

DIGITAL & TRENDS

Digital advertising in MENA

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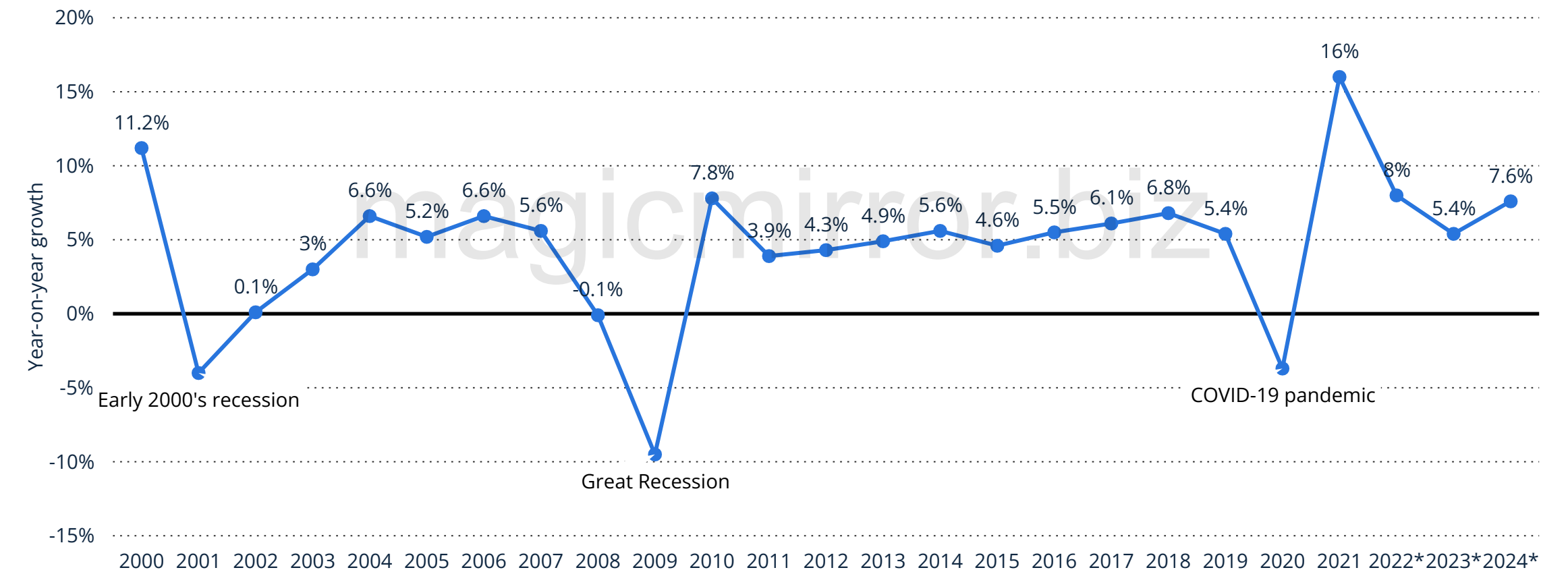
CHAPTER 01

Ad market overview

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Growth of advertising spending worldwide from 2000 to 2024

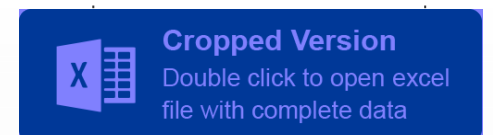
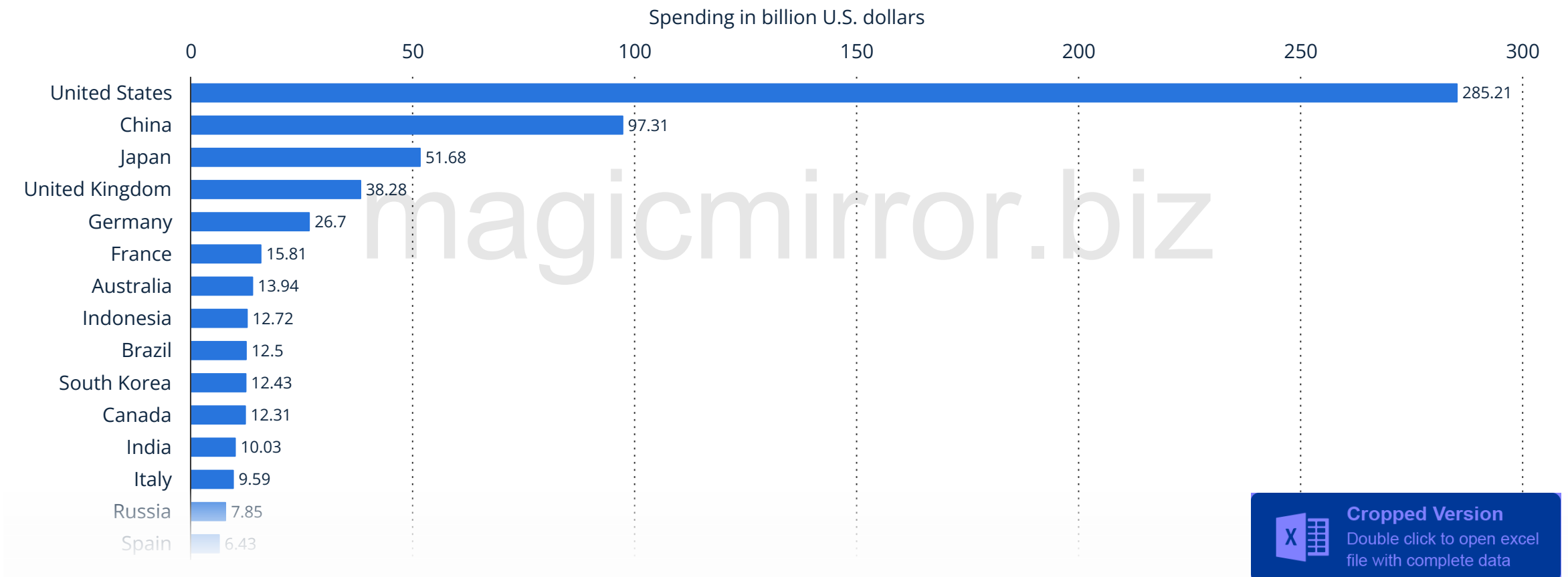
Growth of advertising spending worldwide 2000-2024



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Advertising spending in the world's largest ad markets in 2021 (in billion U.S. dollars)

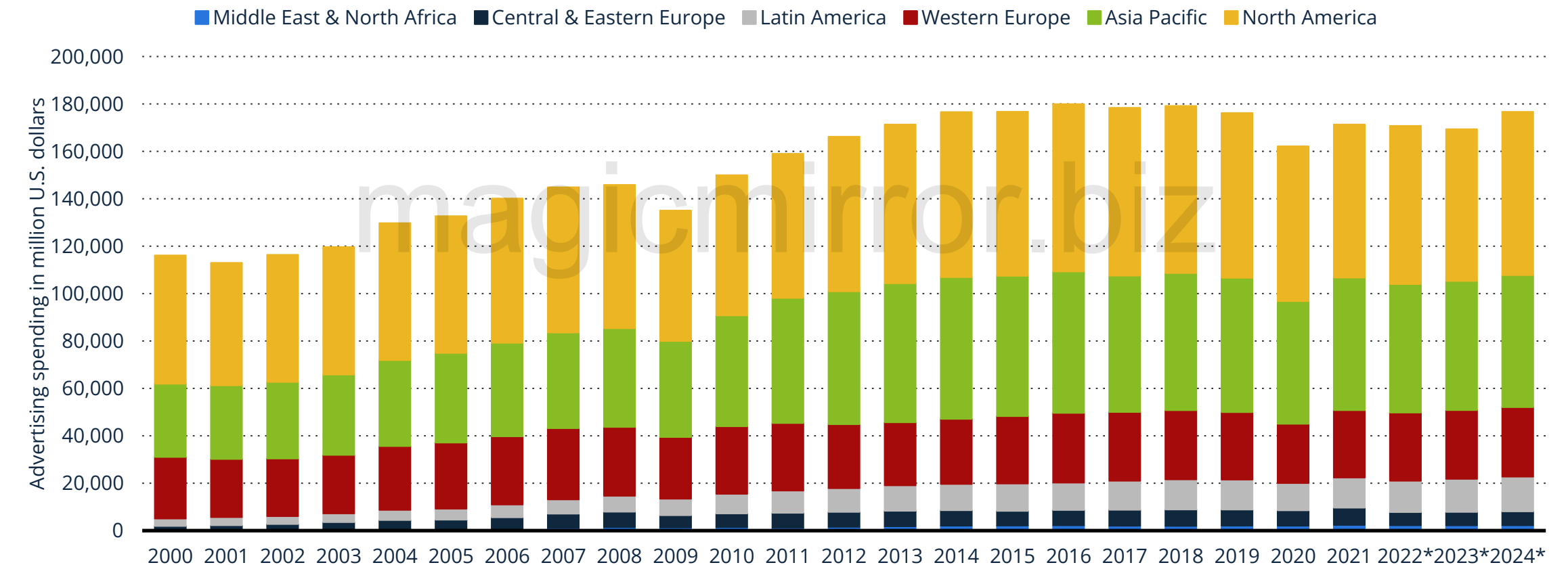
Advertising spending in the world's largest ad markets 2021



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TV advertising spending worldwide from 2000 to 2024, by region (in million U.S. dollars)

