

DIGITAL & TRENDS

# Digital advertising in MENA

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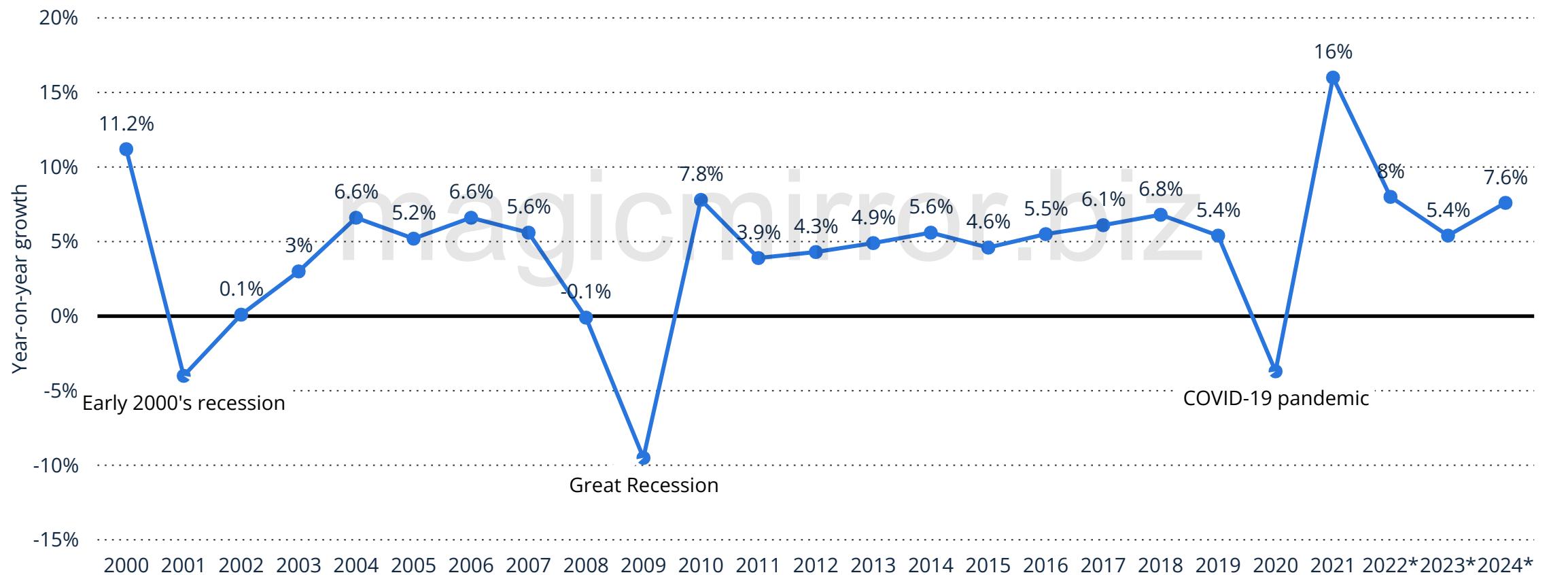
CHAPTER 01

# 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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**Description:** The global advertising market experienced some fairly turbulent times between 2000 and 2010, seeing growth rates as high as 11.2 percent as well as lows reaching -9.5 percent during that time period. However, since 2011 the situation has stabilized, and advertising spending growth remained on average at roughly five percent. Yet 2020 brought the coronavirus outbreak and with it a high drop in ad spend of about four percent (though previous forecasts expected a nine percent [...] [Read more](#)

**Note(s):** Worldwide; 2000 to 2022; current prices; \* Forecast. [Read more](#)

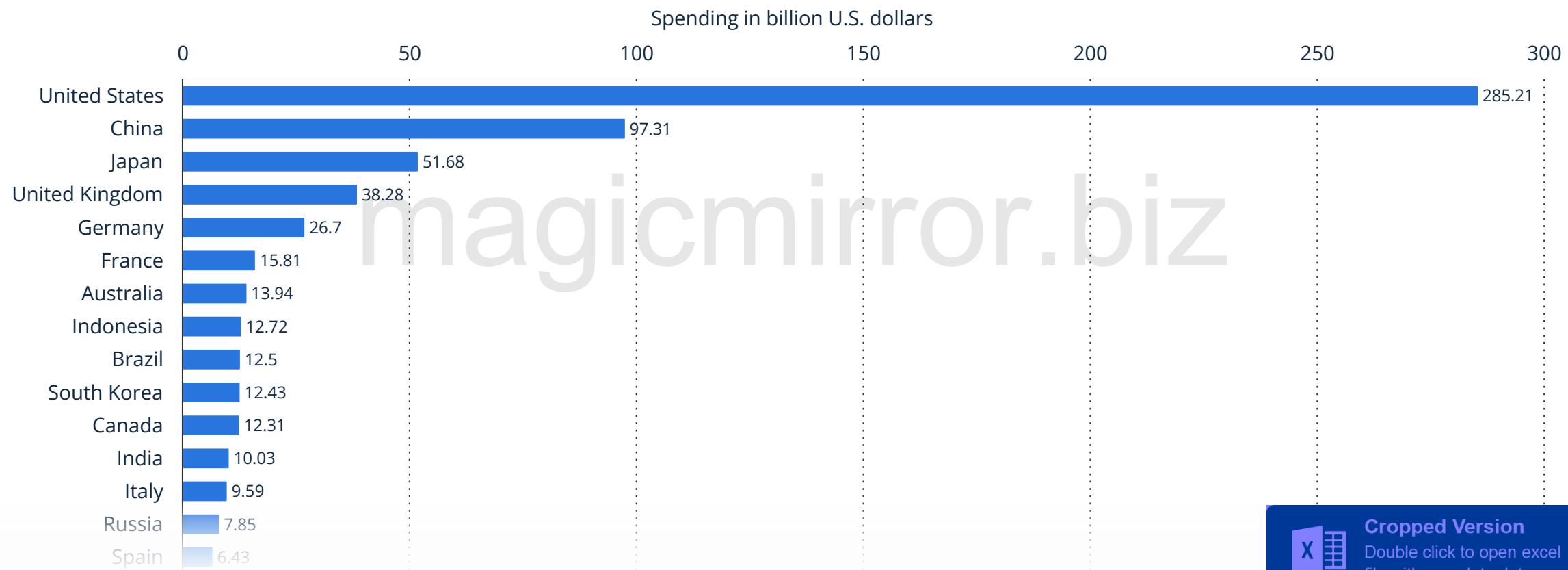
**Source(s):** Zenith

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

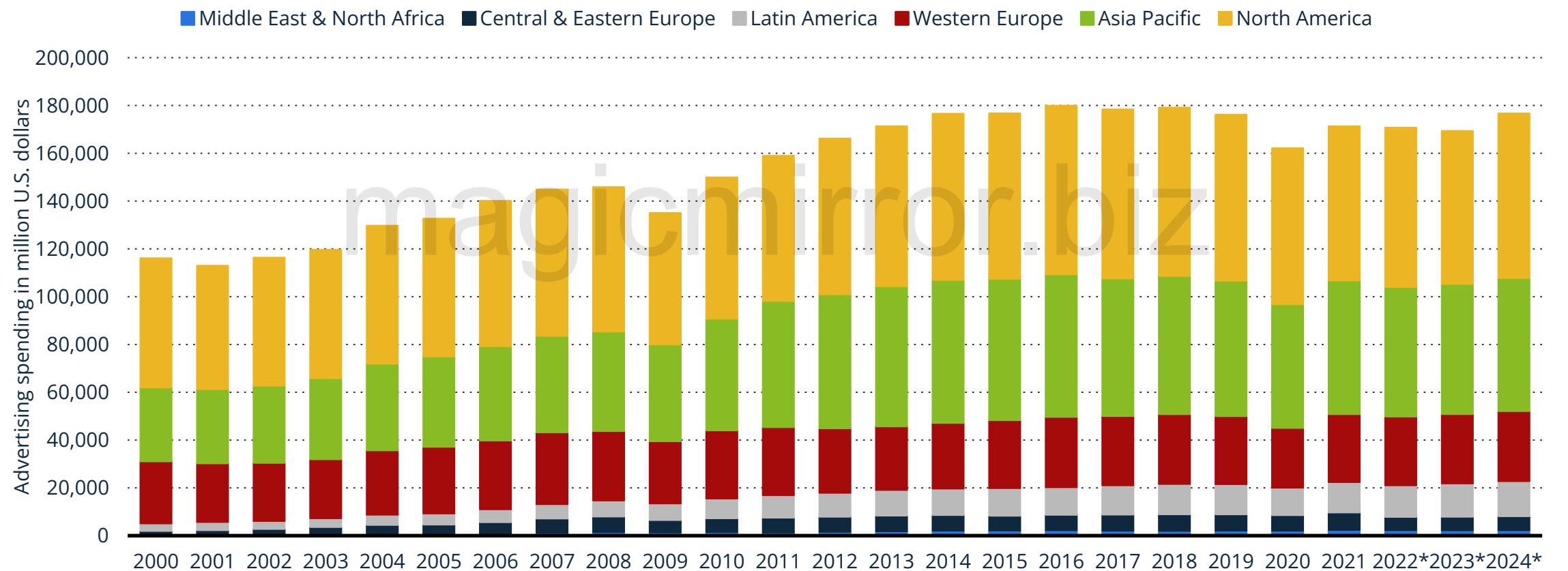
Advertising spending in the world's largest ad markets 2021



