

2021 Industry Product Categories Total Ad Spend by Medium

INDUSTRY CATEGORY	Total Category Ad Spend	OOH Spend (does not include Cinema)	OOH % of Total Category Spend	Total Online/Mobile Digital Spend	Digital Media % of Total Category Spend	Internet Search Spend	Internet Display Spend	Mobile Web Spend (non-video)	Mobile Video	Online Video	Total TV Spend (Network, Spot, Cable, Spanish, Syndication)	Total TV % of Category Spend	Total Radio Spend (Local, National, Spot, Network)	Total Radio % of Category Spend	Total Print Spend (Newspaper, including Hispanic, and Magazine, including national, local, Sunday, Hispanic, B2B)	Total Print % of Category Spend
GRAND TOTAL	189,232,136,159	4,742,609,317	2.5%	99,439,925,663	52.5%	61,895,297,942	13,175,732,905	10,410,145,769	8,880,949,898	5,077,799,149	67,699,109,313	35.8%	4,944,763,055	2.6%	12,405,728,812	6.6%
Retail	26,614,850,293	485,025,231	1.8%	20,355,666,807	76.5%	16,471,351,229	1,683,700,741	1,198,816,000	725,435,743	276,363,095	4,343,760,166	16.3%	666,379,220	2.5%	764,018,868	2.9%
Media & Advertising	17,445,220,987	367,361,185	2.1%	11,895,018,795	68.2%	6,051,322,155	2,498,861,895	1,556,853,520	1,171,514,795	616,466,431	4,142,198,116	23.7%	399,878,500	2.3%	640,764,391	3.7%
Insurance & Real Estate	15,818,328,517	346,392,313	2.2%	8,502,019,868	53.7%	7,361,877,735	286,631,556	333,772,825	385,389,673	134,348,080	5,979,090,379	37.8%	400,897,520	2.5%	589,928,437	3.7%
Misc Services & Amusements	15,491,086,738	1,217,704,511	7.9%	7,148,725,028	46.1%	4,277,327,717	931,100,464	1,003,376,100	669,082,989	267,837,758	4,401,857,658	28.4%	755,034,240	4.9%	1,967,765,301	12.7%
Financial	11,492,739,249	269,453,328	2.3%	7,230,782,788	62.9%	3,925,080,224	1,754,628,529	735,363,185	605,751,241	209,959,609	3,017,713,096	26.3%	344,825,491	3.0%	629,964,546	5.5%
Medicines & Proprietary Remedies	9,252,513,598	10,958,025	0.1%	1,443,707,483	15.6%	517,367,375	189,984,907	130,943,644	358,613,790	246,797,768	6,795,410,599	73.4%	97,089,462	1.0%	905,348,029	9.8%
Automotive, Automotive Access & Equip	8,095,763,179	55,242,369	0.7%	2,213,004,963	27.3%	1,388,986,396	201,234,808	200,326,504	286,423,770	136,033,484	5,606,743,128	69.3%	101,697,767	1.3%	119,074,952	1.5%
Communications	6,818,668,565	105,610,093	1.5%	1,943,356,961	28.5%	940,666,909	190,174,278	202,818,838	427,245,032	182,451,904	4,228,761,644	62.0%	385,312,519	5.7%	155,627,348	2.3%
Restaurants	6,434,484,072	327,332,777	5.1%	1,028,892,290	16.0%	416,906,610	46,311,720	62,589,713	333,023,427	170,060,819	4,812,190,971	74.8%	238,813,824	3.7%	27,254,209	0.4%
Computers, Software, Internet NEC	6,410,045,891	75,813,052	1.2%	5,077,366,853	79.2%	2,302,635,126	1,003,217,425	603,497,612	510,310,423	657,706,268	1,058,166,913	16.5%	39,663,334	0.6%	159,035,739	2.5%
Public Transportation, Hotels & Resorts	5,977,574,924	243,040,160	4.1%	4,136,080,015	69.2%	3,300,968,404	157,046,841	139,703,580	169,822,023	368,539,166	1,041,403,199	17.4%	75,057,917	1.3%	481,933,578	8.1%
Government, Politics & Organizations	5,975,063,659	317,727,693	5.3%	2,188,787,390	36.6%	981,790,309	377,986,492	385,787,400	305,244,898	137,978,292	2,644,713,171	44.3%	422,593,652	7.1%	401,241,754	6.7%