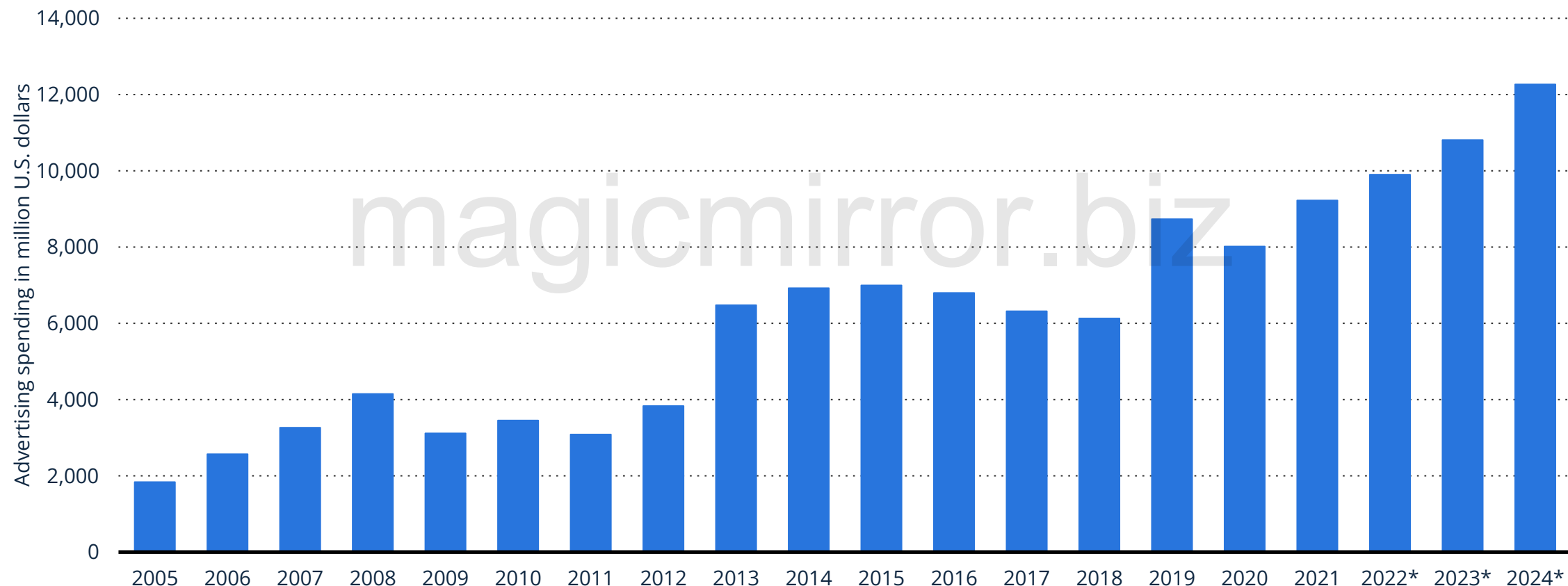
TV advertising spending worldwide from 2000-2024, by region



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Advertising spending in the Middle East and North Africa (MENA) from 2005 to 2024 (in million U.S. dollars)

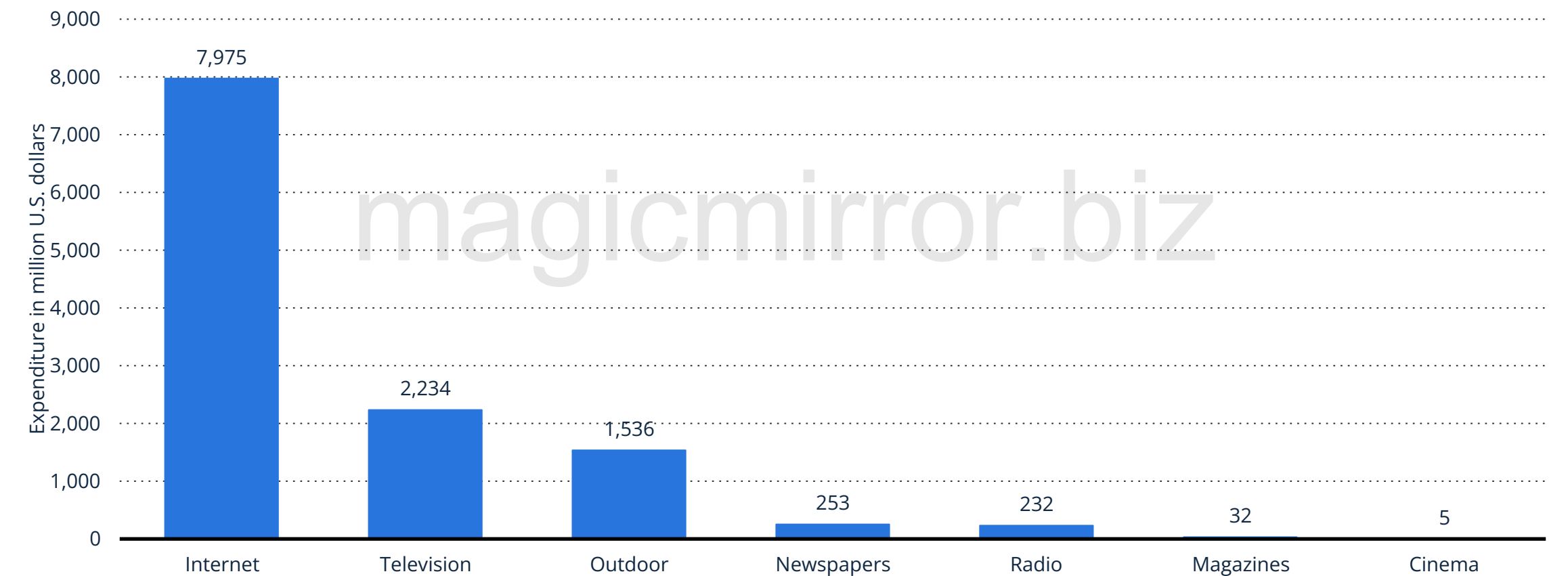
MENA advertising spending 2005-2024



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Value of advertisement expenditure in the Middle East and North Africa in 2024, by medium (in million U.S. dollars)*

Advertisement expenditure in MENA by medium 2024



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Description: According to Zenith Media in 2024, internet advertisement spending in the Middle East and North Africa was forecasted at 7.9 billion U.S. dollars. According to projections, the total expenditure on overall advertisement spending in the region will increase by 13,5 percent. [Read more](#)
Note(s): MENA; 2021; at current prices; * Forecast. Figures have been rounded. [Read more](#)
Source(s): Zenith

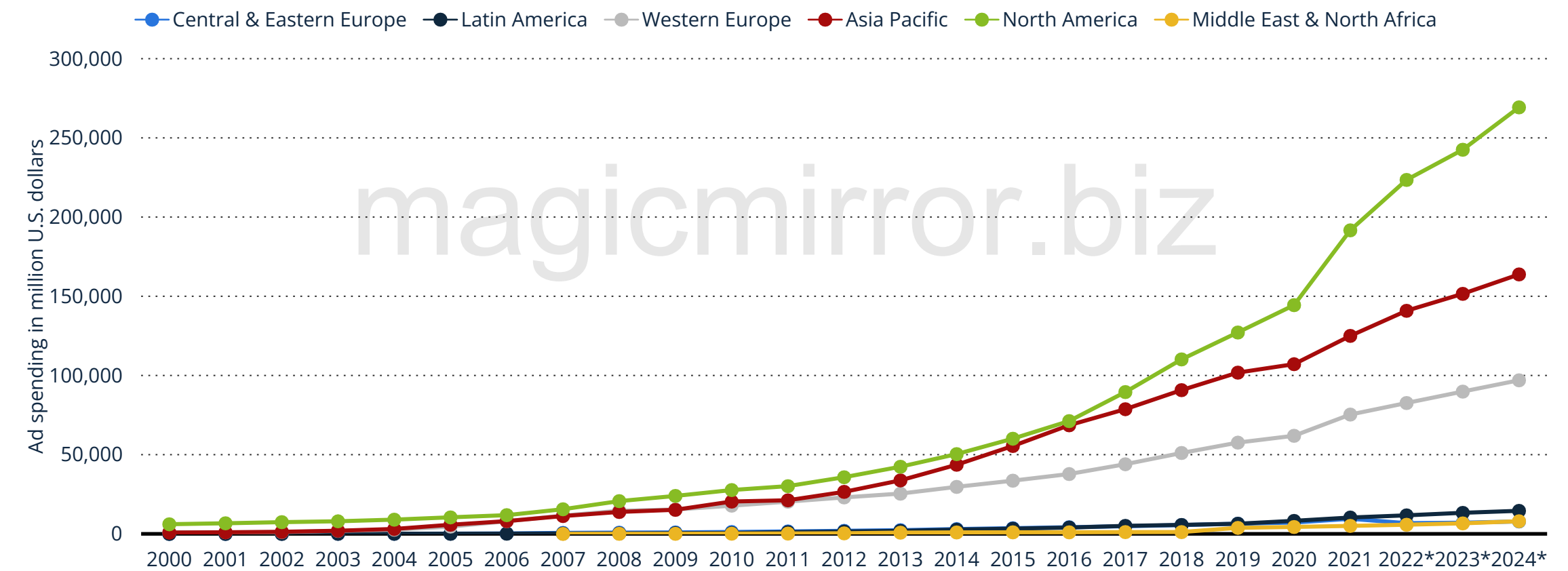
CHAPTER 02

Digital ad market overview

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Internet advertising spending worldwide from 2000 to 2024, by region (in million U.S. dollars)