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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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5 Description: In 2022, TV advertising spending in the MENA region is expected to amounted to over 2.2 billion U.S. dollars, while in Asia Pacific ad expenditures on TV summed up to around 54.2 billion dollars in the same period. North America is forecast to remain the region with the highest TV ad spend in that year. [Read more](#)

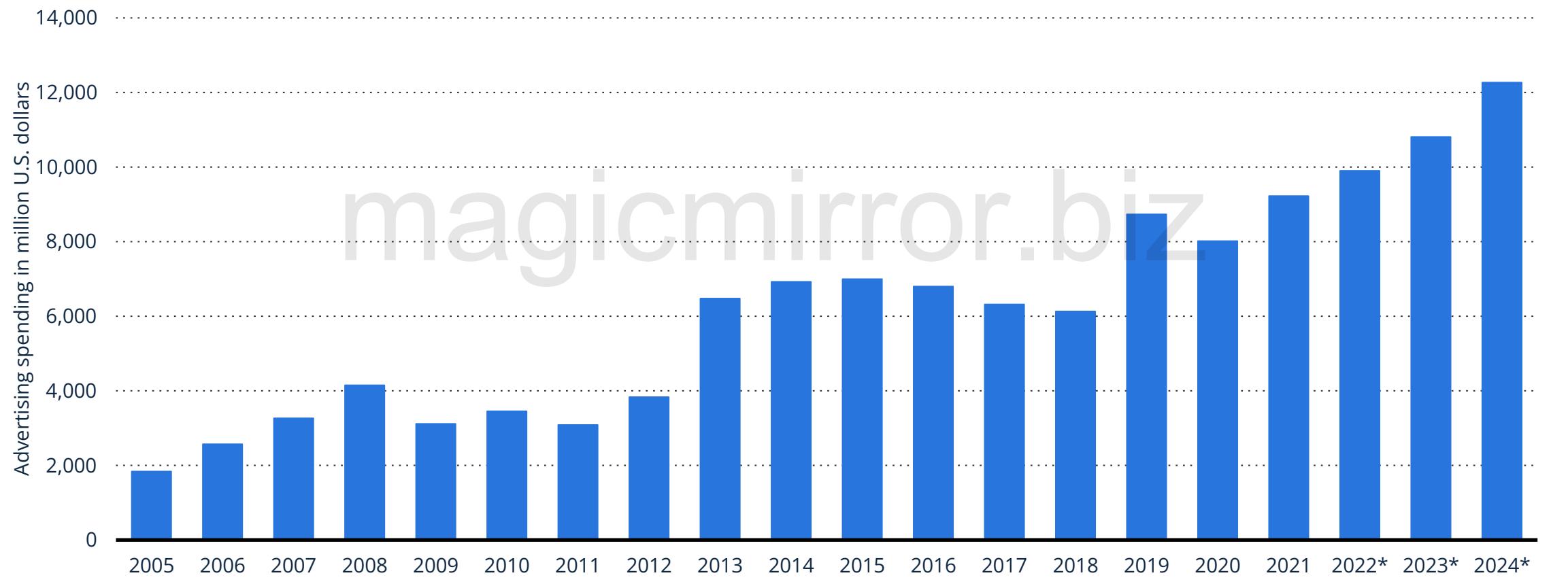
Note(s): Worldwide; 2000 to 2022; current prices; \* Forecast. [Read more](#)

Source(s): Zenith

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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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**Description:** Advertising expenditure in the Middle East and North Africa (MENA) is expected to exceed 12 billion U.S. dollars by 2024, up from around 9.2 billion in 2021. [Read more](#)

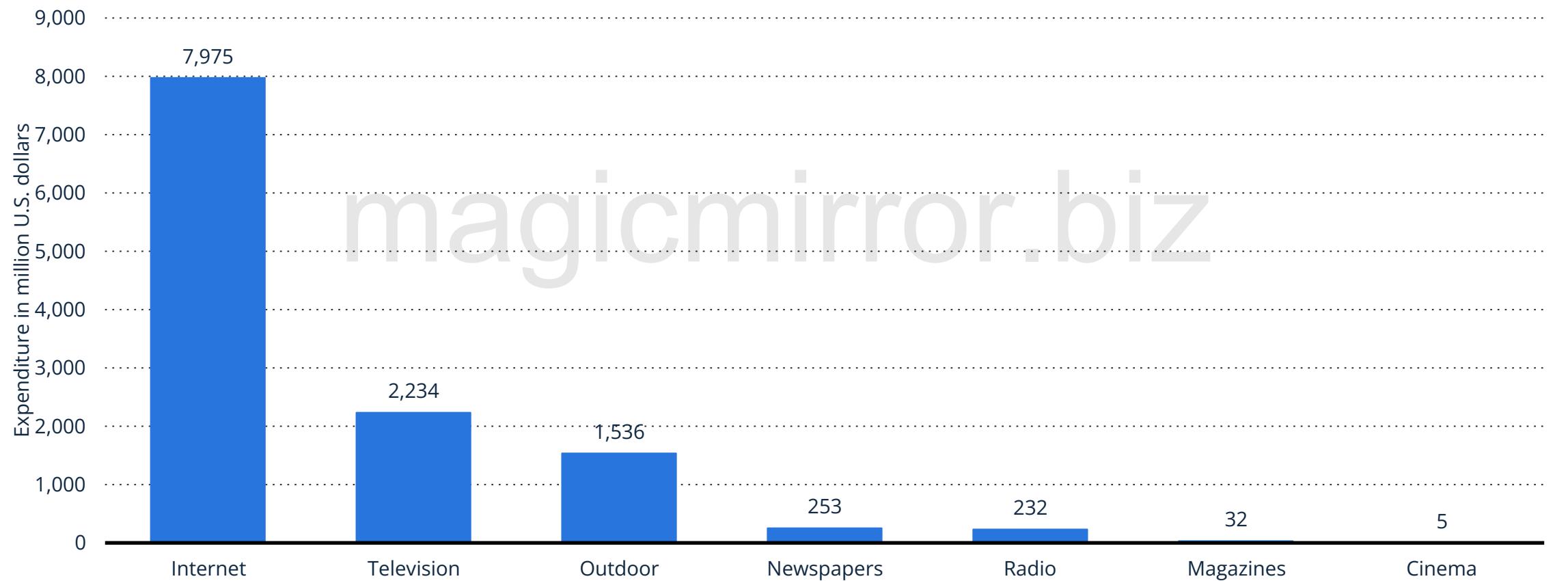
**Note(s):** Africa, MENA; 2005 to 2020; current prices; \*Forecast. [Read more](#)

**Source(s):** Zenith

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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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7 **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

