## 2021 Industry Product Categories Total Ad Spend by Month

											1							1				r			
			Monthly % of Annual		Monthly % of	N	fonthly % of Annual		Monthly % of Annual		Monthly % of		Monthly % of		Monthly % of		Monthly % of Annual	September	Monthly % of Annual		Monthly % of Annual		Monthly % of Annual	December	Monthly % of Annual
INDUSTRY CATEGORY	J	January 2021	Category	February 2021	Annual	March 2021	Category	April 2021 Ad	Category	May 2021 Ad	Annual	June 2021 Ad	Annual	July 2021 Ad	Annual Category	August 2021 Ad	Category	2021 Ad	Category	October 2021	Category	November	Category	2021 Ad	Category
	Total Ad Spend	Ad Spend	Total	Ad Spend C	ategory Total	Ad Spend	Total	Spend	Total	Spend	Category Total	Spend	Category Total	Spend	Total	Spend	Total	Spend	Total	Ad Spend	Total	2021 Ad Spend	d Total	Spend	Total
Grand Total		16,185,657,987	8.6%	14,099,315,423	7.5%	15,608,465,567	8.2%	14,520,684,808	7.7%	16,068,296,417	8.5%	15,805,804,992	8.4%	15,782,195,095	8.3%	15,190,691,699	8.0%	15,777,358,235	8.3%	16,665,969,450	8.8%	16,960,655,007	9.0%	16,567,041,481	. 8.8%
Retail	26,614,850,293	2,524,632,502	9.5%	2,107,607,651	7.9%	2,127,143,696	8.0%	1,854,551,415	7.0%	2,083,458,706	7.8%	2,249,629,896	8.5%	2,251,286,955	8.5%	2,158,033,436	8.1%	2,131,140,658	8.0%	2,242,054,987	8.4%	2,488,243,917	9.3%	2,397,066,474	9.0%
Media & Advertising	17,445,220,987	1,476,025,786	8.5%	1,312,153,113	7.5%	1,368,410,663	7.8%	1,370,341,730	7.9%	1,500,548,902	8.6%	1,428,923,848	8.2%	1,490,801,549	8.5%	1,406,944,275	8.1%	1,459,687,662	8.4%	1,482,341,225	8.5%	1,596,286,953	9.2%	1,552,755,281	8.9%
Insurance & Real Estate	15,818,328,517	1,448,529,670	9.2%	1,277,913,028	8.1%	1,364,646,886	8.6%	1,277,724,201	8.1%	1,454,280,497	9.2%	1,378,657,397	8.7%	1,312,412,276	8.3%	1,224,768,396	7.7%	1,218,375,419	7.7%	1,380,389,614	8.7%	1,378,335,466	8.7%	1,102,295,666	7.0%
Misc Services & Amusements	15,491,086,738	1,243,189,798	8.0%	1,122,901,675	7.2%	1,181,087,894	7.6%	1,140,762,248	7.4%	1,302,398,824	8.4%	1,296,436,926	8.4%	1,310,451,038	8.5%	1,365,196,646	8.8%	1,343,277,168	8.7%	1,452,449,030	9.4%	1,399,602,011	9.0%	1,333,333,480	8.6%
Financial	11,492,739,249	887,046,228	7.7%	792,350,763	6.9%	953,061,236	8.3%	940,972,067	8.2%	964,193,513	8.4%	978,671,249	8.5%	1,074,403,540	9.3%	942,686,889	8.2%	948,564,986	8.3%	999,796,373	8.7%	987,799,498	8.6%	1,023,192,907	8.9%
Medicines & Proprietary Remedies	9,252,513,598	856,623,504	9.3%	761,780,946	8.2%	797,415,342	8.6%	804,610,977	8.7%	848,986,345	9.2%	820,316,294	8.9%	750,630,914	8.1%	684,746,781	7.4%	693,546,843	7.5%	784,522,204	8.5%	754,243,386	8.2%	695,090,060	7.5%