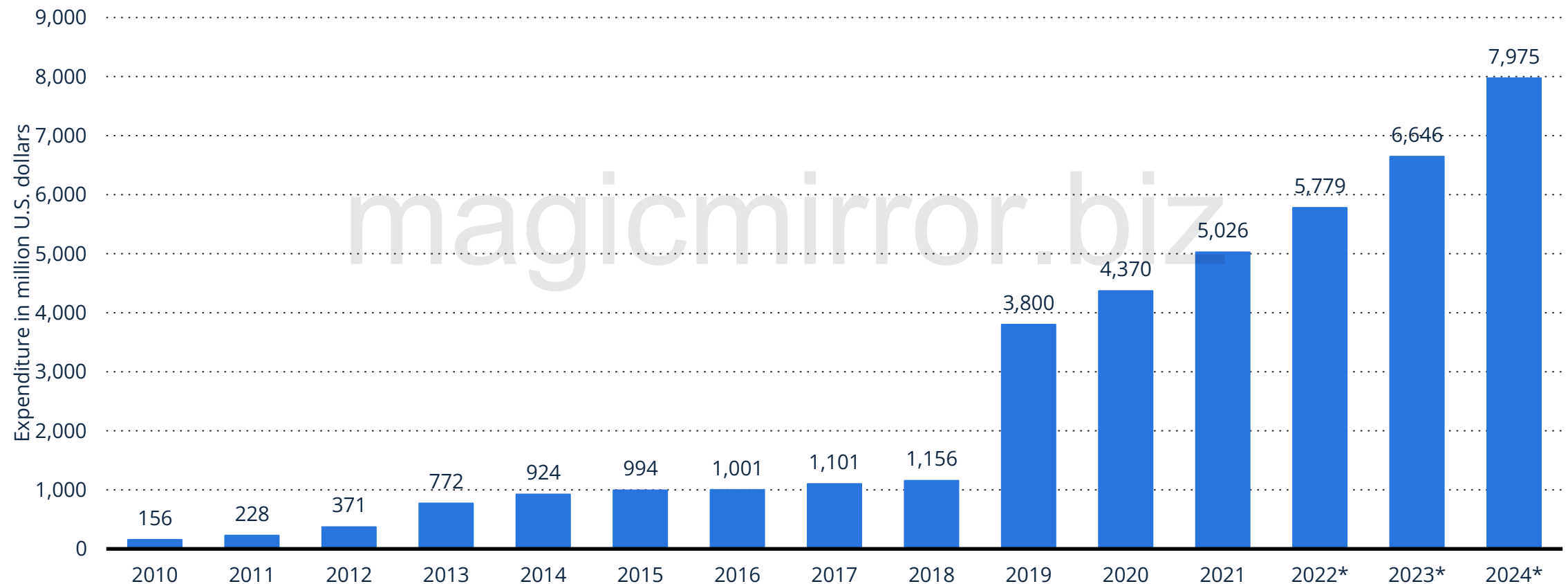
Global spending on internet advertising 2000-2024, by region



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Value of internet advertisement expenditure in the Middle East and North Africa from 2010 to 2024 (in million U.S. dollars)

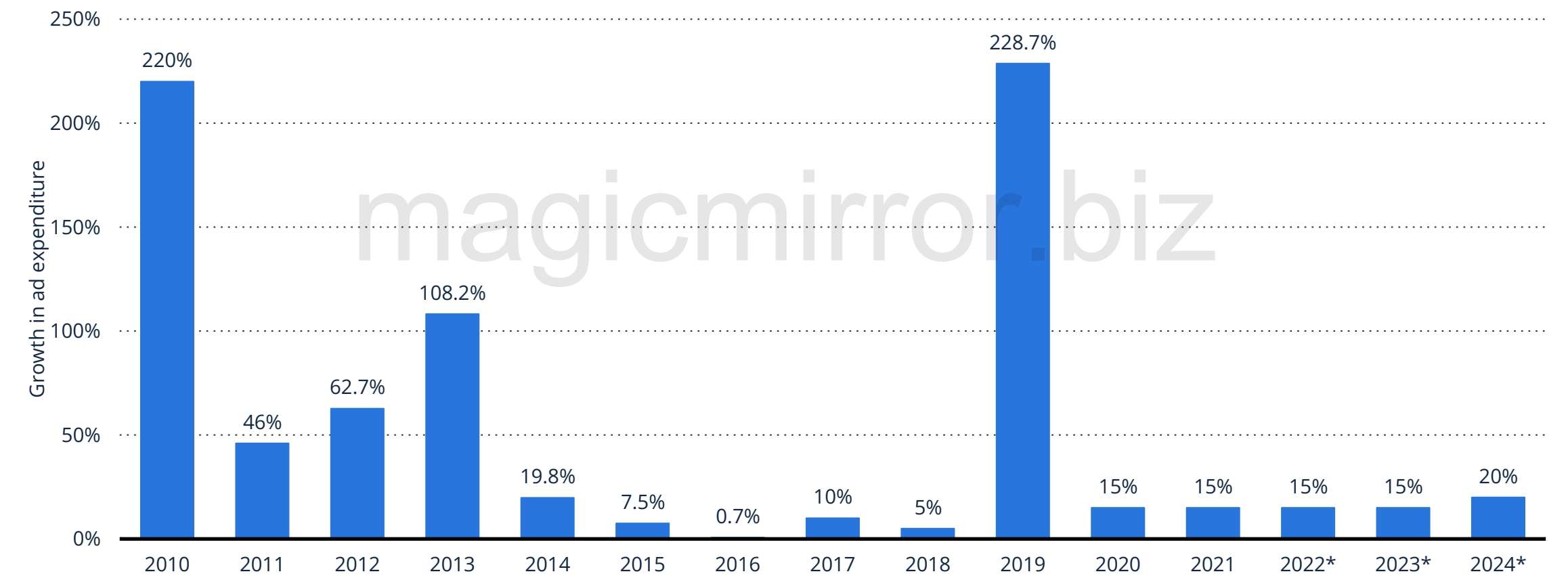
Internet advertisement expenditure in MENA 2010-2024



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Growth in online advertisement expenditure in the Middle East and North Africa from 2010 to 2024

Growth in internet advertisement expenditure in MENA 2010-2024

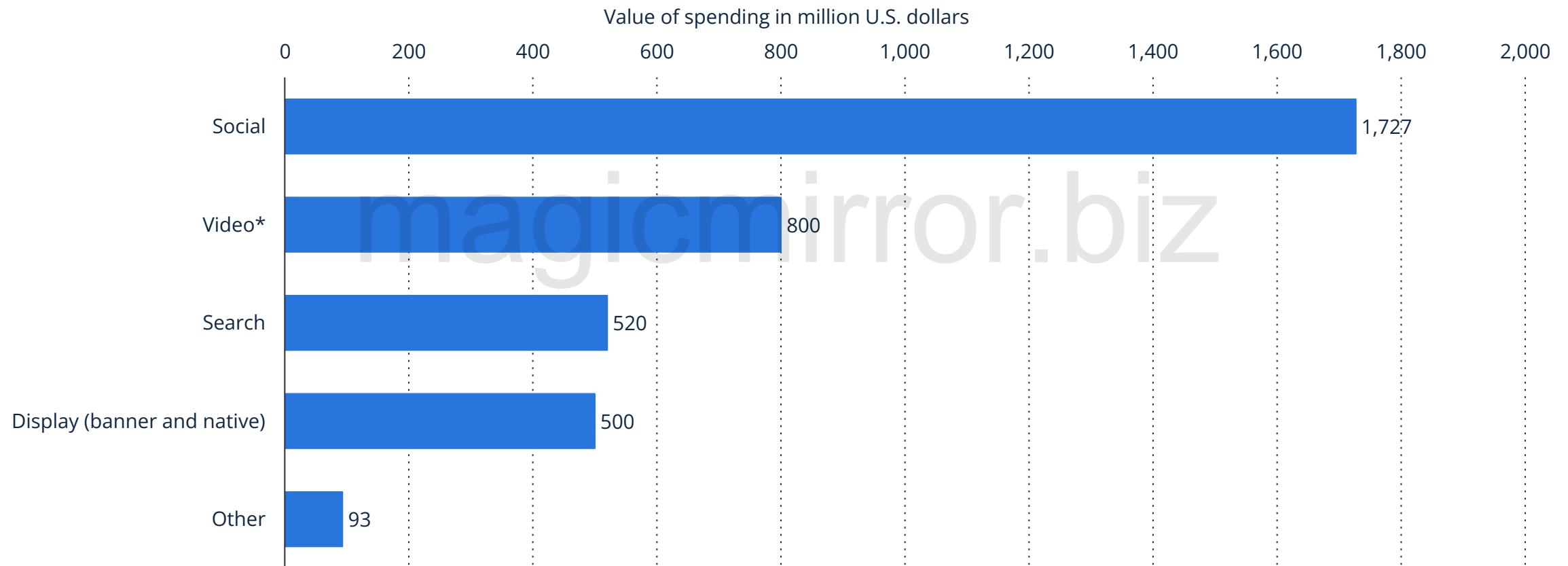


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11 **Description:** In 2021, the growth in internet advertisement spend in the Middle East and North Africa was 15 percent. [Read more](#)
Note(s): MENA; 2010 to 2021; at current prices; * Forecast. Figures have been rounded. [Read more](#)
Source(s): Zenith

