

2023 Product Industry Ad Spend by Month

Product Industry	Total Ad Spend	January 2023 Ad Spend	Monthly % of Annual Product Industry Total	February 2023 Ad Spend	Monthly % of Annual Product Industry Total	March 2023 Ad Spend	Monthly % of Annual Product Industry Total	April 2023 Ad Spend	Monthly % of Annual Product Industry Total	May 2023 Ad Spend	Monthly % of Annual Product Industry Total	June 2023 Ad Spend	Monthly % of Annual Product Industry Total	July 2023 Ad Spend	Monthly % of Annual Product Industry Total	August 2023 Ad Spend	Monthly % of Annual Product Industry Total	September 2023 Ad Spend	Monthly % of Annual Product Industry Total	October 2023 Ad Spend	Monthly % of Annual Product Industry Total	November 2023 Ad Spend	Monthly % of Annual Product Industry Total	December 2023 Ad Spend	Monthly % of Annual Product Industry Total
Grand Total	188,001,174,627	16,985,837,846	9.0%	15,329,857,981	8.2%	14,781,991,641	7.9%	14,593,746,603	7.8%	14,988,127,041	8.0%	15,163,877,049	8.1%	14,208,481,540	7.6%	15,045,111,362	8.0%	15,692,820,422	8.3%	16,350,726,571	8.7%	16,989,155,848	9.0%	17,871,440,721	9.5%
Retail	30,376,166,629	2,926,823,849	9.6%	2,637,880,088	8.7%	2,145,750,391	7.1%	2,245,867,113	7.4%	2,298,107,755	7.6%	2,376,602,367	7.8%	2,236,328,625	7.4%	2,520,402,025	8.3%	2,315,479,076	7.6%	2,473,819,436	8.1%	2,983,711,937	9.8%	3,215,393,966	10.6%
Misc Services & Amusements	16,738,246,597	1,381,691,813	8.3%	1,309,867,384	7.8%	1,247,795,681	7.5%	1,280,307,666	7.6%	1,329,276,155	7.9%	1,420,109,579	8.5%	1,348,286,690	8.1%	1,480,062,916	8.8%	1,442,429,712	8.6%	1,460,455,165	8.7%	1,442,227,970	8.6%	1,595,735,864	9.5%
Media & Advertising	14,397,090,249	1,340,359,676	9.3%	1,234,255,457	8.6%	1,119,303,770	7.8%	1,093,520,320	7.6%	1,173,144,758	8.1%	1,215,465,507	8.4%	1,195,280,280	8.3%	1,098,301,862	7.6%	1,300,391,339	9.0%	1,220,305,509	8.5%	1,173,982,236	8.2%	1,232,779,535	8.6%
Medicines & Proprietary Remedies	10,231,902,843	953,988,164	9.3%	826,679,329	8.1%	874,026,694	8.5%	800,252,115	7.8%	903,767,854	8.8%	801,798,489	7.8%	715,809,960	7.0%	759,911,280	7.4%	809,177,398	7.9%	929,495,873	9.1%	888,142,212	8.7%	968,853,115	9.5%
Financial	10,117,498,700	915,827,140	9.1%	847,960,817	8.4%	850,394,017	8.4%	814,793,635	8.1%	805,532,641	8.0%	820,956,765	8.1%	747,514,418	7.4%	801,777,943	7.9%	986,837,779	9.8%	907,024,678	9.0%	799,895,491	7.9%	818,983,376	8.1%
Insurance & Real Estate	9,564,142,852	953,654,047	10.0%	698,042,754	7.3%	793,601,987	8.3%	719,929,958	7.5%	666,529,918	7.0%	665,569,689	7.0%	655,279,823	6.9%	682,175,733	7.1%	871,641,357	9.1%	951,839,559	10.0%	987,841,681	10.3%	918,036,346	9.6%
Public Transportation, Hotels & Resorts	8,832,327,079	873,159,310	9.9%	936,092,504	10.6%	865,059,964	9.8%	850,845,735	9.6%	777,637,828	8.8%	778,644,387	8.8%	754,125,546	8.5%	718,774,742	8.1%	557,708,982	6.3%	550,521,063	6.2%	575,249,880	6.5%	594,507,138	6.7%
Automotive, Automotive Access & Equip	8,102,177,426	767,286,817	9.5%	623,971,945	7.7%	620,281,235	7.7%	583,993,667	7.2%	594,974,638	7.3%	623,078,521	7.7%	599,896,682	7.4%	596,024,532	7.4%	718,832,404	8.9%	756,112,164	9.3%	741,744,928	9.2%	875,979,893	10.8%