Automotive, Automotive Access & Equip	8,095,763,179	841,148,738	10.4%	651,319,879	8.0%	718,075,300	8.9%	623,511,222	7.7%	596,847,905	7.4%	585,243,304	7.2%	648,747,275	8.0%	598,330,804	7.4%	681,307,073	8.4%	694,410,014	8.6%	707,673,762	8.7%	749,147,902	9.3%
Communications	6,818,668,565	619,453,155	9.1%	500,543,776	7.3%	578,091,477	8.5%	446,710,065	6.6%	552,093,640	8.1%	535,145,385	7.8%	481,713,350	7.1%	525,412,988	7.7%	612,672,299	9.0%	645,026,892	9.5%	690,145,325	5 10.1%	631,660,212	9.3%
Restaurants	6,434,484,072	590,972,832	9.2%	449,997,930	7.0%	547,526,708	8.5%	472,142,997	7.3%	517,212,021	8.0%	530,284,095	8.2%	529,859,998	8.2%	474,481,605	7.4%	528,615,664	8.2%	667,724,671	10.4%	598,793,690	9.3%	526,871,861	8.2%
Computers, Software, Internet NEC	6,410,045,891	696,208,311	10.9%	515,967,964	8.0%	510,824,825	8.0%	492,544,571	7.7%	507,237,012	7.9%	514,961,949	8.0%	526,425,485	8.2%	496,963,823	7.8%	516,177,395	8.1%	588,782,998	9.2%	531,131,119	8.3%	512,820,437	8.0%
Public Transportation, Hotels & Resorts	5,977,574,924	385,440,532	6.4%	317,979,990	5.3%	471,853,221	7.9%	443,873,520	7.4%	572,615,738	9.6%	558,800,320	9.3%	583,718,777	9.8%	578,112,277	9.7%	558,234,057	9.3%	516,780,237	8.6%	491,152,016	8.2%	499,014,239	8.3%
Government, Politics & Organizations	5,975,063,659	535,696,799	9.0%	396,730,968	6.6%	465,466,162	7.8%	481,117,251	8.1%	522,986,838	8.8%	485,175,017	8.1%	440,113,555	7.4%	513,631,818	8.6%	526,744,141	8.8%	562,002,350	9.4%	490,578,123	8.2%	554,820,638	9.3%
Discount Department & Variety Stores	5,011,901,615	359,856,539	7.2%	326,483,809	6.5%	346,332,719	6.9%	292,833,766	5.8%	360,591,901	7.2%	393,504,795	7.9%	474,916,337	9.5%	456,034,711	9.1%	422,311,979	8.4%	420,958,582	8.4%	582,366,152	2 11.6%	575,710,326	11.5%
General NEC	4,335,983,686	238,421,389	5.5%	322,329,990	7.4%	370,122,027	8.5%	375,850,615	8.7%	360,664,946	8.3%	332,446,141	7.7%	378,995,205	8.7%	372,434,036	8.6%	356,781,735	8.2%	420,794,778	9.7%	287,081,310	6.6%	520,061,513	12.0%
Automotive Dealers & Services	4,330,141,158	388,342,464	9.0%	337,639,468	7.8%	353,401,020	8.2%	329,253,135	7.6%	377,321,958	8.7%	355,037,234	8.2%	356,984,717	8.2%	364,676,881	8.4%	356,236,442	8.2%	380,358,552	8.8%	364,492,919	8.4%	366,396,368	8.5%
Schools, Camps, Seminars	4,195,452,748	398,054,342	9.5%	347,766,631	8.3%	373,937,197	8.9%	392,929,367	9.4%	432,068,751	10.3%	363,568,833	8.7%	378,627,426	9.0%	371,492,086	8.9%	301,189,457	7.2%	285,259,720	6.8%	274,226,002	6.5%	276,332,936	6.6%