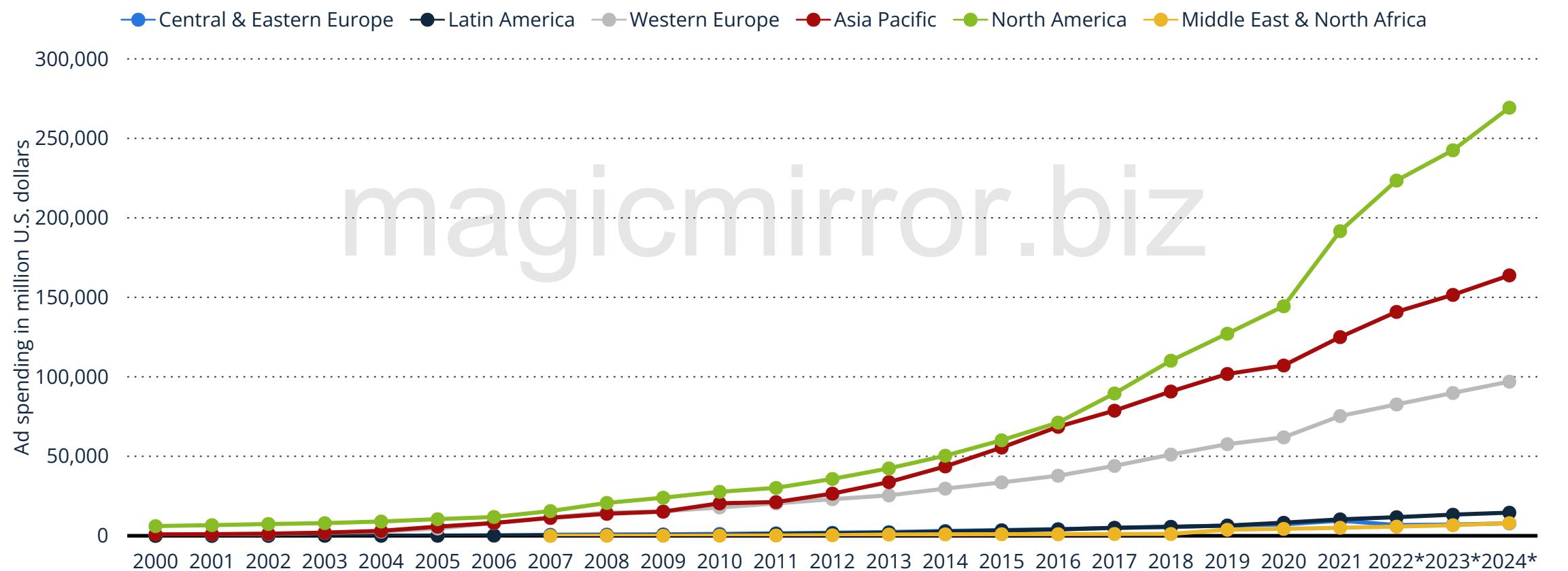
CHAPTER 02

# 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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Description: Internet advertising spending has been increasing worldwide for the past two decades, albeit at vastly different speeds. While North America maintains the top digital ad market globally, with spending set to surpass 223 billion U.S. dollars in 2022, other regions such as Latin America, the Middle East, and North Africa are trailing behind. [Read more](#)

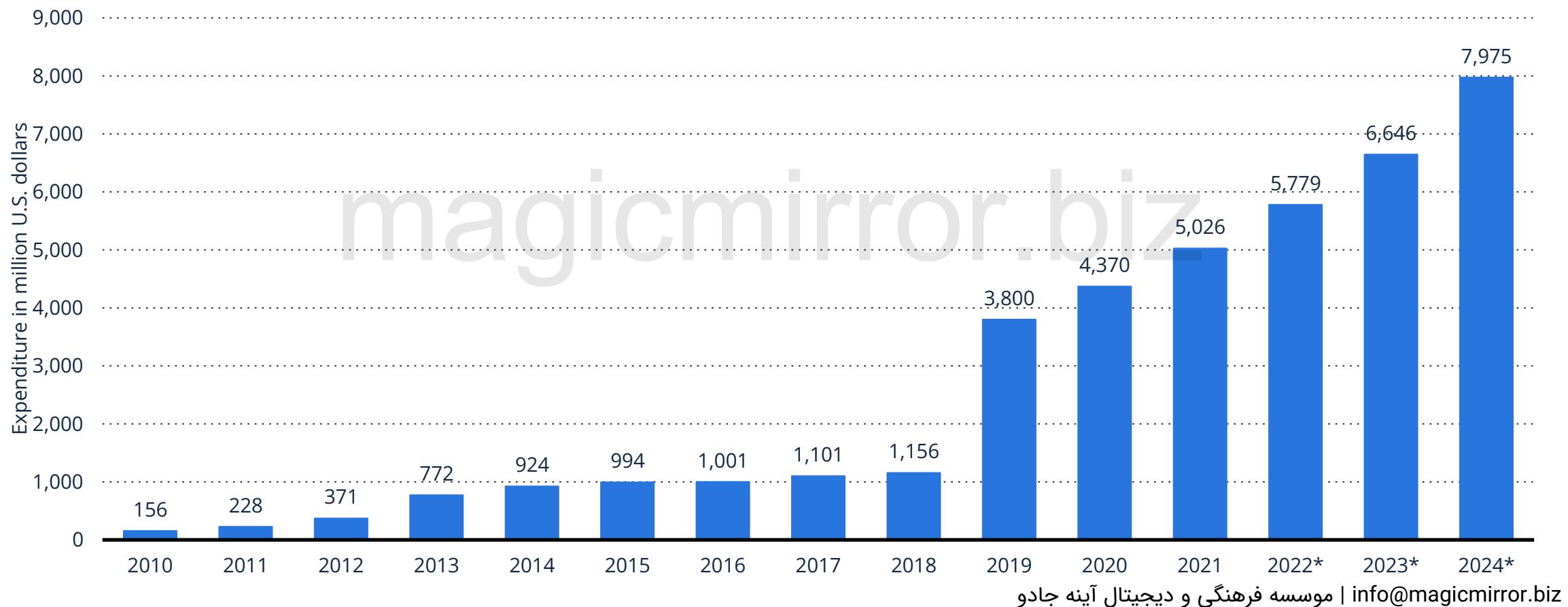
Note(s): Worldwide; 2000 to 2022; current prices; \* Forecast. [Read more](#)

Source(s): Zenith

statista

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

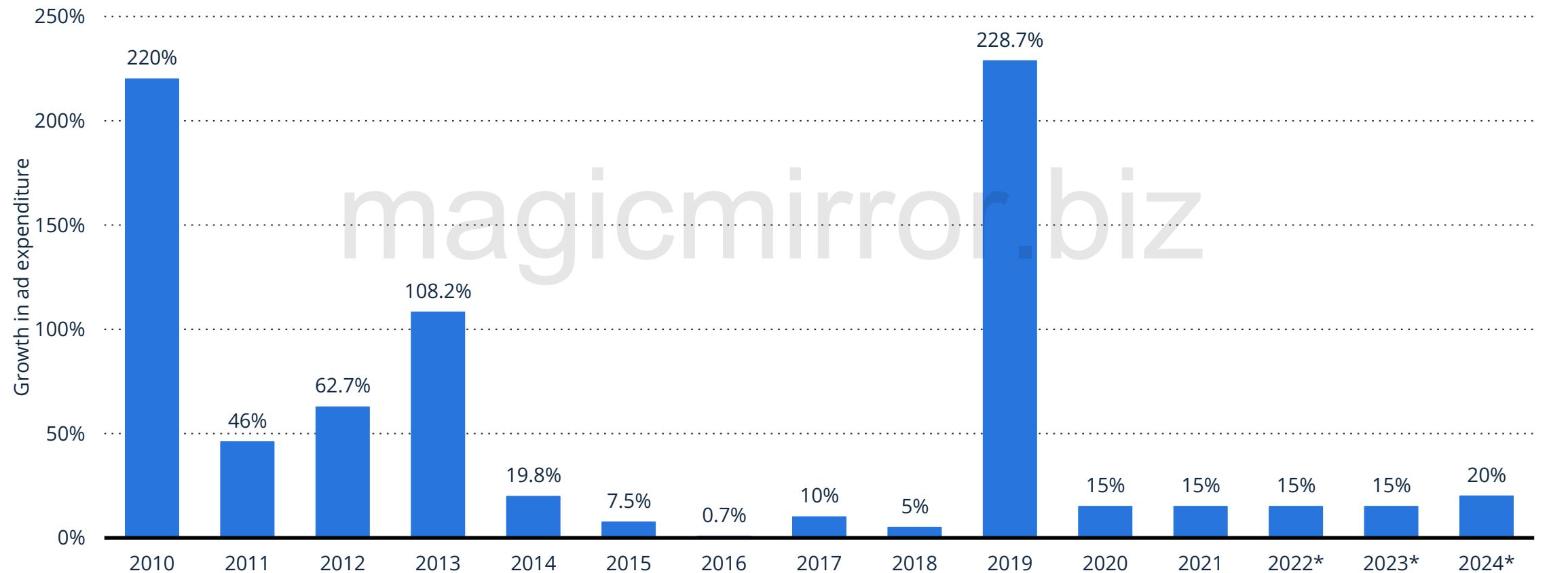
Internet advertisement expenditure in MENA 2010-2024