Communications	7,213,412,523	764,098,606	10.6%	586,577,915	8.1%	596,358,588	8.3%	615,875,510	8.5%	525,802,890	7.3%	529,151,444	7.3%	451,569,594	6.3%	491,574,128	6.8%	575,377,065	8.0%	659,439,698	9.1%	711,374,463	9.9%	706,212,852	9.8%
Discount Department & Variety Stores	7,187,952,121	636,690,056	8.9%	584,951,872	8.1%	513,293,920	7.1%	543,552,907	7.6%	524,592,557	7.3%	564,819,878	7.9%	559,417,244	7.8%	770,836,016	10.7%	444,021,570	6.2%	548,316,100	7.6%	738,369,973	10.3%	759,090,028	10.6%
Restaurants	6,888,479,112	670,627,199	9.7%	561,728,548	8.2%	629,706,428	9.1%	552,685,965	8.0%	546,943,630	7.9%	547,503,220	7.9%	509,675,866	7.4%	476,932,550	6.9%	600,181,443	8.7%	672,479,689	9.8%	579,759,679	8.4%	540,254,896	7.8%
Computers, Software, Internet NEC	6,253,874,834	541,217,594	8.7%	524,680,384	8.4%	503,286,595	8.0%	464,270,262	7.4%	442,719,780	7.1%	517,604,954	8.3%	471,904,842	7.5%	533,878,919	8.5%	575,958,908	9.2%	551,957,603	8.8%	543,972,944	8.4%	582,422,048	9.3%
Government, Politics & Organizations	5,560,036,391	463,471,823	8.3%	391,176,762	7.0%	408,422,575	7.3%	459,756,188	8.3%	477,418,453	8.6%	433,092,429	7.8%	412,087,971	7.4%	458,177,957	8.2%	508,270,266	9.1%	523,700,102	9.4%	493,655,783	8.9%	530,806,080	9.5%
Automotive Dealers & Services	4,345,794,586	317,357,674	7.3%	331,384,272	7.6%	319,580,607	7.4%	328,974,530	7.6%	350,659,636	8.1%	368,227,332	8.5%	372,987,978	8.6%	374,619,711	8.6%	390,082,917	9.0%	383,287,181	8.8%	385,027,873	8.9%	423,604,843	9.7%
Schools, Camps, Seminars	3,431,582,414	298,012,273	8.7%	304,887,303	8.9%	253,814,608	7.4%	283,806,002	8.3%	282,284,724	8.2%	316,127,718	9.2%	275,372,725	8.0%	272,124,826	7.9%	310,208,282	9.0%	276,672,162	8.1%	264,565,886	7.7%	293,705,904	8.6%
General NEC	2,815,917,517	151,562,170	5.4%	150,091,564	5.3%	160,205,403	5.7%	137,311,866	4.9%	248,598,964	8.8%	286,208,687	10.2%	260,512,675	9.3%	321,013,672	11.4%	259,032,239	9.2%	273,002,785	9.7%	284,319,944	10.1%	284,507,550	10.6%
Department Stores	2,292,183,388	234,656,279	10.2%	172,496,513	7.5%	142,216,514	6.2%	176,769,259	7.7%	175,690,774	7.7%	149,615,426	6.5%	154,737,408	6.8%	157,142,534	6.9%	146,014,303	6.4%	172,861,155	7.5%	282,910,805	12.3%	327,072,415	14.3%
Games, Toys & Hobbycraft	2,161,027,394	222,169,994	10.3%	182,220,260	8.4%	192,710,894	8.9%	182,339,255	8.4%	167,343,062	7.7%	132,339,255	6.1%	167,834,433	7.8%	147,391,077	6.8%	254,289,518	10.4%	256,145,209	11.9%	201,569,833	9.3%	207,572,415	9.5%
Direct Response Companies	1,744,002,680	191,417,457	11.0%	143,604,166	8.2%	158,158,034	9.1%	145,761,626	8.4%	147,133,318	8.4%	124,512,028	7.1%	133,008,321	7.6%	133,510,488	7.6%	126,828,753	7.3%	150,942,788	8.7%	144,386,850	8.3%	164,738,853	9.4%
Cosmetics & Beauty Aids	1,670,388,707	150,787,620	9.0%	140,599,819	8.4%	134,936,650	8.1%	122,772,638	7.3%	145,561,674	8.7%	112,884,667	6.8%	84,969,737	5.1%	101,568,431	6.1%	141,919,137	8.5%	154,209,174	9.2%	107,686,278	10.0%	206,593,481	12.5%