Games, Toys & Hobbycraft	2,070,013,986	136,626,950	6.6%	136,709,175	6.6%	178,094,004	8.6%	113,050,295	5.5%	123,368,801	6.0%	126,076,927	6.1%	106,612,390	5.2%	127,829,509	6.2%	249,968,260	12.1%	269,075,989		288,855,309		213,746,377	10.3%
Direct Response Companies	1,914,668,145	187,896,934	9.8%	144,975,128	7.6%	163,190,736	8.5%	148,363,485	7.7%	157,071,997	8.2%	148,866,920	7.8%	151,800,207	7.9%	131,435,322	6.9%	141,294,537	7.4%	171,034,019	8.9%	180,681,567	9.4%	188,057,291	9.8%
Cosmetics & Beauty Aids	1,914,668,145	128,556,005	6.9%	125,002,157	6.7%	152,221,488	8.5%	148,363,485	7.4%	157,071,997 182,030,494	9.8%	148,866,920	8.5%	151,800,207	5.9%	131,435,322	6.0%	179,702,425	9.6%	171,034,019	9.3%	180,681,567	9.4% 9.9%	219,881,546	9.8%
· · · · · · · · · · · · · · · · · · ·																									
Department Stores	1,719,759,982	132,343,081	7.7%	136,575,002	7.9%	157,123,887	9.1%	103,313,585	6.0%	114,242,624	6.6%	123,151,503	7.2%	138,961,380	8.1%	120,715,544	7.0%	121,007,160	7.0%	138,514,960	8.1%	229,552,430	13.3%	204,258,827	11.9%
Personal Hygiene & Health-Wmn,M&W,Unisex	1,638,319,168	113,993,817	7.0%	127,150,316	7.8%	158,999,515	9.7%	145,045,884	8.9%	142,836,118	8.7%	131,390,452	8.0%	125,562,405	7.7%	124,914,344	7.6%	145,785,291	8.9%	151,942,515	9.3%	141,841,041	8.7%	128,857,470	7.9%
Dairy, Produce, Meat & Bakery Goods	1,609,033,884	131,319,143	8.2%	121,897,603	7.6%	132,497,768	8.2%	171,260,289	10.6%	154,626,023	9.6%	159,934,315	9.9%	136,998,920	8.5%	132,191,640	8.2%	129,302,948	8.0%	122,386,889	7.6%	116,988,593	3 7.3%	99,629,752	6.2%
Building Materials, Equipment & Fixtures	1,562,905,651	119,150,482	7.6%	105,713,099	6.8%	113,183,335	7.2%	118,823,538	7.6%	156,533,165	10.0%	136,707,818	8.7%	147,034,856	9.4%	141,059,449	9.0%	154,841,663	9.9%	135,224,020	8.7%	133,783,621	8.6%	100,850,605	6.5%
Business & Technology NEC	1,515,470,946	110,469,972	7.3%	102,831,620	6.8%	152,039,771	10.0%	113,932,110	7.5%	137,430,145	9.1%	122,963,925	8.1%	114,609,619	7.6%	121,453,683	8.0%	121,076,206	8.0%	153,359,942	10.1%	144,916,785	9.6%	120,387,169	7.9%
Beer & Wine	1,350,114,359	121,876,620	9.0%	103,225,904	7.6%	100,278,515	7.4%	95,408,328	7.1%	130,205,233	9.6%	150,874,352	11.2%	144,653,479	10.7%	98,593,410	7.3%	117,152,107	8.7%	96,995,644	7.2%	98,069,731	7.3%	92,781,035	6.9%
Beverages	1,305,058,017	119,662,789	9.2%	90,854,992	7.0%	137,051,246	10.5%	102,180,748	7.8%	113,974,583	8.7%	131,260,977	10.1%	113,848,977	8.7%	85,179,790	6.5%	94,420,595	7.2%	94,452,302	7.2%	101,047,719	7.7%	121,123,298	9.3%