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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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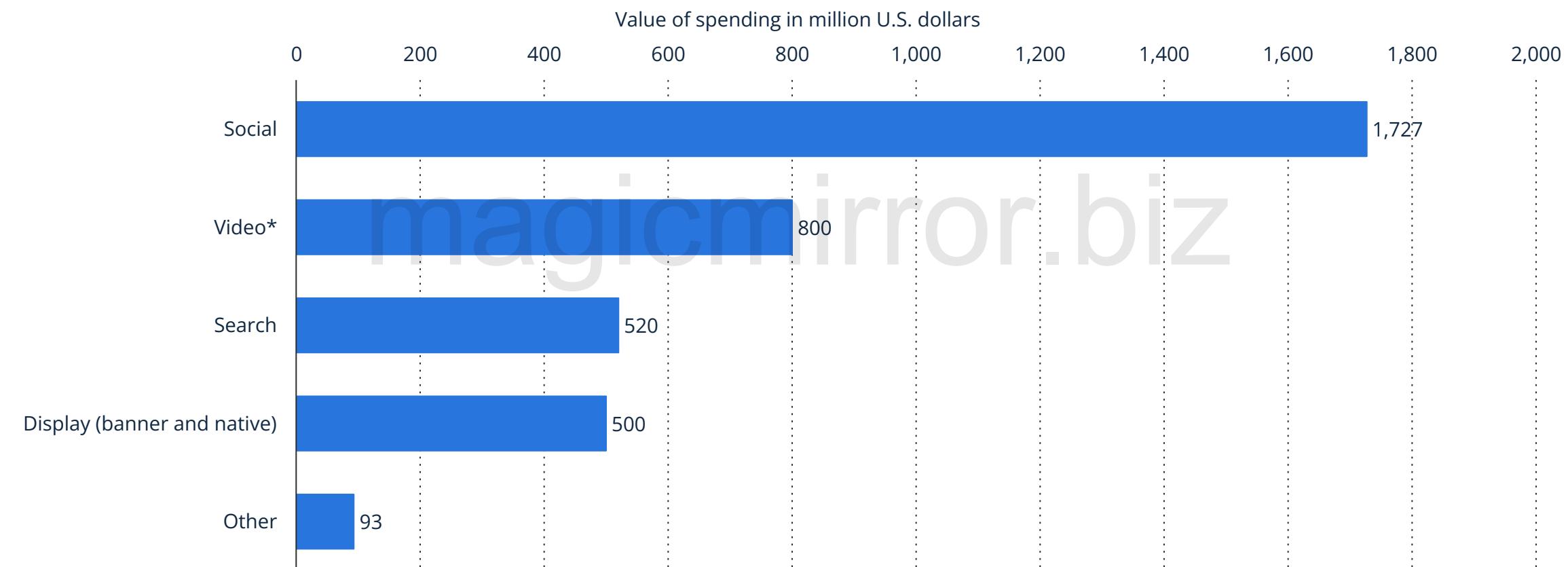
11 Description: In 2021, the growth in internet advertisement spend in the Middle East and North Africa was 15 percent. [Read more](#)

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)

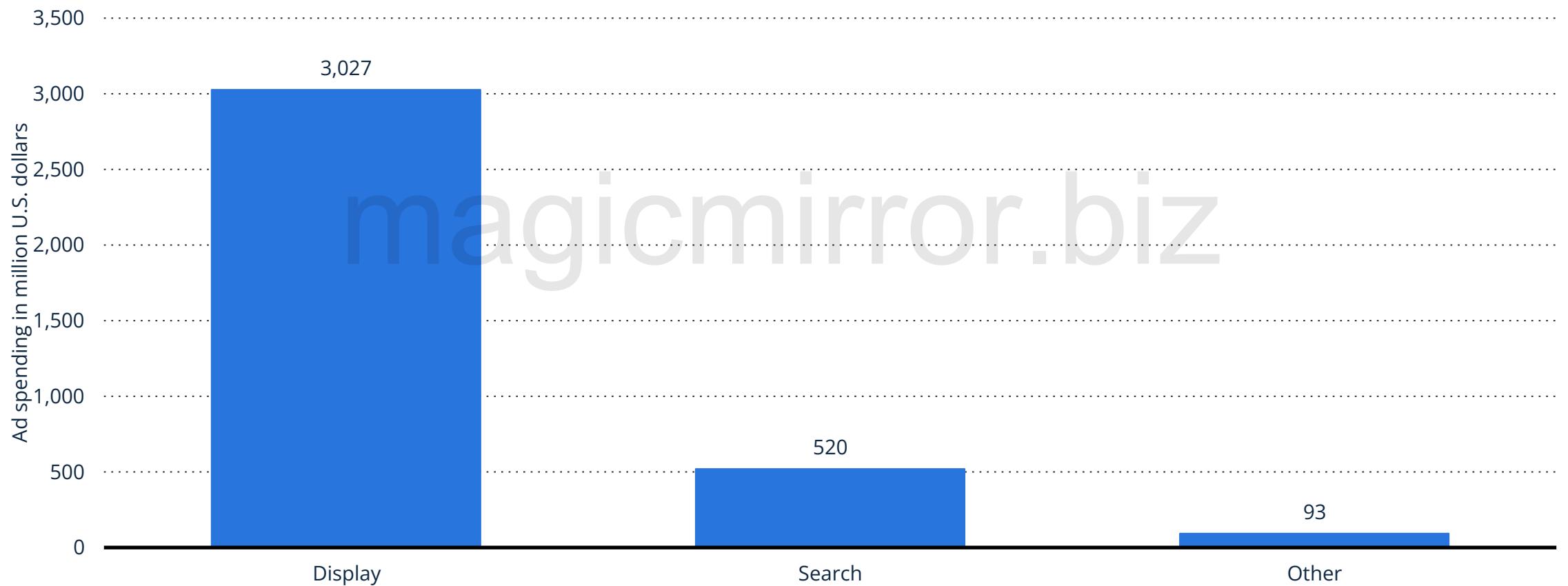
Value of digital ad spending MENA 2020, by format



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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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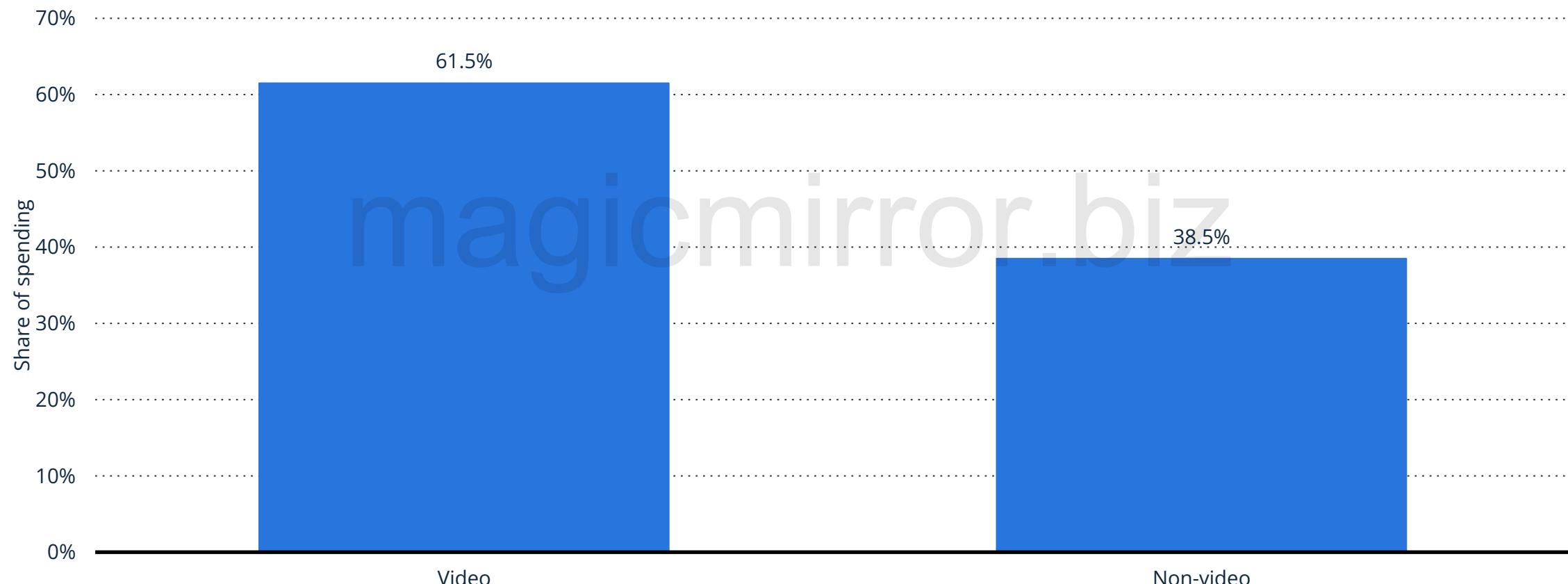
CHAPTER 03