Value of digital advertisement spending in the Middle East and North Africa region in 2020, by format (in million U.S. dollars)

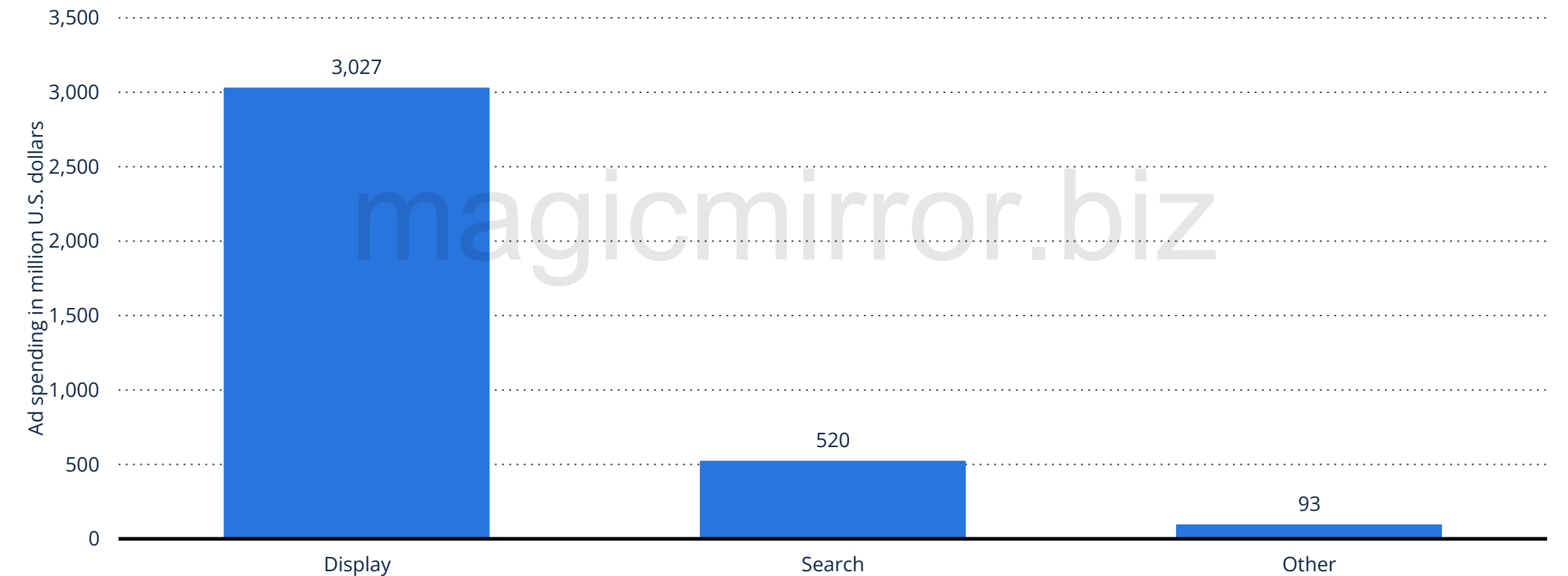
Value of digital ad spending MENA 2020, by format



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Digital advertisement spending in the Middle East and North Africa region in 2020, by format (in million U.S. dollars)

Digital advertisement spending MENA 2020, by format



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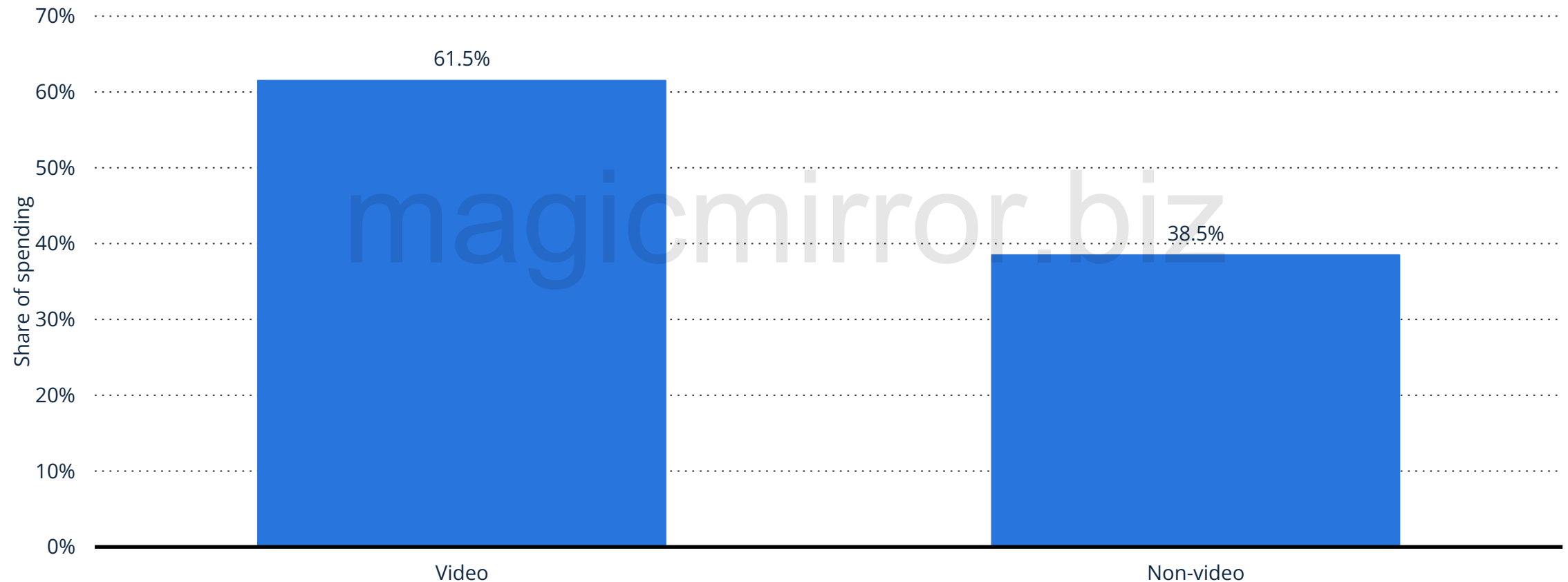
CHAPTER 03

Digital display

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Video share of digital display advertisement spending in the Middle East and North Africa region in 2020, by format

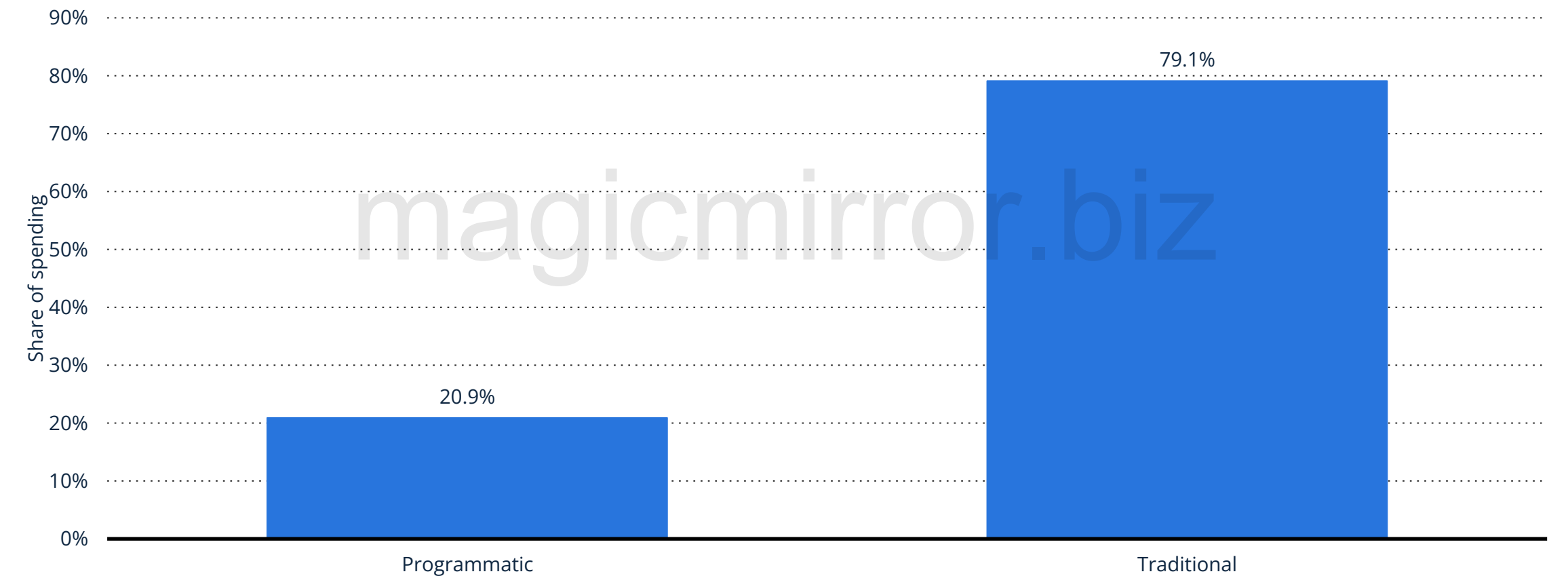
Video share of digital display advertisement spending MENA 2020, by format



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Distribution of digital display advertisement spending in the Middle East and North Africa region in 2020, by transaction type*