Confectionery & Snacks	1,275,092,781	89,618,322	7.0%	143,461,803	11.3%	136,585,890	10.7%	118,829,238	9.3%	123,178,963	9.7%	123,467,630	9.7%	92,685,650	7.3%	91,456,252	7.2%	91,117,728	7.1%	102,701,771	8.1%	75,169,015	5 5.9%	86,820,518	6.8%
Household Soaps, Cleansers & Polishes	1,215,765,890	99,033,581	8.1%	91,639,766	7.5%	98,066,455	8.1%	119,426,321	9.8%	115,214,909	9.5%	109,157,608	9.0%	87,148,948	7.2%	94,214,457	7.7%	88,969,359	7.3%	107,737,531	8.9%	97,852,397	8.0%	107,304,557	8.8%
Household Furnishings & Accessories	1,162,170,110	91,803,123	7.9%	82,577,343	7.1%	83,165,503	7.2%	80,036,239	6.9%	118,388,088	10.2%	108,968,601	9.4%	107,957,178	9.3%	103,631,026	8.9%	108,246,766	9.3%	97,277,162	8.4%	96,656,782	8.3%	83,462,300	7.2%
Household Supplies	1,161,669,807	95,308,532	8.2%	78,417,629	6.8%	93,143,846	8.0%	105,664,116	9.1%	117,602,891	10.1%	110,412,884	9.5%	100,296,278	8.6%	92,872,414	8.0%	87,454,475	7.5%	92,636,865	8.0%	95,298,996	8.2%	92,560,880	8.0%
Pets, Pet Foods & Supplies	1,078,314,405	76,431,758	7.1%	65,269,669	6.1%	107,291,689	9.9%	120,325,156	11.2%	123,466,281	11.4%	114,533,787	10.6%	102,688,724	9.5%	98,161,233	9.1%	84,134,820	7.8%	57,342,592	5.3%	66,749,742	6.2%	61,918,951	5.7%
Sporting Goods	1,073,315,932	84,687,042	7.9%	56,668,460	5.3%	82,187,889	7.7%	80,401,076	7.5%	82,350,822	7.7%	72,798,850	6.8%	95,667,776	8.9%	85,183,957	7.9%	92,016,659	8.6%	116,112,439	10.8%	133,493,731	12.4%	91,747,230	8.5%
Misc Merchandise	1,035,203,105	71,134,734	6.9%	69,381,516	6.7%	83,443,346	8.1%	72,583,545	7.0%	88,281,737	8.5%	90,585,245	8.8%	78,121,237	7.5%	88,801,449	8.6%	119,252,659	11.5%	84,155,207	8.1%	90,340,916	8.7%	99,121,516	9.6%
Eye Glasses, Medical Equip & Supplies	931,303,252	78,546,054	8.4%	70,985,829	7.6%	87,314,693	9.4%	71,293,091	7.7%	72,029,142	7.7%	72,827,375	7.8%	74,120,000	8.0%	70,988,120	7.6%	76,211,446	8.2%	92,478,590	9.9%	84,777,338	9.1%	79,731,574	8.6%
Fitness & Diet Programs & Spas	910,870,514	99,860,251	11.0%	78,384,366	8.6%	71,507,844	7.9%	60,367,767	6.6%	61,398,462	6.7%	52,971,526	5.8%	89,258,398	9.8%	72,379,572	7.9%	77,967,138	8.6%	95,854,126	10.5%	68,651,299	7.5%	82,269,765	9.0%
Prepared Foods	871,611,203	98,273,646	11.3%	79,560,786	9.1%	85,628,117	9.8%	62,591,118	7.2%	66,902,426	7.7%	67,987,847	7.8%	85,800,829	9.8%	73,231,578	8.4%	69,887,192	8.0%	68,731,809	7.9%	56,059,262	6.4%	56,956,593	6.5%
Apparel NEC	786,214,758	28,640,412	3.6%	46,616,205	5.9%	85,769,774	10.9%	45,268,936	5.8%	49,364,980	6.3%	38,037,364	4.8%	60,549,735	7.7%	68,640,193	8.7%	123,048,341	15.7%	93,154,249	11.8%	77,100,739	9.8%	70,023,831	8.9%