# 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

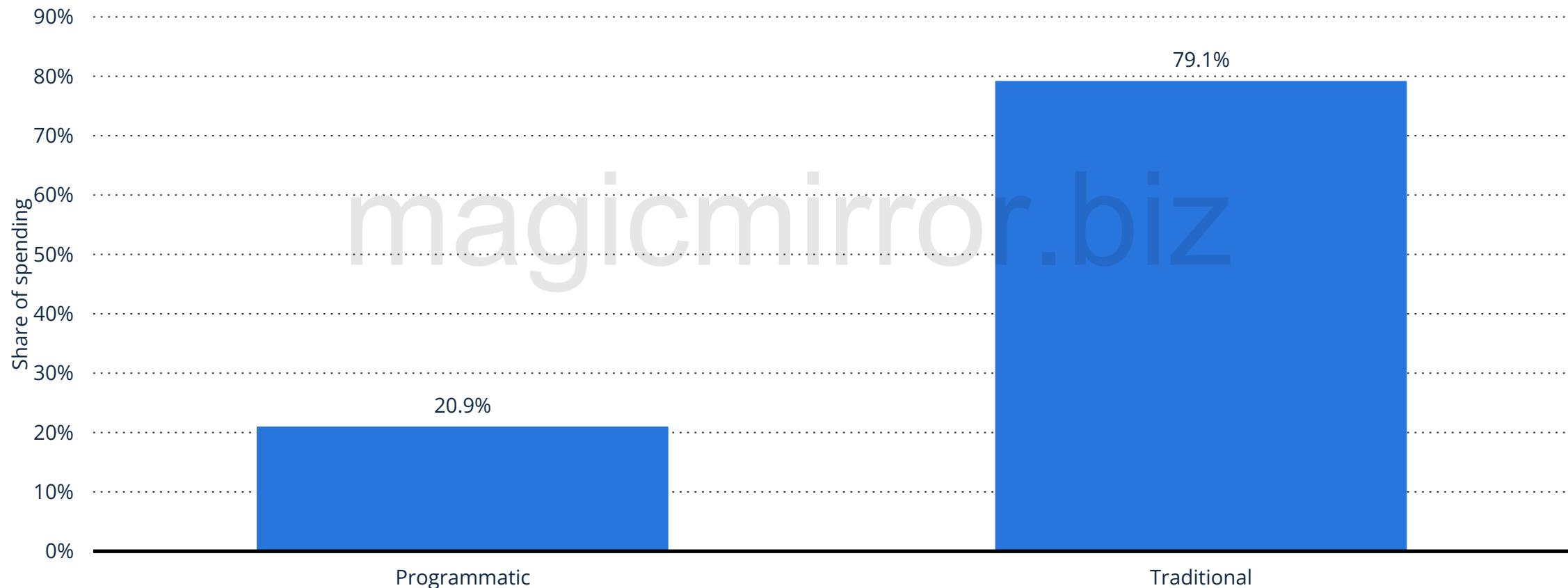
Video share of digital display advertisement spending MENA 2020, by format



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

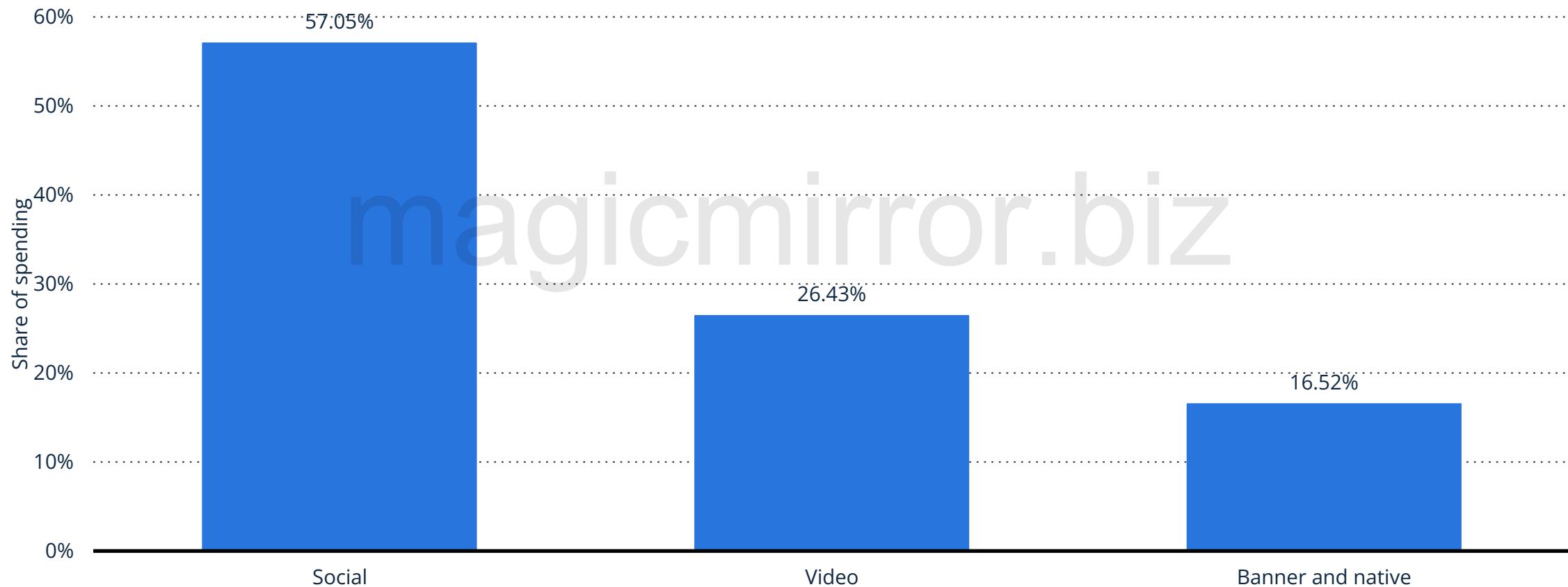
Distribution of digital display advertisement spending MENA 2020, by transaction type



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

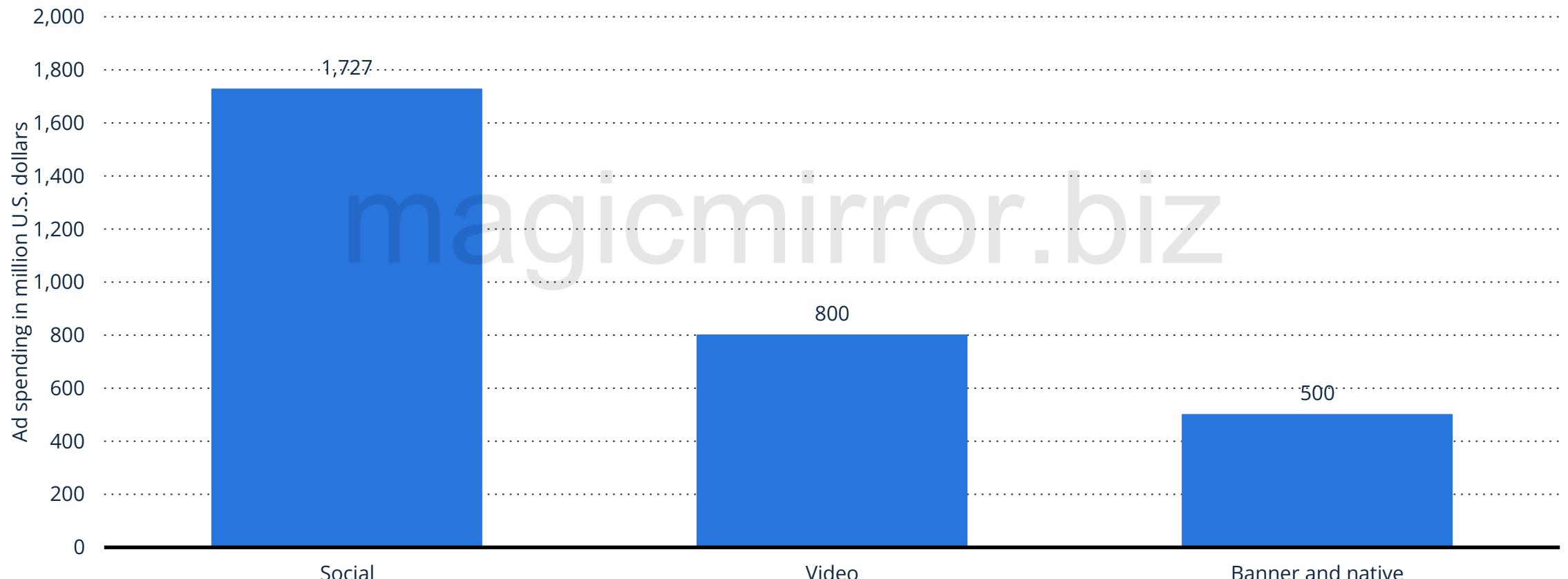
Distribution of digital display advertisement spending MENA 2020, by format