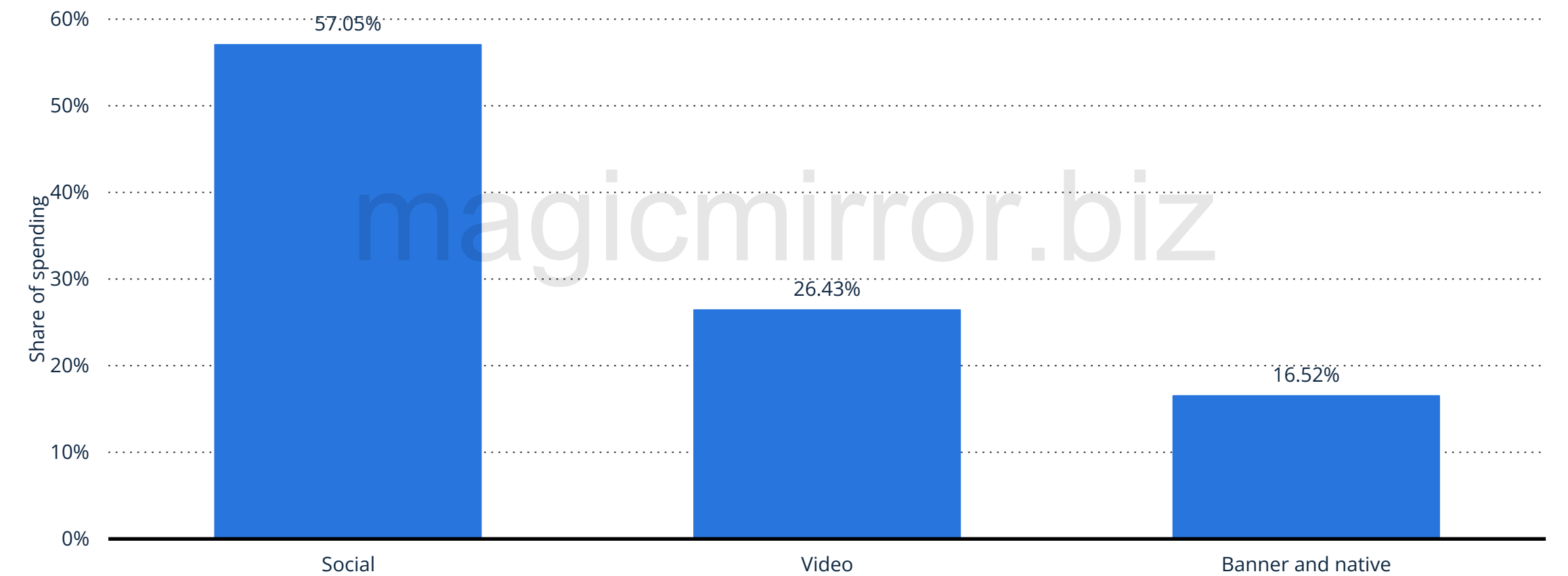
Distribution of digital display advertisement spending MENA 2020, by transaction type



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Distribution of digital display advertisement spending in the Middle East and North Africa region in 2020, by format

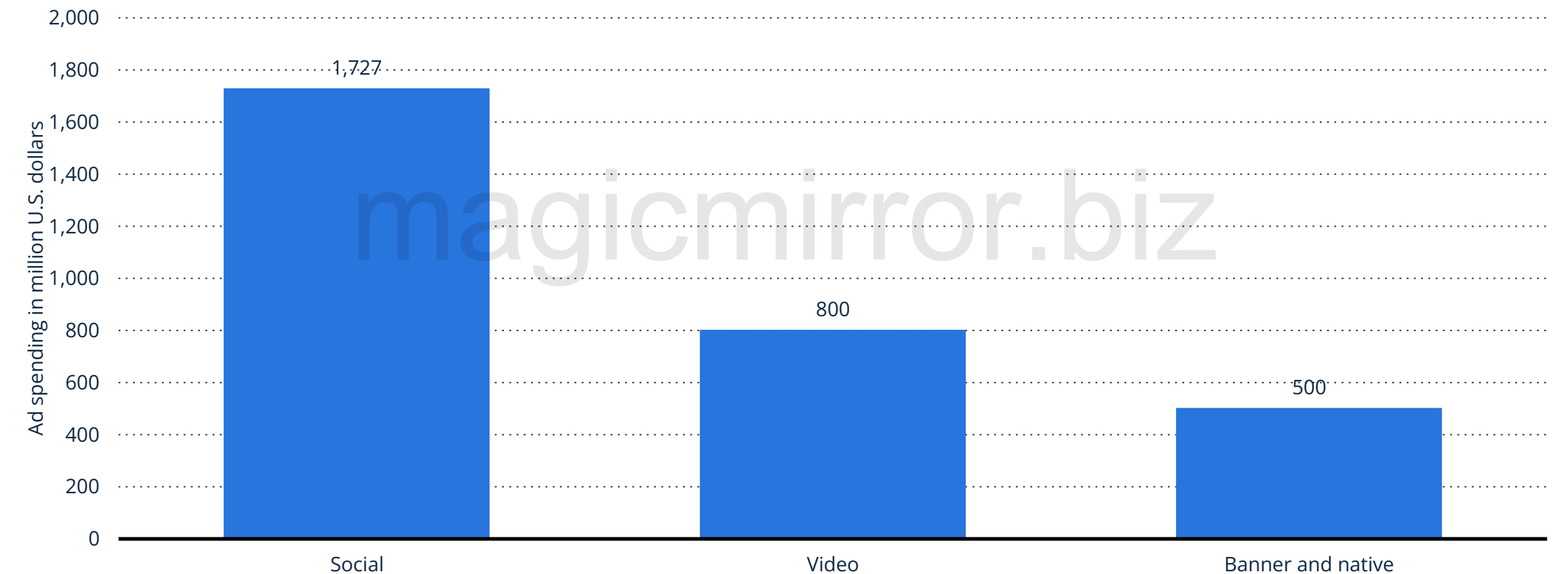
Distribution of digital display advertisement spending MENA 2020, by format



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Digital display advertisement spending in the Middle East and North Africa region in 2020, by format (in million U.S. dollars)

Digital display advertisement spending MENA 2020, by format



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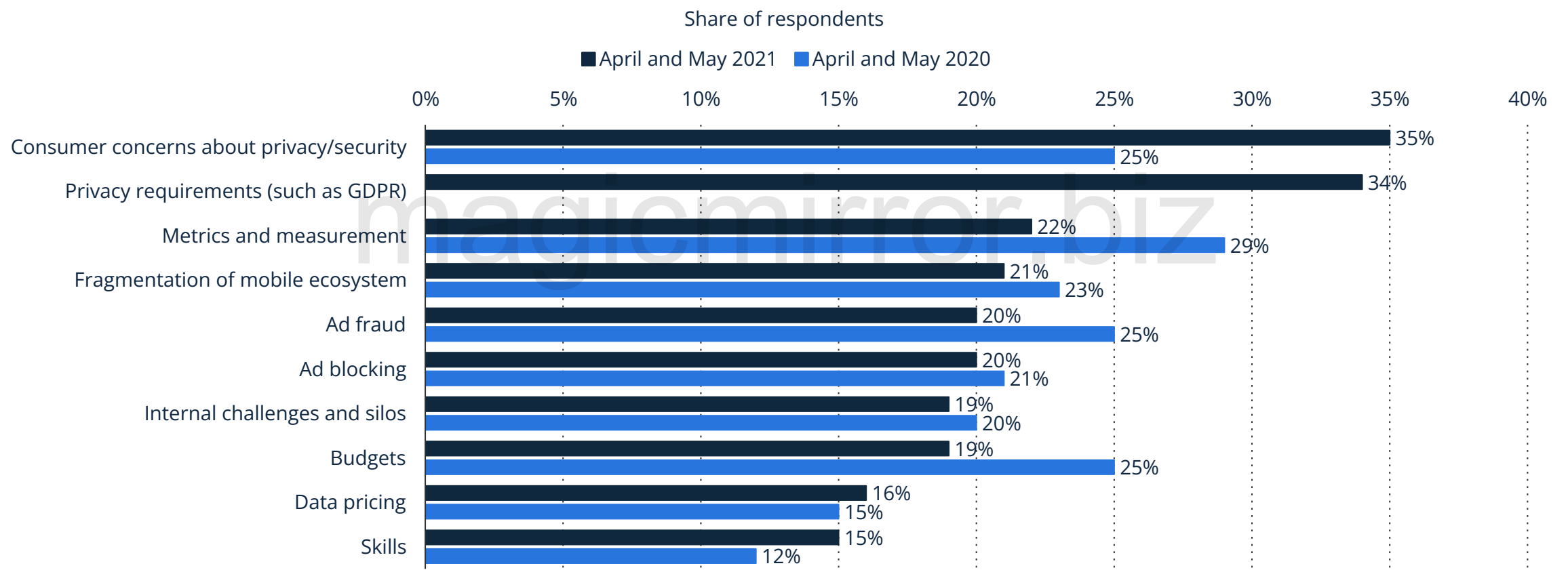
CHAPTER 04

Mobile

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Barriers to the growth of mobile marketing and advertising in Europe, the Middle East and Africa (EMEA) in 2020 and 2021

