ADVERTISING

Meta (Facebook) advertising revenue, 2014 to 2025

Meta's advertising revenue grew from $11.5bn in 2014 to $196.2bn in 2025. The only year it fell was 2022, after which growth returned strongly.

Online, with downloads and the latest version: https://www.anthonymcgrath.co/data/meta-advertising-revenue/

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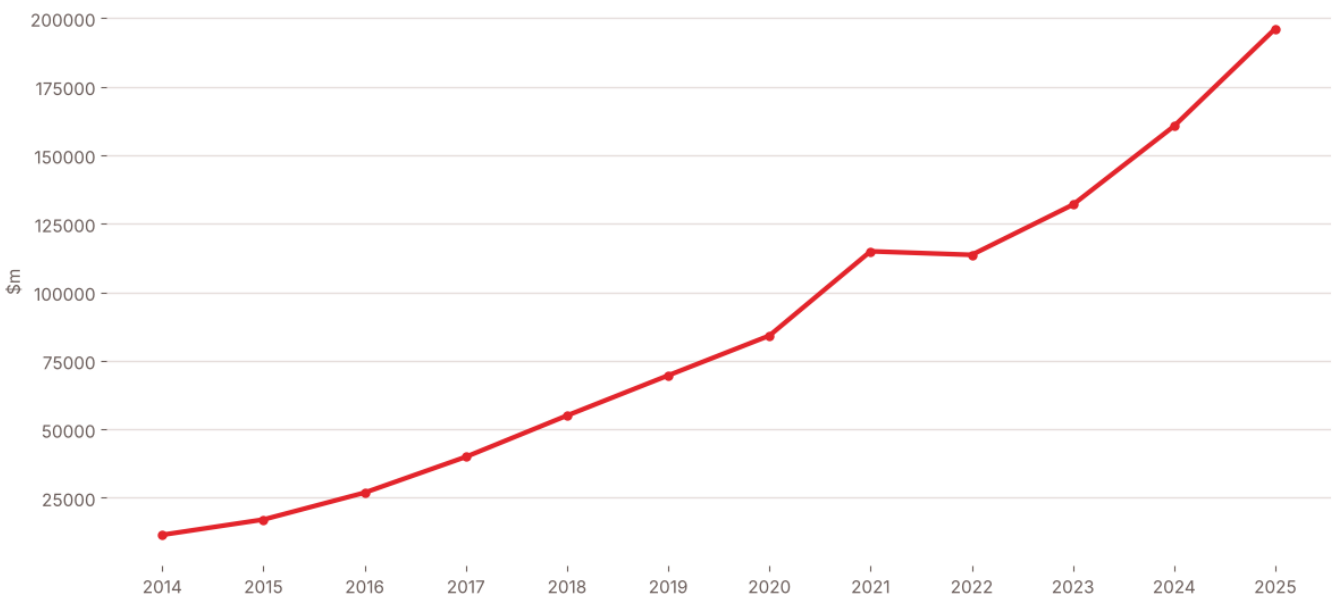

Source: Meta Platforms; Facebook · Free data: anthonymcgrath.co/data/meta-advertising-revenue/

Key findings

• Meta earned $196.2bn from advertising in 2025, up 22% on $160.6bn in 2024.

• 2022 was the only year in the series when ad revenue fell, slipping from $114.9bn to $113.6bn.

• Meta's 2025 ad revenue was about 17 times its 2014 level of $11.5bn.

The data

Year	Advertising revenue ($m)
2014	11,492
2015	17,079
2016	26,885
2017	39,942
2018	55,013
2019	69,655
2020	84,169
2021	114,934
2022	113,642

Year	Advertising revenue ($m)
2023	131,948
2024	160,633
2025	196,175

Sources

Meta Platforms, Inc., Form 10-K for fiscal year 2025 (Revenue by source table, Advertising line, 2023 to 2025)
https://www.sec.gov/Archives/edgar/data/1326801/000162828026003942/meta-20251231.htm

Meta Platforms, Inc., Form 10-K for fiscal year 2022 (Advertising revenue, 2020 to 2022)
https://www.sec.gov/Archives/edgar/data/1326801/000132680123000013/meta-20221231.htm

Facebook, Inc., Form 10-K for fiscal year 2019 (Advertising revenue, 2017 to 2019)
https://www.sec.gov/Archives/edgar/data/1326801/000132680120000013/fb-12312019x10k.htm

Facebook, Inc., Form 10-K for fiscal year 2016 (Advertising revenue, 2014 to 2016)
https://www.sec.gov/Archives/edgar/data/1326801/000132680117000007/fb-12312016x10k.htm

Method

Annual advertising revenue in US$ millions taken from the 'Advertising' line of the revenue table in four Meta (Facebook) 10-K filings, each covering three fiscal years ending 31 December.

Notes

US dollars, global revenue across Facebook, Instagram, Messenger, WhatsApp and third-party apps. Excludes other revenue and Reality Labs. The company was called Facebook, Inc. until 2021.

How to cite

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