Building Materials, Equipment & Fixtures	1,484,909,747	93,330,429	6.3%	90,838,805	6.1%	108,092,215	7.3%	128,438,930	8.6%	156,984,674	10.6%	148,002,956	10.0%	118,463,958	8.0%	113,993,156	7.7%	132,082,665	8.9%	129,477,522	8.7%	133,669,849	9.0%	131,534,587	8.9%
Personal Hygiene & Health-Wmn,M&W,Unisex	1,449,034,168	103,457,398	7.1%	99,620,989	6.9%	127,053,503	8.8%	124,248,131	8.6%	134,059,383	9.2%	124,059,383	8.6%	124,059,383	8.6%	117,255,184	8.1%	103,896,656	7.2%	142,011,376	9.8%	112,373,507	8.4%	128,998,348	8.8%
Business & Technology NEC	1,429,611,437	140,826,112	9.9%	103,597,754	7.2%	134,022,130	9.4%	136,423,090	9.5%	127,711,986	8.9%	115,652,722	8.1%	97,894,610	6.8%	105,965,792	7.4%	137,061,099	9.6%	128,794,261	9.0%	121,599,276	8.5%	80,062,604	5.6%
Dairy, Produce, Meat & Bakery Goods	1,413,544,117	95,646,110	6.8%	121,285,342	8.6%	117,830,987	8.3%	126,159,175	8.9%	148,389,370	10.5%	121,367,741	8.6%	99,555,789	7.0%	115,455,929	8.2%	110,108,478	7.8%	124,885,866	8.8%	121,321,856	8.6%	111,537,474	7.9%
Pets, Pet Foods & Supplies	1,390,663,782	86,412,191	6.2%	103,724,515	7.5%	98,176,745	7.1%	114,342,205	8.1%	128,474,336	9.2%	114,517,713	8.2%	112,284,163	8.1%	103,068,919	7.4%	120,981,182	8.7%	128,416,147	9.2%	127,797,853	9.2%	136,467,813	9.7%
Beverages	1,294,222,140	99,622,761	7.7%	97,766,700	7.6%	124,904,865	9.7%	121,775,319	9.4%	92,414,605	7.1%	112,654,457	8.7%	94,171,119	7.3%	107,127,357	8.3%	103,837,387	8.0%	105,051,950	8.1%	117,872,841	9.1%	117,022,359	9.0%
Household Furnishings & Accessories	1,257,701,592	97,120,201	7.7%	90,832,220	7.2%	84,996,332	6.8%	74,229,319	5.9%	103,860,039	8.3%	93,202,320	7.4%	94,520,100	7.5%	112,314,212	8.9%	129,061,216	10.3%	108,621,304	8.6%	136,199,123	10.8%	132,745,205	10.6%
Beer & Wine	1,229,493,379	85,069,130	6.9%	92,453,427	7.5%	95,626,256	7.8%	95,487,564	7.8%	114,126,974	9.3%	131,509,937	10.7%	126,549,533	10.3%	83,903,886	6.8%	122,408,255	10.0%	101,217,354	8.2%	97,256,010	7.9%	83,884,484	6.8%
Confectionery & Snacks	1,175,804,107	68,304,715	5.8%	145,003,258	12.3%	110,603,867	9.4%	98,301,705	8.4%	101,516,798	8.6%	88,722,133	7.5%	85,534,833	7.3%	75,740,338	6.5%	79,580,368	6.8%	119,893,214	10.2%	88,411,099	7.5%	114,191,777	9.7%
Apparel NEC	1,100,781,820	85,073,081	7.7%	95,088,145	8.6%	114,193,186	10.4%	78,028,415	7.1%	82,781,682	7.5%	70,068,298	6.4%	56,947,178	5.2%	76,200,011	6.9%	140,722,036	12.8%	97,206,358	8.8%	85,426,792	7.8%	119,046,377	10.8%
Misc Merchandise	1,050,426,251	115,124,275	11.0%	79,888,411	7.6%	79,457,049	7.6%	75,372,521	7.2%	72,565,176	6.9%	78,449,833	7.5%	89,771,979	8.5%	78,692,228	7.5%	72,625,460	6.9%	99,848,154	9.5%	111,486,182	10.6%	97,144,982	9.2%
Household Soaps, Cleansers & Polishes	1,019,280,524	77,164,382	7.6%	78,503,547	7.7%	84,249,218	8.3%	87,006,657	8.5%	91,135,521	8.9%	75,703,944	7.4%	88,020,850	8.6%	92,546,121	9.1%	90,166,807	8.8%	88,558,188	8.7%	76,762,451	7.5%	89,390,839	8.8%
Household Supplies	1,016,381,388	72,675,595	7.2%	57,995,619	5.7%	67,468,702	6.6%	78,475,293	7.7%	100,035,418	9.8%	128,024,467	12.6%	92,835,63											