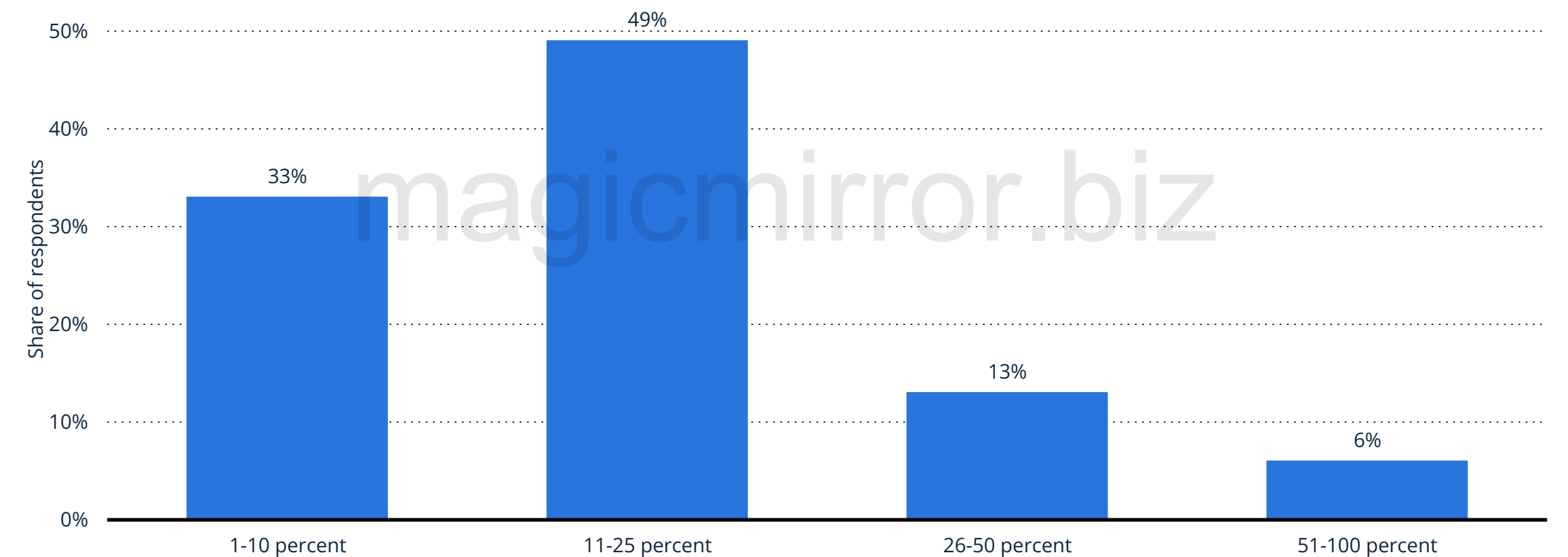
Barriers to the growth of mobile marketing in EMEA 2020-2021



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Expected growth in budgets allocated to mobile marketing and advertising in Europe, the Middle East, and Africa (EMEA) in 2021

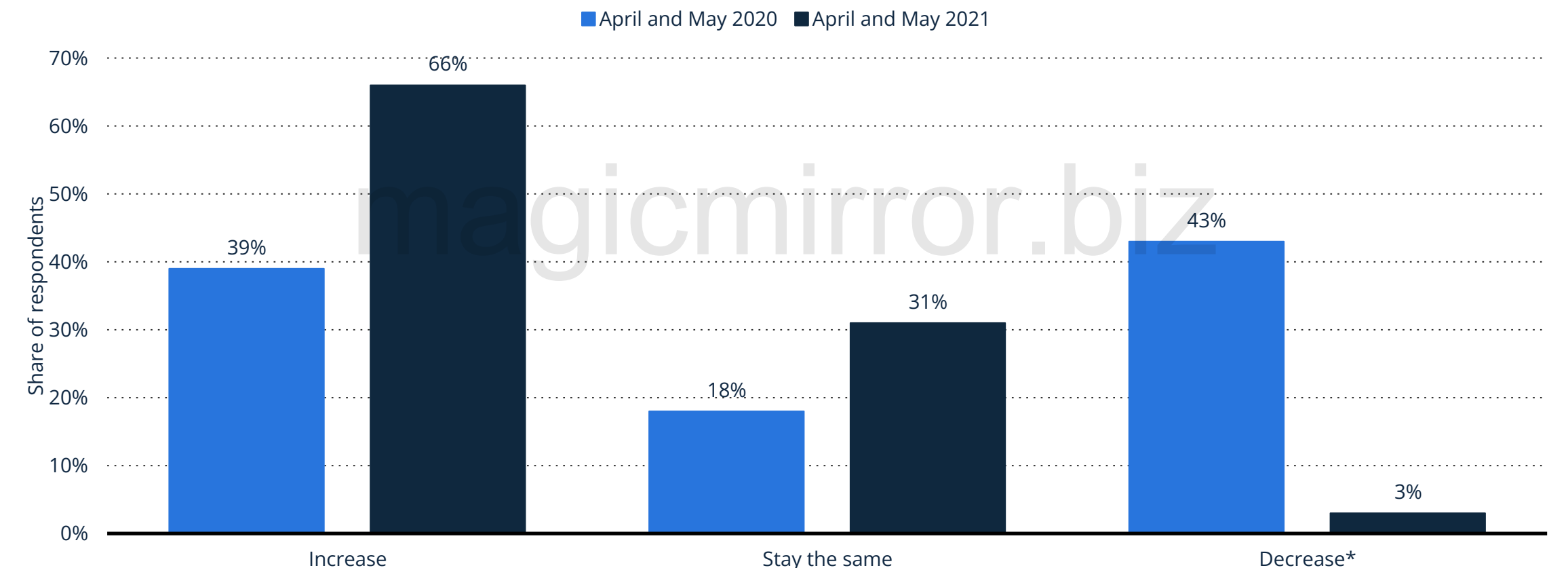
Mobile marketing budgets growth in EMEA 2021



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Expected change in budgets allocated to mobile marketing and advertising in Europe, the Middle East, and Africa (EMEA) in 2020 and 2021

Change in mobile marketing budgets in EMEA 2020-2021

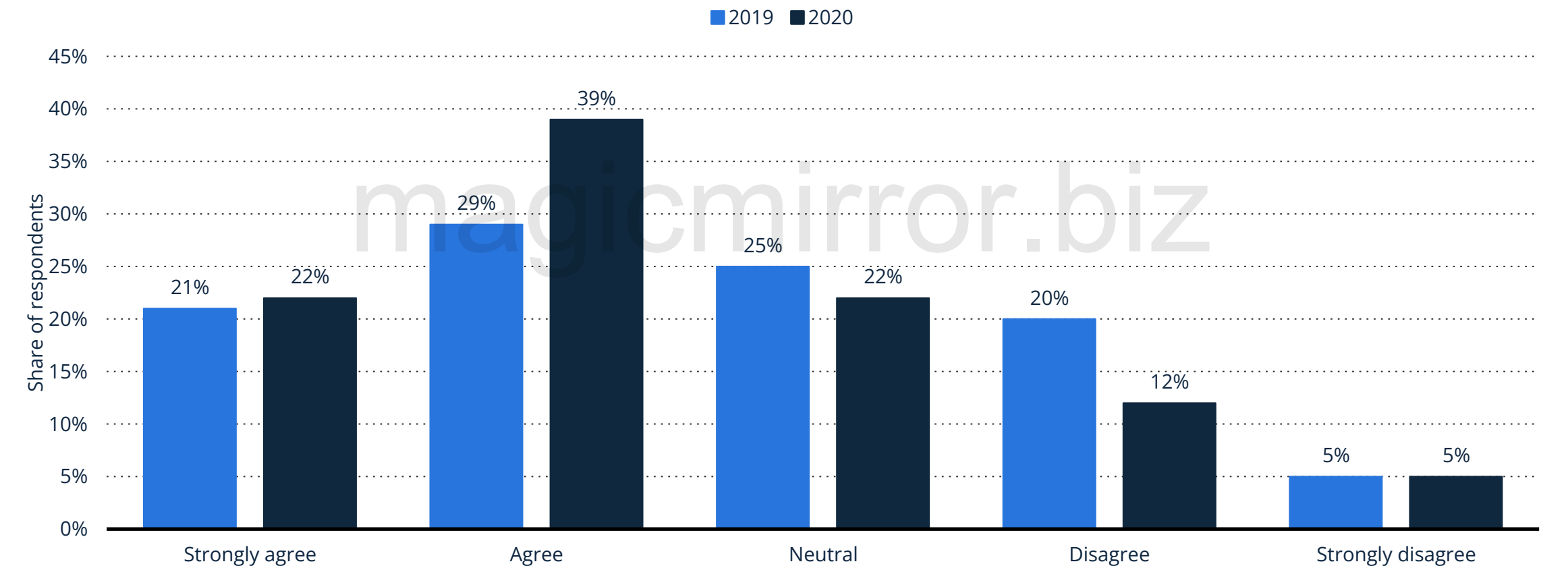


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Description: During a survey carried out among marketing professionals from Europe, the Middle East, and Africa (EMEA) in spring 2021, 66 percent stated that they expected their or their client's mobile marketing and advertising budgets to increase in the upcoming 12 months. A year earlier, during the period of the first COVID-19-related lockdowns, only 39 percent of respondents expected increases. [Read more](#)
Note(s): Africa, Europe, MENA; April and May 2020; April and May 2021; among marketing professionals; * Figure for 'decrease' for 2021 calculated by Statista based on data provided by the source. Methodology of the 2021 survey retrieved from [...] [Read more](#)
Source(s): engage.it; MMA; Statista; WARC

