*https://www.emarketer.com/content/worldwide-ad-spending-2021-year-record-books?ecid=NL1001*](https://www.emarketer.com/content/worldwide-ad-spending-2021-year-record-books?ecid=NL1001)

*Image credit:*

[*https://www.hastac.org/sites/default/files/upload/images/post/melange\_image-1464795867-.jpg*](https://www.hastac.org/sites/default/files/upload/images/post/melange_image-1464795867-.jpg)