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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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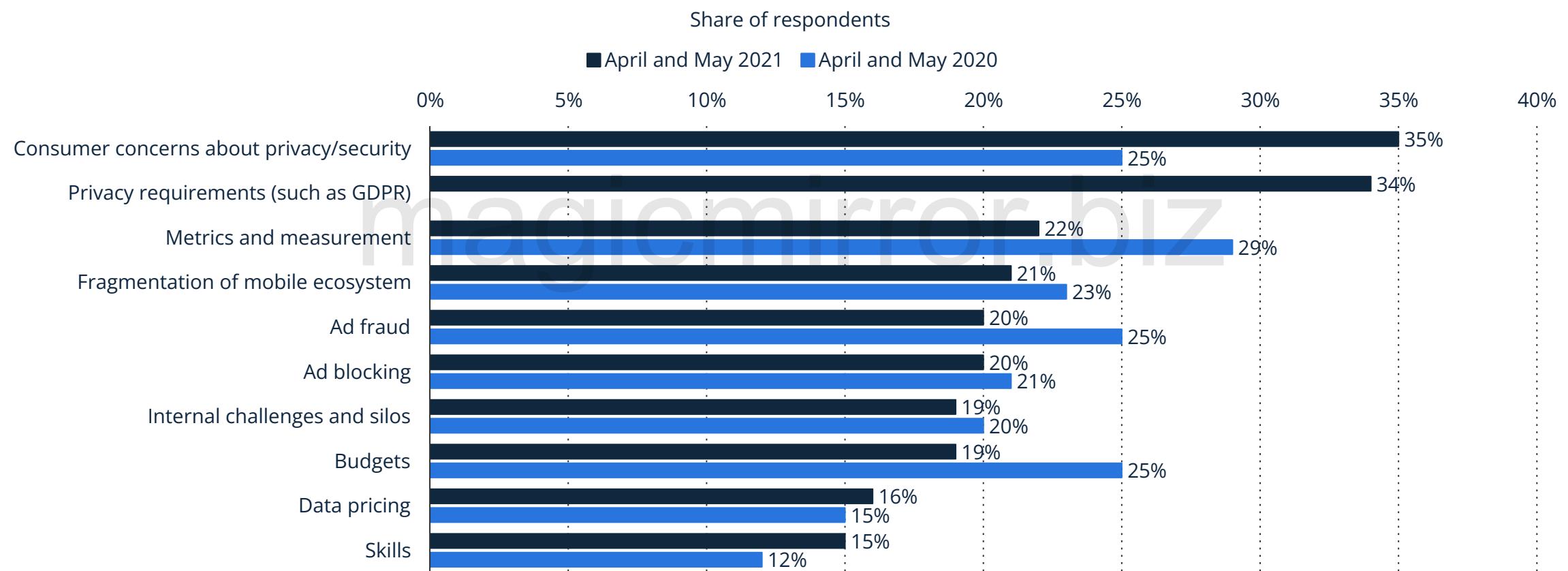
CHAPTER 04

# 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

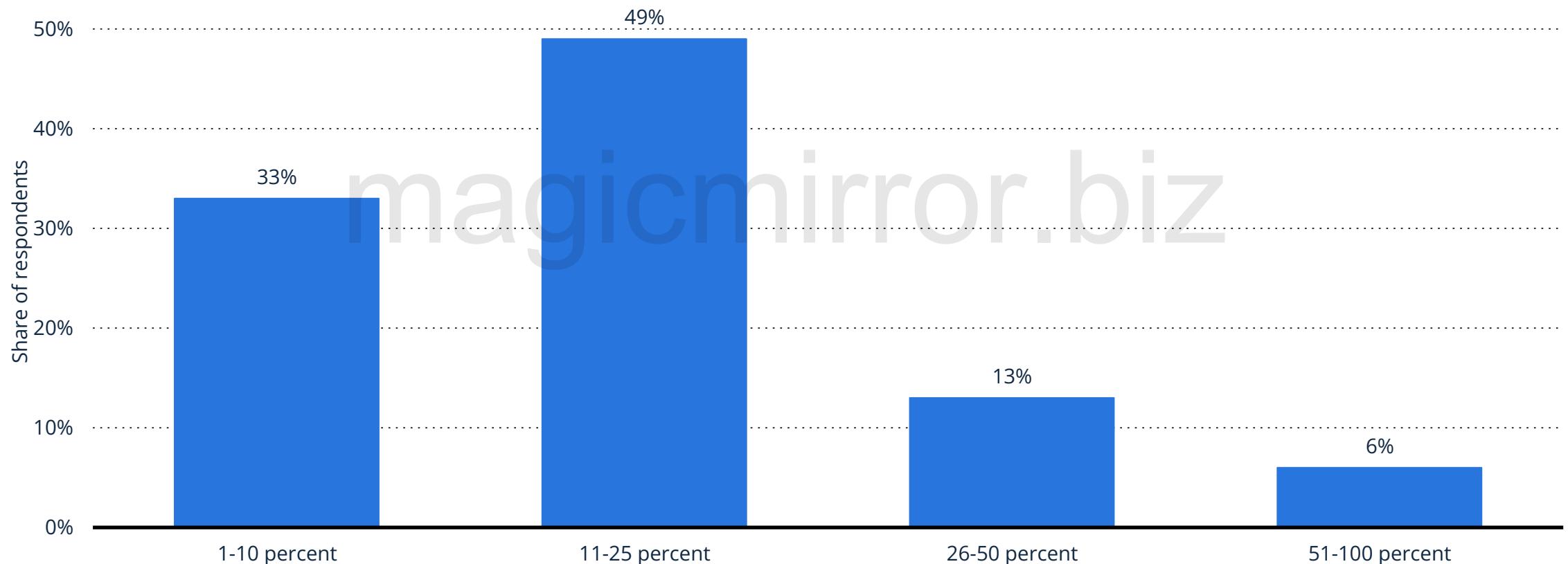
Barriers to the growth of mobile marketing in EMEA 2020-2021



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

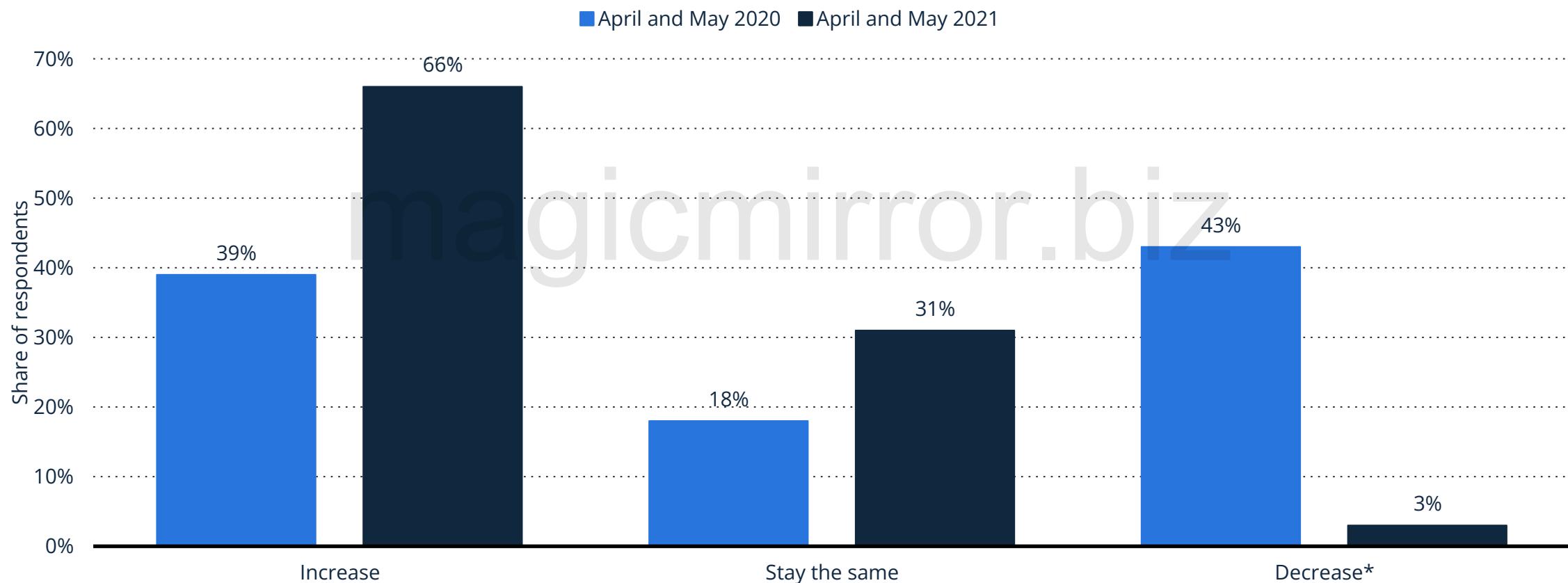
Mobile marketing budgets growth in EMEA 2021



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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

