

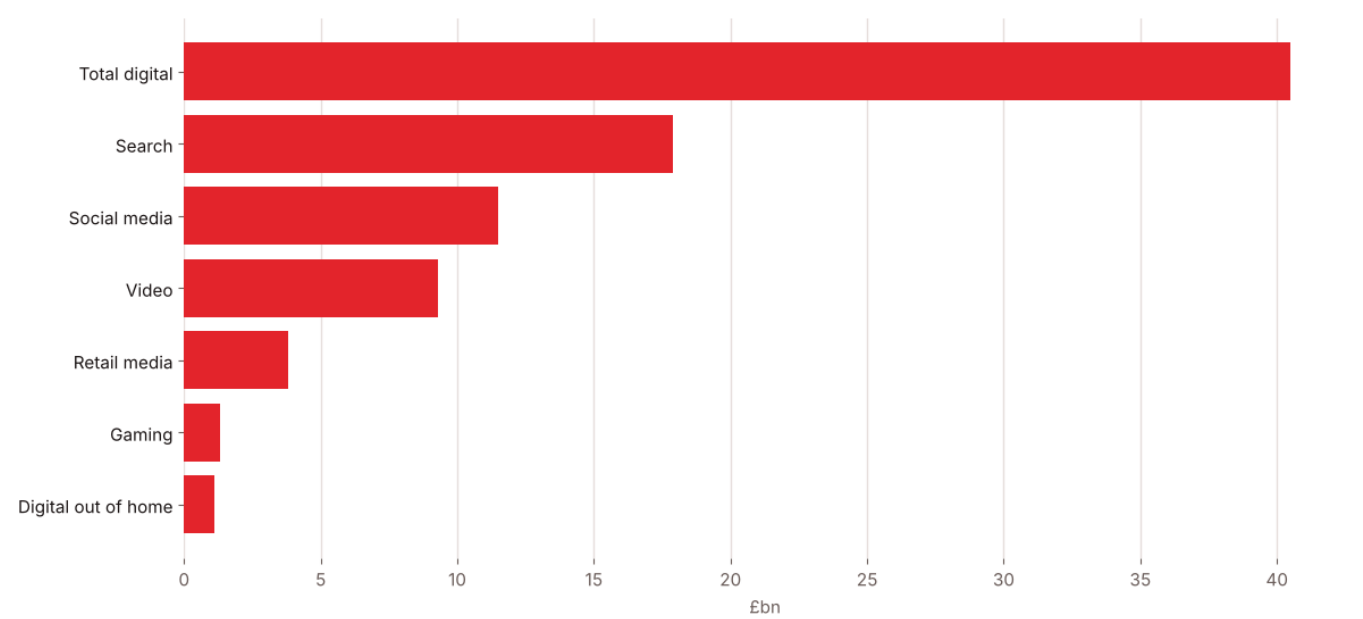
BUSINESS, SOCIAL AND EMAIL

UK digital advertising spend by format, 2025

UK digital advertising spend reached £40.5bn in 2025, up 10% on 2024. Search remained the largest format at £17.9bn, but social media and video grew fastest, each by around a fifth.

Online, with downloads and the latest version: <https://www.anthonymcgrath.co/data/uk-digital-adspend-by-format/>

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Source: IAB UK · Free data: [anthonymcgrath.co/data/uk-digital-adspend-by-format/](https://www.anthonymcgrath.co/data/uk-digital-adspend-by-format/)

Key findings

- UK digital ad spend reached £40.5bn in 2025, growing 10% year on year.
- Search was the largest format at £17.9bn, 44% of the total, but grew only 6%.
- Social media spend rose 21% to £11.5bn and video rose 20% to £9.3bn, the fastest growth of any format shown.

The data

Format	2025 spend (£bn)	Growth on 2024 (%)
Total digital	40.5	10
Search	17.9	6
Social media	11.5	21
Video	9.3	20
Retail media	3.8	18
Gaming	1.3	11
Digital out of home	1.1	3

Sources

IAB UK, Digital Adspend 2025: UK's digital ad market reaches £40.5bn (published 3 March 2026), with Oliver Wyman (Full-year 2025 headline figures by format as stated in the release)

<https://www.iabuk.com/news-article/digital-adspend-2025-uks-digital-ad-market-reaches-ps405bn>

Method

Spend and year-on-year growth for each format were copied from the text of IAB UK's Digital Adspend 2025 release; no figures were derived.

Notes

Swapped from the brief's first options: no free, recent, citable study of UK cookie rejection or ad blocker use was found (IAB UK's ad blocking surveys date from around 2017), and no free UK SME digital marketing spend series was found. Formats overlap and do not add up to the total: video includes social video, and social media spend includes its video formats. IAB UK restated 2024 under a new methodology, so these figures should not be compared with editions published before 2026.

How to cite

UK digital advertising spend by format, 2025. Anthony McGrath (www.anthonymcgrath.co), using data from IAB UK. <https://www.anthonymcgrath.co/data/uk-digital-adspend-by-format/>

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