Household Appliances, Equip & Utensils	719,692,252	37,878,396	5.3%	40,484,032	5.6%	47,550,561	6.6%	56,916,804	7.9%	81,458,341	11.3%	76,310,953	10.6%	46,925,381	6.5%	47,722,057	6.6%	51,794,313	7.2%	72,187,473	10.0%	97,048,372	13.5%	63,415,568	8.8%
Manufactrg: Mtrls&Equip/Freight/Ind Dev	706,605,485	64,084,749	9.1%	59,259,564	8.4%	56,542,314	8.0%	48,586,097	6.9%	73,463,334	10.4%	63,986,386	9.1%	56,188,759	8.0%	57,756,870	8.2%	55,983,448	7.9%	47,255,254	6.7%	66,373,563	9.4%	57,125,148	8.1%
Hair Products & Access-Wmn,M&W,Unisex	614,107,348	62,276,851	10.1%	58,518,878	9.5%	62,415,367	10.2%	60,732,504	9.9%	51,636,812	8.4%	49,492,968	8.1%	47,701,668	7.8%	45,626,540	7.4%	48,730,237	7.9%	42,420,260	6.9%	42,066,566	6.9%	42,488,697	6.9%
Jewelry & Watches	611,464,051	28,968,657	4.7%	31,935,820	5.2%	43,273,322	7.1%	50,186,505	8.2%	53,211,675	8.7%	56,699,787	9.3%	32,115,808	5.3%	34,122,283	5.6%	55,364,058	9.1%	64,009,910	10.5%	76,099,543	3 12.4%	85,476,681	14.0%
Pharmaceutical Houses	569,768,740	30,876,843	5.4%	24,033,778	4.2%	34,198,890	6.0%	36,369,309	6.4%	35,822,770	6.3%	46,345,891	8.1%	47,662,663	8.4%	38,417,719	6.7%	62,363,732	10.9%	52,398,584	9.2%	55,665,495		105,613,065	18.5%
Audio & Video Equipment & Supplies	569,519,273	32,790,697	5.8%	46,764,701	8.2%	50,786,107	8.9%	34,622,064	6.1%	40,655,257	7.1%	25,864,981	4.5%	24,532,246	4.3%	38,135,068	6.7%	36,270,104	6.4%	51,469,360		80,418,908		107,209,779	18.8%
Liquor	543,227,939	16,725,307	3.1%	29,936,197	5.5%	35,953,167	6.6%	35,274,003	6.5%	49,544,415	9.1%	56,823,813	10.5%	34,967,440	6.4%	28,032,408	5.2%	36,306,056	6.7%	40,150,618	7.4%	81,479,704	1 15.0%	98,034,812	18.0%
Footwear	511,618,472	34,506,468	6.7%	31,696,635	6.2%	45,073,994	8.8%	52,598,950	10.3%	51,664,365	10.1%	44,516,932	8.7%	48,471,463	9.5%	42,583,993	8.3%	48,095,735	9.4%	34,045,564	6.7%	38,069,370	7.4%	40,295,004	7.9%
Ready-To-Wear, Formalwear & Bridalwear	403,089,158	18,819,022	4.7%	18,145,302	4.5%	33,859,113	8.4%	24,581,332	6.1%	31,473,590	7.8%	35,600,135	8.8%	26,990,622	6.7%	30,195,276	7.5%	57,837,325	14.3%	51,371,784	12.7%	39,004,992	2 9.7%	35,210,665	8.7%
Horticulture & Farming	373,405,167	17,863,096	4.8%	28,110,122	7.5%	37,318,086	10.0%	51,012,423	13.7%	49,676,632	13.3%	40,782,443	10.9%	16,494,668	4.4%	17,610,774	4.7%	25,399,175	6.8%	25,807,239	6.9%	30,315,805	5 8.1%	33,014,704	8.8%
Ingredients, Mixes & Seasonings	337,989,781	28,923,554	8.6%	33,961,839	10.0%	35,927,985	10.6%	24,701,184	7.3%	26,126,738	7.7%	24,771,816	7.3%	17,600,025	5.2%	17,022,008	5.0%	23,727,718	7.0%	25,752,482	7.6%	42,716,216	5 12.6%	36,758,216	10.9%