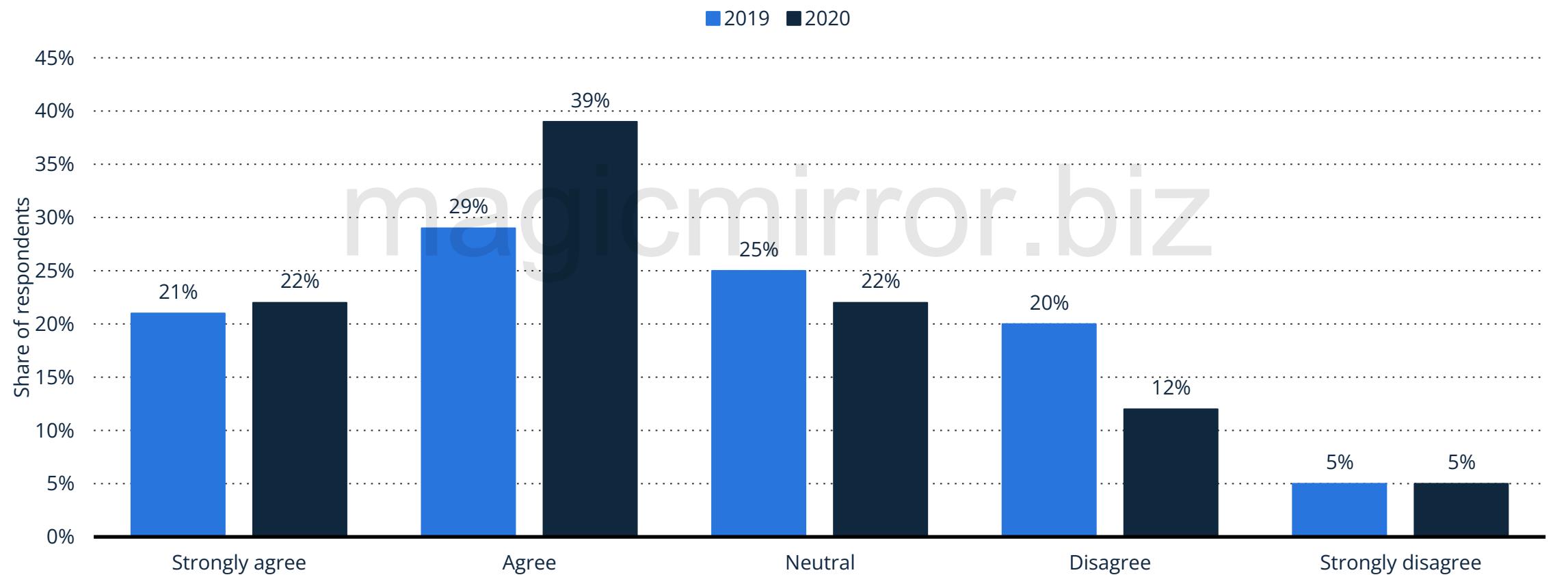
Change in mobile marketing budgets in EMEA 2020-2021



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# 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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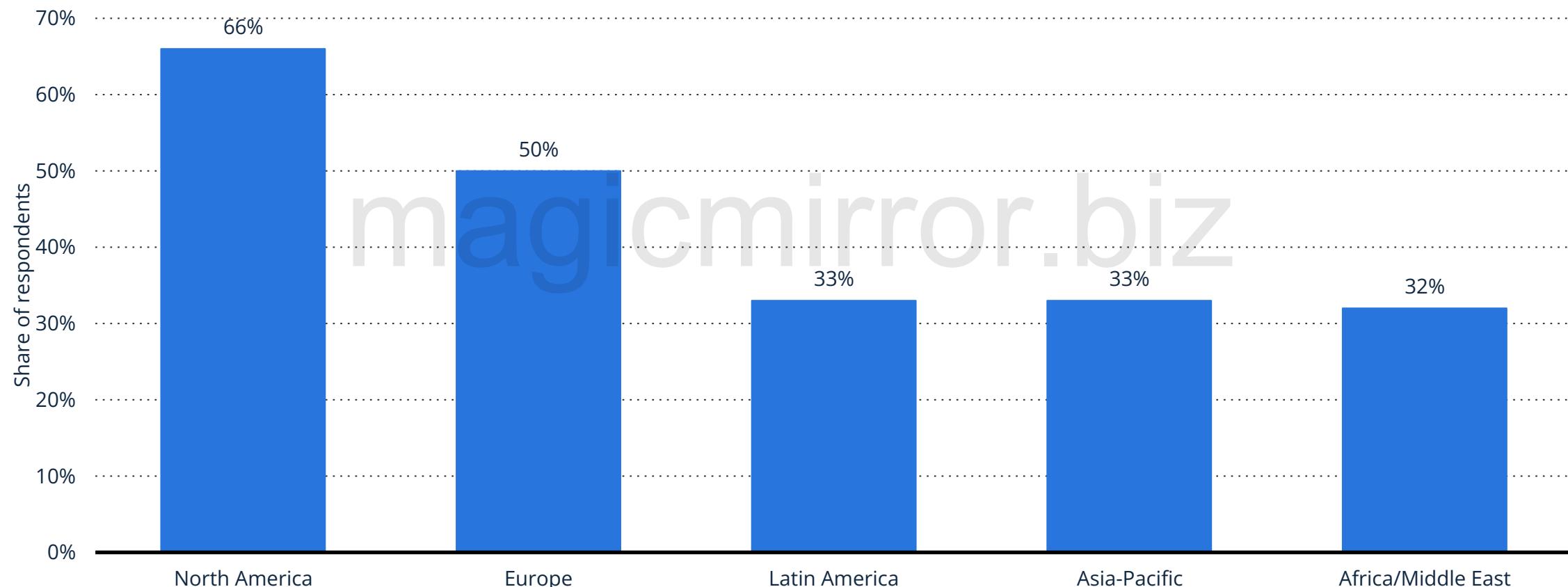
CHAPTER 05

# Consumer attitudes

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

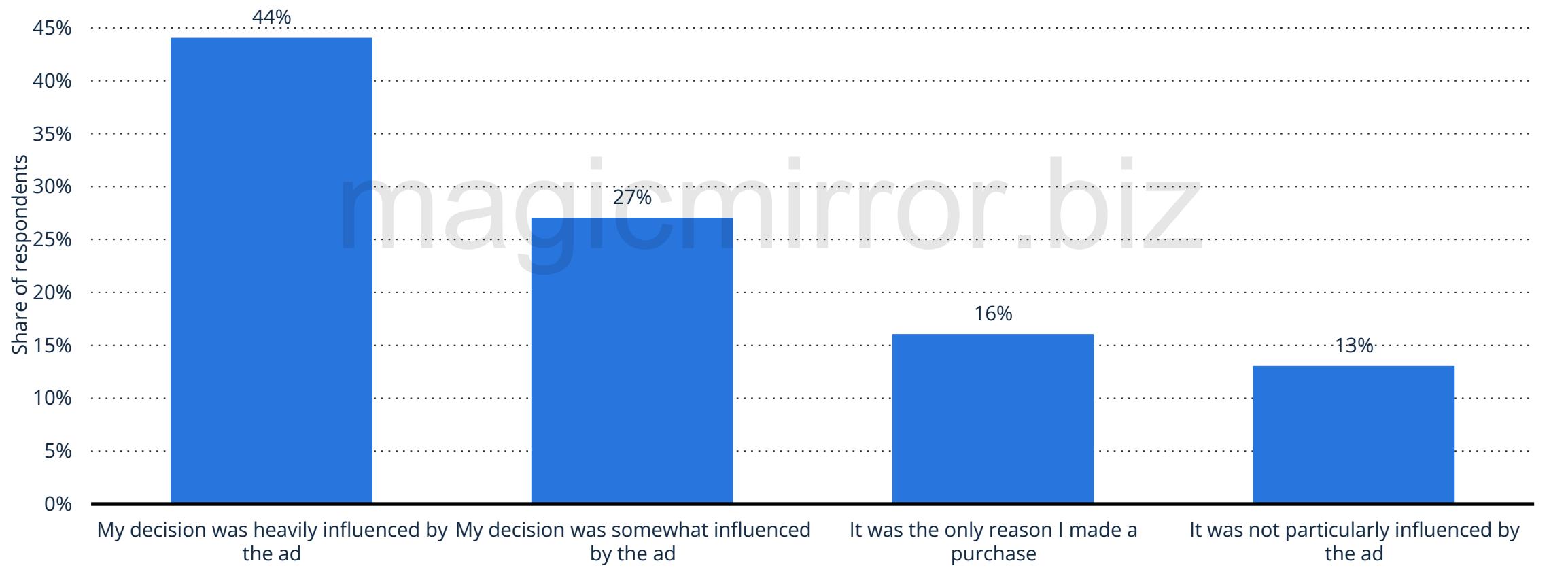
Consumers who took no action on mobile advertising worldwide 2021, by region



