

SOCIAL ADVERTISING SPEND IN EUROPE 2019

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



01

Social ad spend reached

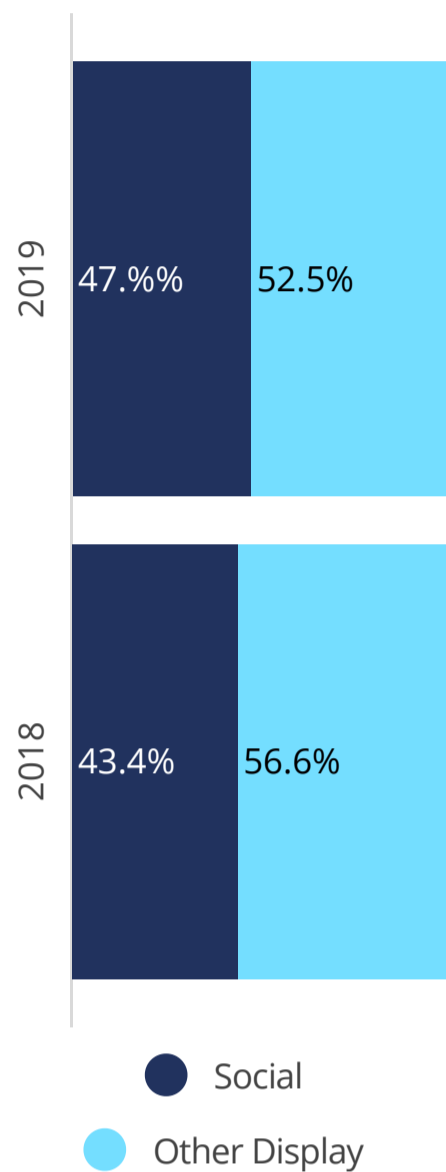
€14.1bn

in 2019



02

Social Share of Display



03

Social grew by

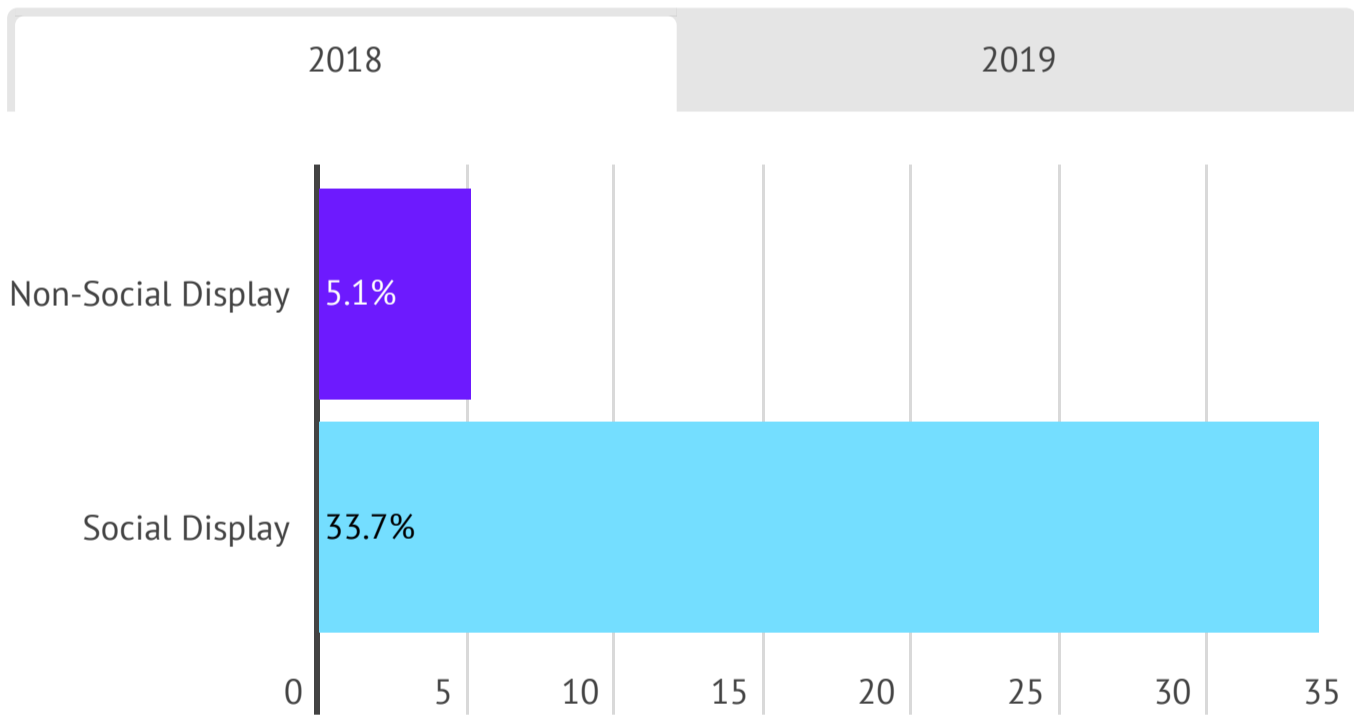
26%

in 2019



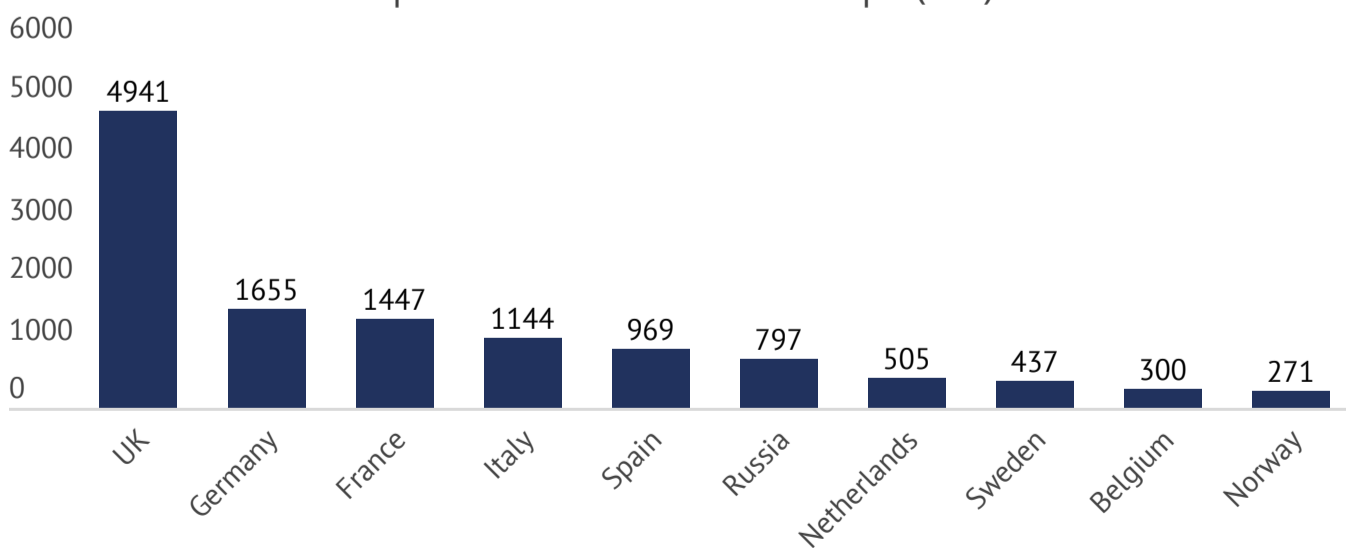
04

Social Display and Non-Social Display Growth Rates 2018-19



05

Top 10 Social Markets in Europe (€m)



Get more insight!

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