Discount Department & Variety Stores	5,011,901,615	36,725,422	0.7%	3,908,204,778	78.0%	3,224,995,663	208,746,360	160,025,859	195,275,615	119,161,280	994,472,319	19.8%	35,561,820	0.7%	36,937,276	0.7%
General NEC	4,335,983,686	27,336,760	0.6%	3,818,212,246	88.1%	20,813,800	1,389,745,200	1,674,821,510	463,479,042	269,352,693	336,380,861	7.8%	9,741,281	0.2%	144,312,538	3.3%
Automotive Dealers & Services	4,330,141,158	178,283,516	4.1%	2,603,625,360	60.1%	2,015,289,775	118,540,192	269,826,591	147,794,771	52,174,031	1,244,360,737	28.7%	172,027,216	4.0%	131,844,329	3.0%
Schools, Camps, Seminars	4,195,452,748	160,533,201	3.8%	3,372,531,197	80.4%	2,726,538,978	223,855,749	235,565,825	103,809,970	82,760,675	461,216,362	11.0%	89,666,779	2.1%	111,505,209	2.7%
Games, Toys & Hobbycraft	2,070,013,986	38,354,108	1.9%	912,726,580	44.1%	173,174,997	316,077,331	81,750,937	142,797,204	198,926,111	1,041,218,904	50.3%	60,116,118	2.9%	17,598,276	0.9%
Direct Response Companies	1,914,668,145	222,140	0.0%	49,312,567	2.6%	9,203,660	15,776,335	8,705,748	9,896,569	5,730,256	850,626,699	44.4%	15,122,414	0.8%	999,384,325	52.2%
Cosmetics & Beauty Aids	1,866,373,998	12,304,555	0.7%	484,462,961	26.0%	285,978,861	61,048,855	45,123,435	56,962,260	35,349,549	964,606,140	51.7%	6,199,564	0.3%	398,800,779	21.4%
Department Stores	1,719,759,982	4,039,598	0.2%	1,146,652,364	66.7%	1,102,122,132	12,047,619	8,752,800	11,934,938	11,794,875	481,465,565	28.0%	53,217,392	3.1%	34,385,663	2.0%
Personal Hygiene & Health-Wmn,M&W,Unisex	1,638,319,168	3,026,407	0.2%	445,828,139	27.2%	147,742,609	37,958,034	138,697,916	65,896,759	55,532,820	908,091,575	55.4%	14,648,927	0.9%	266,724,121	16.3%
Dairy, Produce, Meat & Bakery Goods	1,609,033,884	21,408,833	1.3%	168,389,682	10.5%	18,254,969	20,375,687	39,670,981	56,890,683	33,197,362	1,135,372,127	70.6%	20,924,316	1.3%	262,938,927	16.3%
Building Materials, Equipment & Fixtures	1,562,905,651	11,935,123	0.8%	848,573,069	54.3%	470,940,435	167,996,652	159,413,408	31,216,974	19,005,600	362,857,911	23.2%	23,247,782	1.5%	316,291,767	20.2%
Business & Technology NEC	1,515,470,946	19,051,286	1.3%	832,133,796	54.9%	430,984,363	140,873,983	132,455,868	88,289,368	39,530,214	478,137,398	31.6%	108,950,130	7.2%	77,198,336	5.1%
Beer & Wine	1,350,114,359	84,054,953	6.2%	78,426,443	5.8%	7,800,948	8,284,995	9,962,172	39,544,550	12,833,779	1,111,796,222	82.3%	30,908,268	2.3%	44,928,473	3.3%
Beverages	1,305,058,017	44,641,684	3.4%	183,667,171	14.1%	18,335,560	24,192,889	23,558,070	67,023,469	30,557,183	958,961,896	73.5%	50,108,785	3.8%	67,678,481	5.2%
Confectionery & Snacks	1,275,092,781	2,054,033	0.2%	110,715,100	8.7%	4,310,595	7,662,064	8,782,300	83,830,988	26,129,153	1,078,580,614	84.6%	8,263,475	0.6%	75,479,558	5.9%
Household Soaps, Cleansers & Polishes	1,215,765,890	1,731,923	0.1%	111,514,258	9.2%	12,872,357	15,486,260	14,069,418	39,281,918	29,804,305	1,056,566,244	86.9%	22,421,135	1.8%	23,532,330	1.9%
Household Furnishings & Accessories	1,162,170,110	2,928,228	0.3%	800,591,717	68.9%	513,505,545	98,811,570	34,143,891	140,272,490	13,858,221	161,525,326	13.9%	15,075,247	1.3%	182,049,593	15.7%