Level of adoption of mobile-first marketing strategies in Europe, the Middle East, and Africa (EMEA) in 2019 and 2020

Adoption of mobile-first marketing strategies in EMEA 2019-2020



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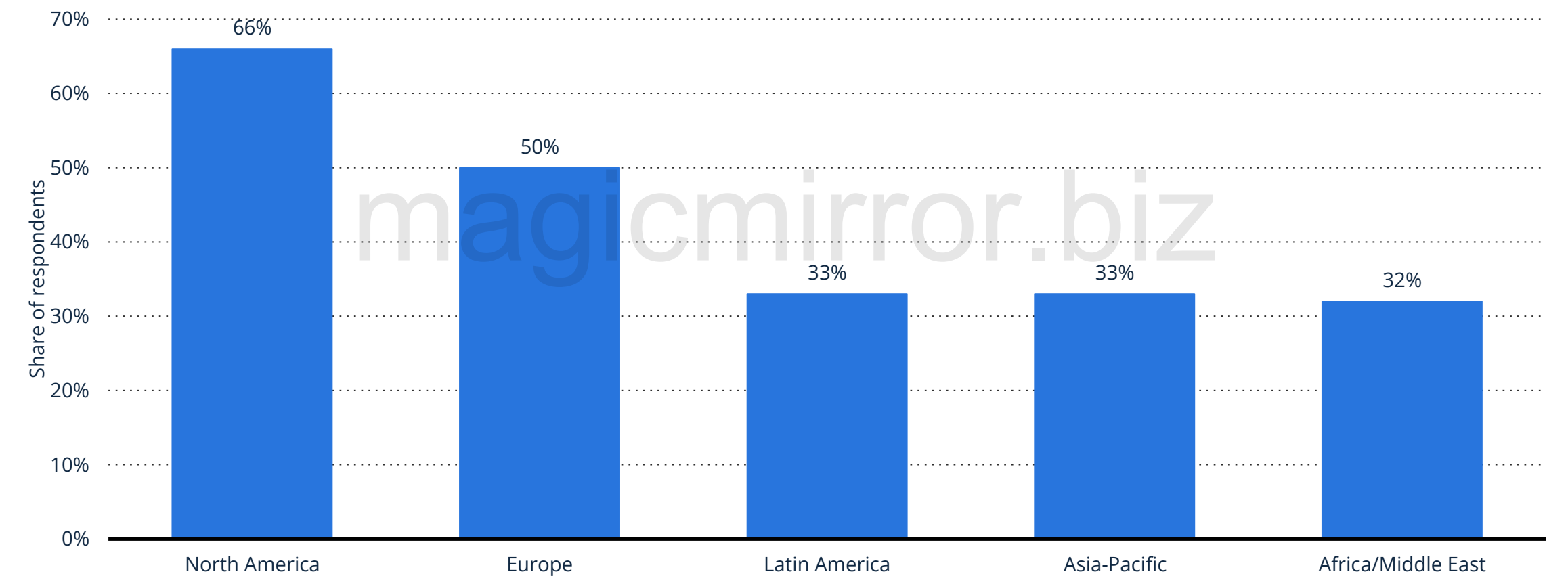
CHAPTER 05

Consumer attitudes

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Share of consumers who took no action on mobile advertising worldwide as of September 2021, by region

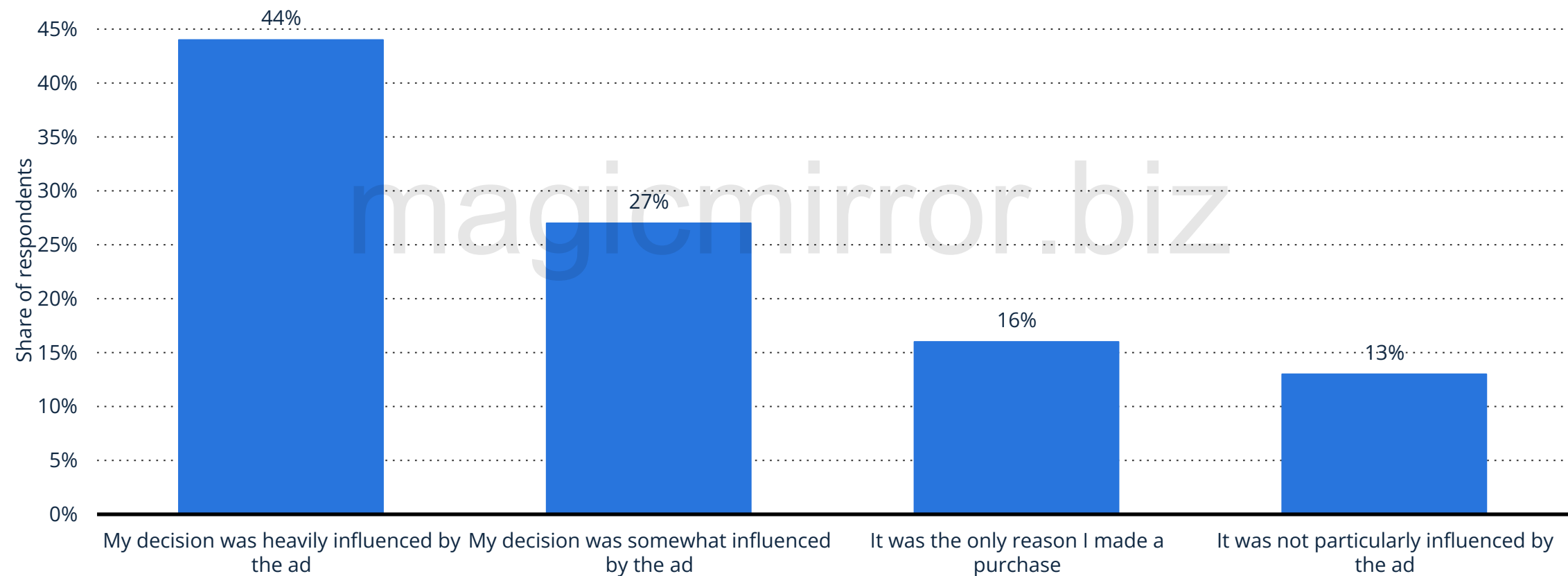
Consumers who took no action on mobile advertising worldwide 2021, by region



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Impact of Black Friday/Cyber Monday period mobile advertising on purchase decisions in Europe, the Middle East and Africa (EMEA) as of 3rd quarter 2022

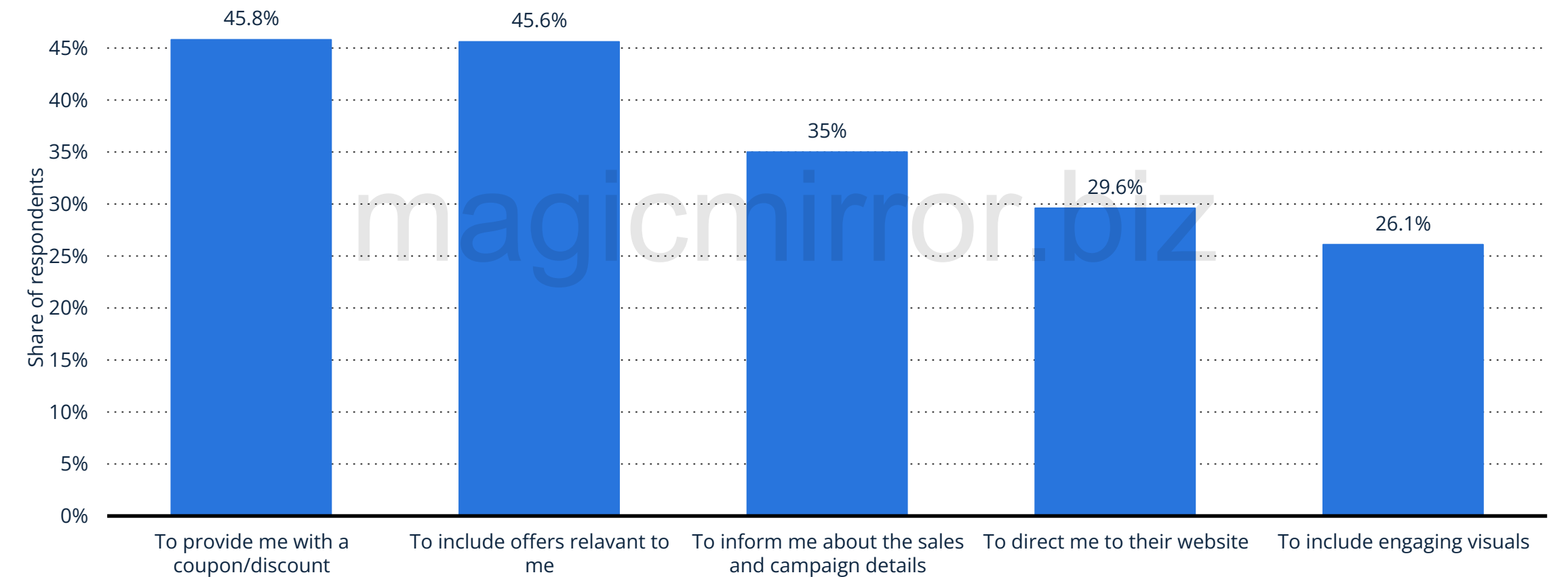
Impact of Black Friday mobile ads on purchase decisions in EMEA 2022



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Consumer expectations towards mobile ads during the Black Friday/Cyber Monday period in Europe, the Middle East and Africa (EMEA) as of 3rd quarter 2021

