

Mobile digital ad spend grows at expense of desktop ad spending

The share of mobile digital ads grew considerably from 2017 to 2021, while desktops got demoted to a secondary mode for users to access the internet. In four years, the share of mobile digital ad-spend increased from 44% to 60%.



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This is according to figures from StockApps.com which shows that the digital world is going mobile, evident in the advertising projections for the coming years.

“In the last few years, mobile phones and devices have become the preferred choice for users to access the internet,” says Vyom Chaudhary, an editor at StockApps.

“It’s hard to predict the technology in 2026 perfectly, but one thing is certain that we are growing more and more mobile. Hence, it wouldn’t be a surprise to see desktop ad share become negligent over the next decade,” he adds.

In 2018, the annual rate of growth of overall ad spending on mobile platforms was registered at 11%. It fell to 9% in 2019 and further to 7% in 2020.

From 2021, the annual growth rate is expected to hover around 3% to 4%. In the case of desktop ad spending, the annual growth rate was at -9% in 2018, and it is expected to hover around -5% to 6% in the next five years.

Even though the growth rate of mobile ads is expected to slow down in the coming years, it is evident that the digital ad industry is headed in only one direction: mobile.

Mobile ad spending rising

Last year the percentage of mobile ad spending was 60% and the share of mobile in digital ad spending is expected to grow up to 70% in 2026.

The figures revealed that while only 44% of all digital advertising targeted mobile consumers in 2017, over the course of the nine years, the mobile share is expected to grow by 59%.

As per the projections, the growth rate in mobile ads is expected to slow down in the coming years. From 2021 to 2026, the share of mobile ads is expected to grow from 60% to 70%. The estimates indicate that the share of mobile ads will increase by approximately 2% every year for the next five years.

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