Household Supplies	1,161,669,807	2,481,925	0.2%	177,594,077	15.3%	49,249,965	28,109,540	26,837,109	48,197,466	25,199,996	901,490,330	77.6%	21,353,400	1.8%	119,050,076	10.3%
Pets, Pet Foods & Supplies	1,078,314,405	1,088,907	0.1%	293,739,578	27.2%	162,788,906	35,263,081	42,704,087	38,087,983	14,895,521	580,362,489	53.8%	3,969,028	0.4%	199,154,404	18.5%
Sporting Goods	1,073,315,932	6,926,552	0.6%	489,802,608	45.6%	210,444,415	65,875,073	58,424,369	107,732,833	47,325,918	449,319,415	41.9%	8,171,232	0.8%	119,096,125	11.1%
Misc Merchandise	1,035,203,105	19,317,516	1.9%	870,460,168	84.1%	281,158,266	189,739,513	205,654,067	138,378,953	55,529,367	5,869,244	0.6%	1,460,121	0.1%	138,096,057	13.3%
Eye Glasses, Medical Equip & Supplies	931,303,252	11,426,850	1.2%	424,250,579	45.6%	170,203,891	101,785,689	59,771,475	65,467,917	27,021,606	382,999,439	41.1%	30,563,307	3.3%	82,063,077	8.8%
Fitness & Diet Programs & Spas	910,870,514	20,691,998	2.3%	572,723,016	62.9%	124,933,122	42,503,879	46,337,003	131,098,971	227,850,041	294,152,193	32.3%	16,832,032	1.8%	6,471,275	0.7%
Prepared Foods	871,611,203	892,421	0.1%	65,446,559	7.5%	12,672,001	17,533,651	16,988,437	13,118,798	5,133,671	637,206,164	73.1%	8,838,441	1.0%	159,227,618	18.3%
Apparel NEC	786,214,758	44,886,648	5.7%	328,383,242	41.8%	224,751,979	34,735,906	19,742,621	36,108,662	13,044,073	140,461,535	17.9%	1,365,081	0.2%	271,118,252	34.5%
Household Appliances, Equip & Utensils	719,692,252	2,186,496	0.3%	298,487,979	41.5%	187,458,913	44,669,757	22,684,162	29,999,524	13,675,623	344,149,251	47.8%	9,991,898	1.4%	64,876,628	9.0%
Manufactg: Mtrls&Equip/Freight/Ind Dev	706,605,485	19,444,148	2.8%	431,751,489	61.1%	211,312,664	54,440,380	50,380,747	97,884,050	17,733,647	105,371,231	14.9%	23,384,064	3.3%	126,654,553	17.9%
Hair Products & Access-Wmn,M&W,Unisex	614,107,348	3,443,845	0.6%	193,412,199	31.5%	111,374,430	11,846,650	12,271,304	39,035,756	18,884,059	267,159,618	43.5%	7,022,198	1.1%	143,069,488	23.3%
Jewelry & Watches	611,464,051	14,135,995	2.3%	197,700,655	32.3%	133,721,014	38,533,236	17,262,109	3,970,414	4,213,881	66,414,142	10.9%	913,176	0.1%	332,300,083	54.3%
Pharmaceutical Houses	569,768,740	8,213,808	1.4%	135,518,860	23.8%	49,049,182	25,940,598	14,655,802	33,767,634	12,105,645	321,580,378	56.4%	30,098,823	5.3%	74,356,871	13.1%
Audio & Video Equipment & Supplies	569,519,273	8,507,796	1.5%	191,705,870	33.7%	48,030,881	42,811,247	29,864,831	46,692,595	24,306,315	339,099,451	59.5%	17,864,501	3.1%	12,341,655	2.2%
Liquor	543,227,939	49,484,299	9.1%	142,433,637	26.2%	12,695,239	11,551,663	14,242,031	76,786,018	27,158,687	311,869,111	57.4%	13,390,757	2.5%	26,050,136	4.8%
Footwear	511,618,472	1,516,720	0.3%	342,859,554	67.0%	139,403,798	70,255,604	19,218,509	104,236,405	9,745,239	86,481,691	16.9%	4,725,281	0.9%	76,035,226	14.9%
Ready-To-Wear, Formalwear & Bridalwear	403,089,158	2,489,847	0.6%	239,352,379	59.4%	152,903,918	27,321,837	11,485,094	38,074,249	9,567,281	79,047,983	19.6%	3,125,462	0.8%	79,073,487	19.6%
Horticulture & Farming	373,405,167	5,264,383	1.4%	118,564,762	31.8%	36,821,153	23,400,									