Toiletries, Hygienic Gds & Skin Care-Men	223,658,033	24,796,530	11.1%	22,860,277	10.0%	32,101,769	14.4%	23,637,728	10.6%	17,221,609		18,789,605	8.4%	12,445,779	5.6%	11,490,113	5.1%	18,786,378	8.4%	14,108,824		14,193,605		13,225,815	
Apparel Accessories	182,700,626	8,383,528	4.6%	9,006,541	4.9%	16,322,372	8.9%	10,617,675	5.8%	19,329,634		16,404,599	9.0%	11,262,187	6.2%	12,902,391	7.1%	20,997,652	11.5%	15,874,528		16,454,439		25,145,080	
Underclothing & Hosiery	174,040,744	13,322,272	7.7%	12,478,676	7.2%	17,452,879	10.0%	10,254,788	5.9%	12,439,721	7.1%	12,477,279	7.2%	11,420,112	6.6%	13,298,088	7.6%	13,701,318	7.9%	16,437,338		19,130,799		21,627,474	
Gasoline, Lubricants (Trans) & Fuels	173,362,360	4,548,067	2.6%	6,311,755	3.6%	10,240,644	5.9%	10,994,240	6.3%	15,007,622	8.7%	12,351,169	7.1%	23,543,482	13.6%	17,472,311	10.1%	22,713,237	13.1%	17,385,247	10.0%	17,857,801		14,936,787	8.6%
Shopping Centers & Catalog Showrooms	162,883,748	14,819,883	9.1%	10,197,188	6.3%	10,253,457	6.3%	9,306,696	5.7%	14,429,832		10,507,360	6.5%	10,451,388	6.4%	14,306,812	8.8%	13,451,816	8.3%	14,608,225		17,459,096		23,091,995	
Office Machines, Furniture & Supplies	150,313,021	11,000,211	7.3%	9,489,825	6.3%	13,250,479	8.8%	10,801,027	7.2%	11,550,472	7.7%	12,884,553	8.6%	14,751,514	9.8%	14,418,325	9.6%	17,511,618	11.7%	13,375,132		9,747,596		11,532,271	7.7%
Food & Beverages: Comb Copy & NEC	146,111,621	16,067,788	11.0%	12,432,190	8.5%	11,823,158	8.1%	11,135,902	7.6%	7,767,321	5.3%	9,960,956	6.8%	13,408,795	9.2%	11,114,367	7.6%	13,958,596	9.6%	9,677,927	6.6%	13,025,655		15,738,966	
Cigarettes, Tobacco & Accessories	105,275,158	6,480,660	6.2%	7,019,846	6.7%	11,348,934	10.8%	10,552,321	10.0%	13,338,898	12.7%	9,393,222	8.9%	10,849,376	10.3%	7,629,704	7.2%	12,047,233	11.4%	6,832,667	6.5%	4,932,711		4,849,588	
Aviation (Excl Freight)	100,371,499	3,810,180	3.8%	3,532,742	3.5%	5,063,497	5.0%	12,385,755	12.3%	15,109,417	15.1%	9,028,268	9.0%	7,453,423	7.4%	10,621,885	10.6%	5,866,493	5.8%	9,003,974	9.0%	8,605,211	8.6%	9,890,652	9.9%
Drugs, Toiletries & Fitness: Comb & NEC	96,854,146	3,639,304	3.8%	3,609,577	3.7%	11,387,811	11.8%	8,646,983	8.9%	13,002,245	13.4%	14,325,187	14.8%	11,552,599	11.9%	10,390,952	10.7%	8,584,858	8.9%	3,376,205	3.5%	4,140,551	4.3%	4,197,874	4.3%
Home & Building: Comb Copy & NEC	2,310,261	159,260	6.9%	119,822	5.2%	87,769	3.8%	424,190	18.4%	294,502	12.7%	51,948	2.2%	97,936	4.2%	74,149	3.2%	87,366	3.8%	621,582	26.9%	251,380	10.9%	40,358	1.7%
Transportation & Travel NEC	698,468	40,831	5.8%	44,166	6.3%	52,207	7.5%	63,740	9.1%	65,800	9.4%	67,958	9.7%	65,301	9.3%	68,289	9.8%	59,016	8.4%	56,438	8.1%	53,827	7.7%	60,895	8.7%

Source: Kantar