Expectations towards Black Friday mobile ads in EMEA 2021



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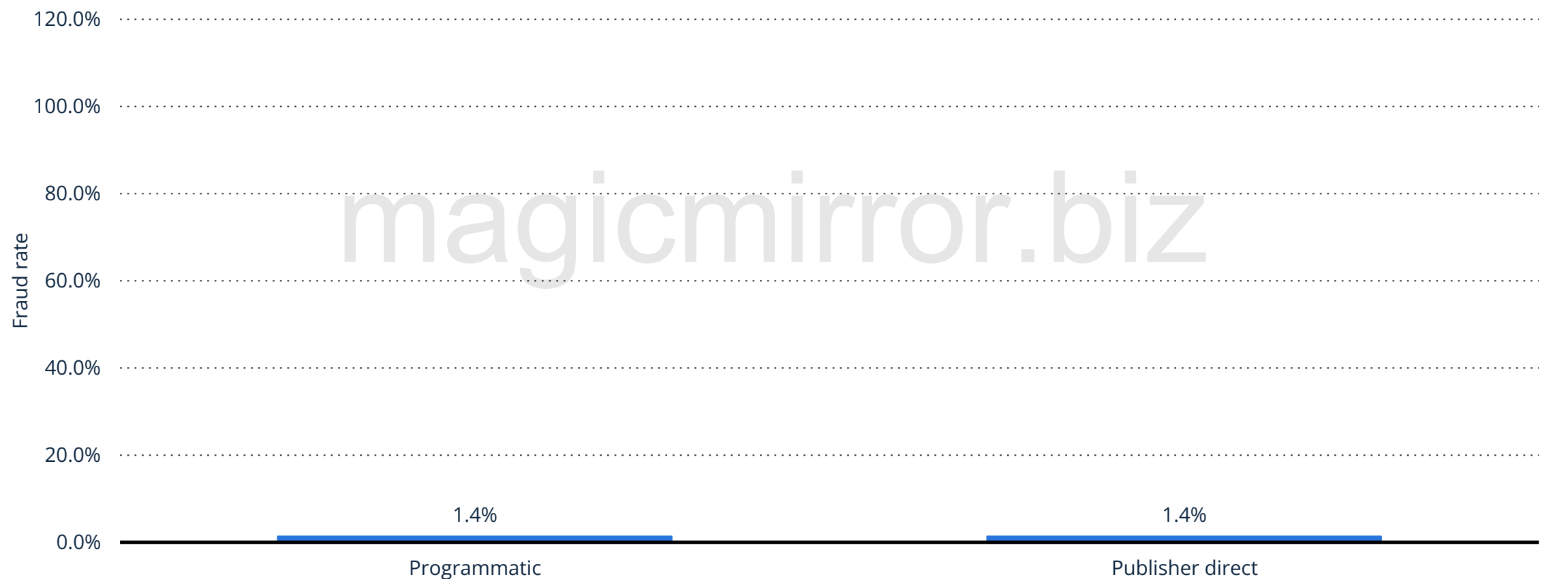
CHAPTER 06

Digital ad fraud

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Digital advertising fraud/sophisticated invalid traffic rate worldwide in 2021, by purchase method

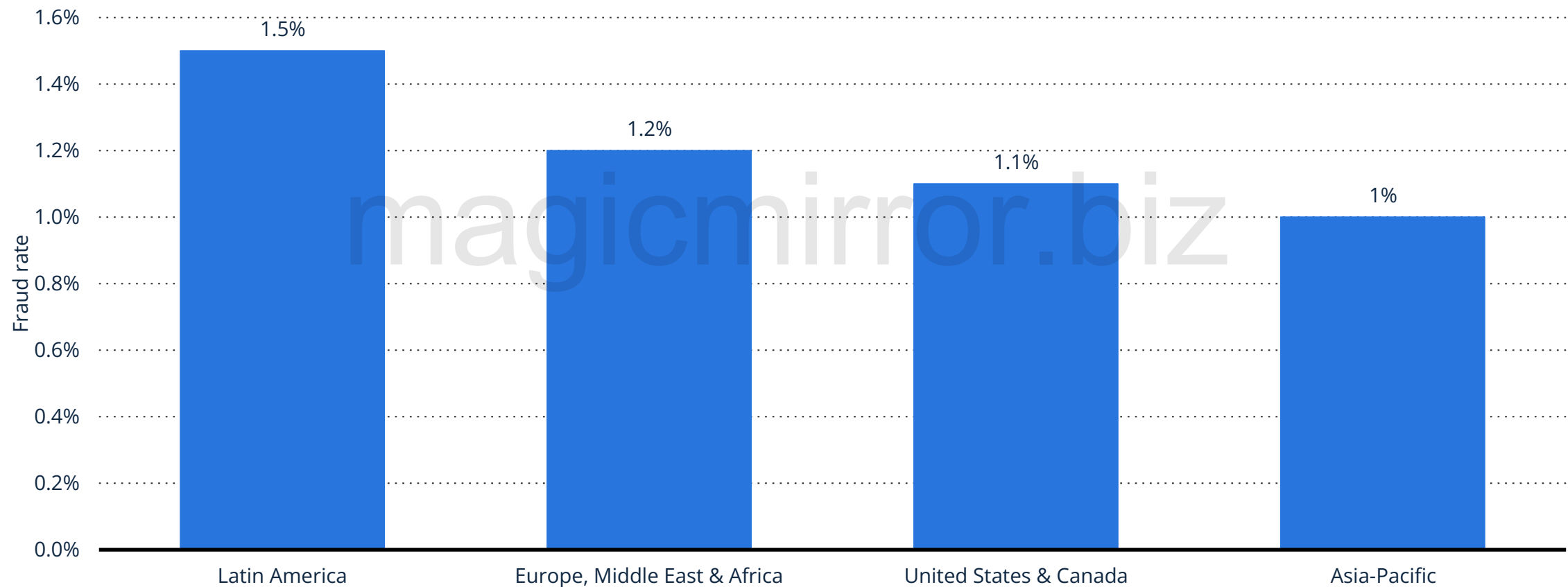
Programmatic ad fraud rate worldwide 2021



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Digital advertising fraud/sophisticated invalid traffic rate worldwide in 2022, by region

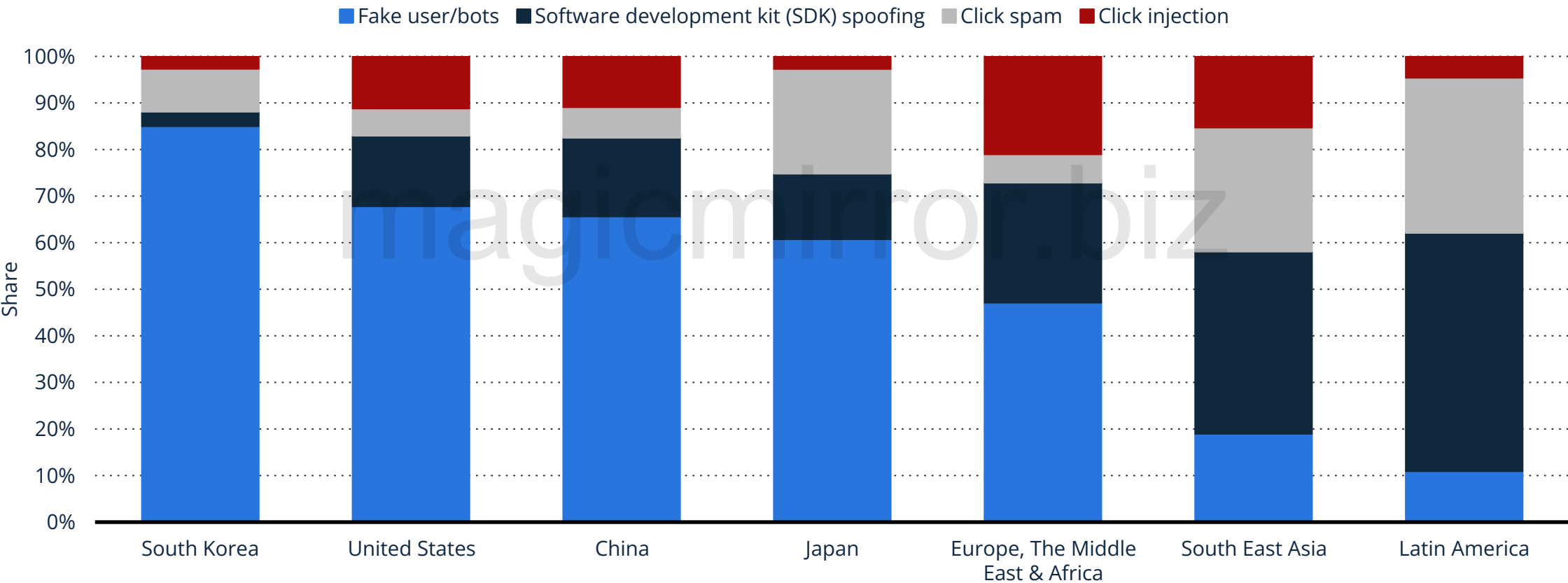
Digital ad fraud rate worldwide 2022, by region



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Distribution of mobile ad fraud activity in selected regions worldwide between January and August 2020, by fraud type

Mobile ad fraud activity worldwide 2020, by region



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Sources

AdColony
adjust
Business Today Egypt
Digital Turbine
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