**US Ad Spending To More Than Double In 2024**

Global advertising and marketing spending will increase 7.7% this year, nearly double last year's 4% growth, and be spurred by the Olympics, the Super Bowl and political elections, says PQ Media. Influencer, experiential and digital out-of-home spending will repeat their double-digit gains this year. In the US, spending will surge from 3.7% in 2023 to 8.2% this year, increasing to a nearly 40% share of the global ad market.

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[*https://www.mediapost.com/publications/article/394102/global-marketing-spending-rebounds-us-gains-sha.html*](https://www.mediapost.com/publications/article/394102/global-marketing-spending-rebounds-us-gains-sha.html)

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