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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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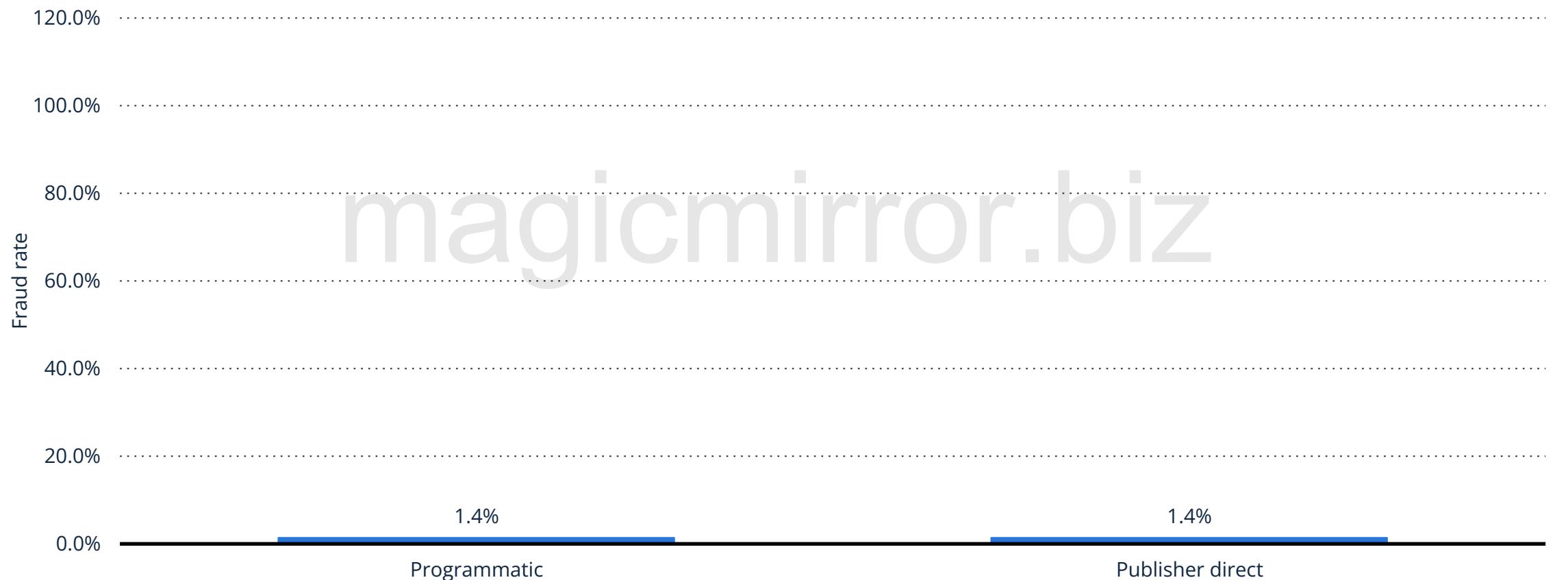
CHAPTER 06

# Digital ad fraud

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

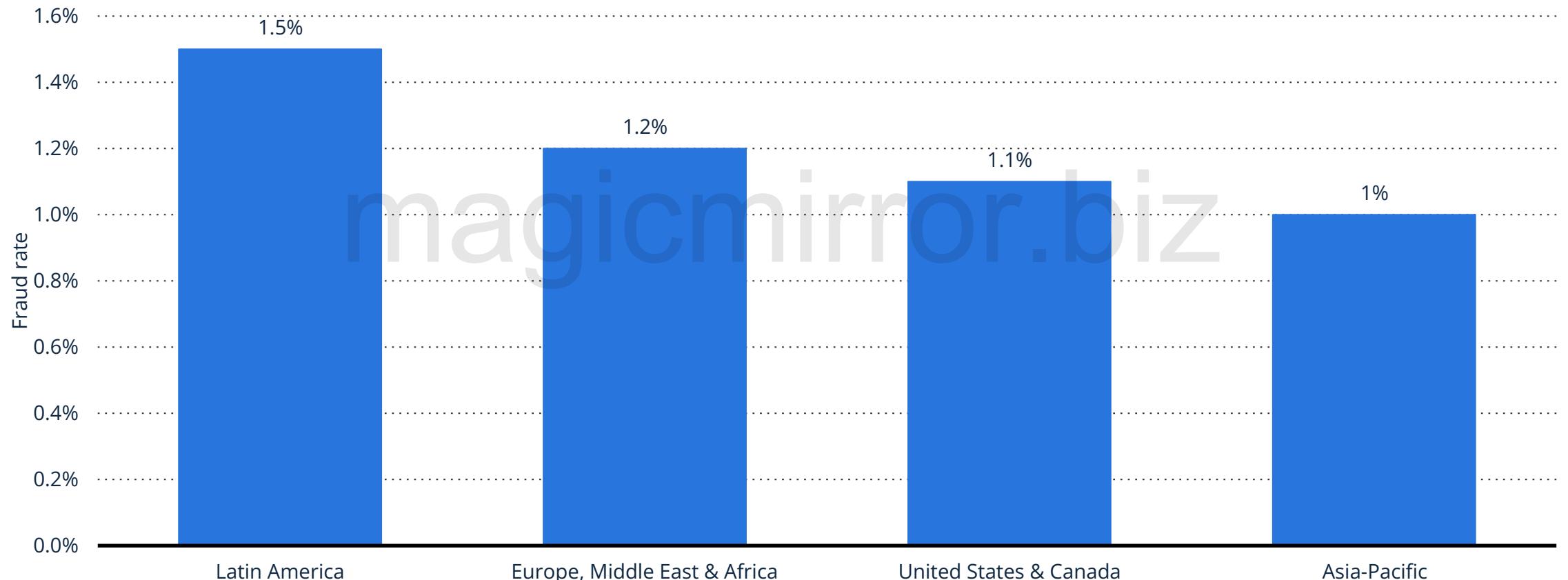
Programmatic ad fraud rate worldwide 2021



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

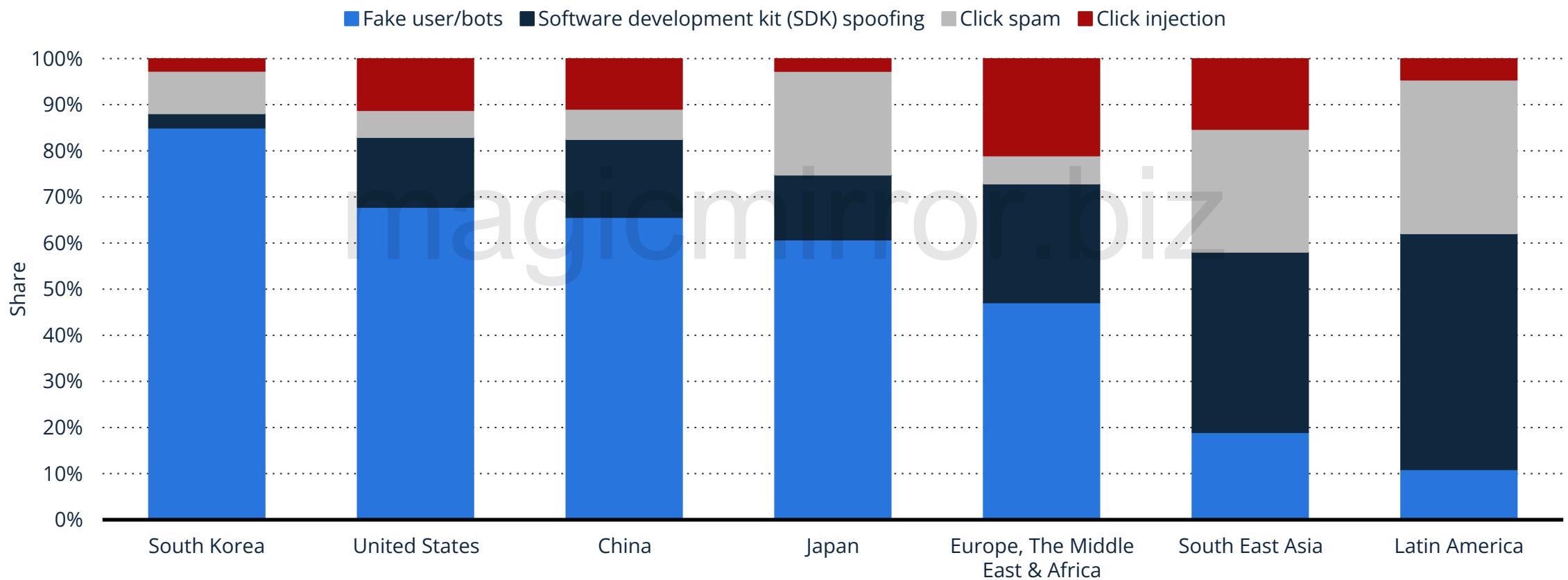
Digital ad fraud rate worldwide 2022, by region



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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  
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