

2025 Product Industry Spend by Media Channel

Rank	PRODUCT INDUSTRY	TOTAL \$	OOH Ad Spend	OOH % of Product Industry Spend	Total Digital Desktop/Mobile Ad Spend (AVOD, Display, Video, Search, App)	Digital % of Product Industry Spend	AVOD Spend	Desktop Display Spend	Desktop Online Video Spend	Desktop Search Spend	Mobile Web Spend	Mobile App Spend	Mobile Video Spend	Total TV Spend (Network, Spot, Cable, Spanish Language, Syndication)	Total Radio Spend (Network, Local, National Spot)	Total Print Spend (Magazines, Newspapers, Spanish Language, B2B)
	GRAND TOTAL	\$213,810,247,283	\$6,707,018,290	3.1%	\$133,623,717,302	62.5%	\$17,034,529,162	\$11,766,293,306	\$6,876,191,917	\$61,485,524,636	\$11,115,605,909	\$9,115,531,700	\$16,230,040,671	\$59,781,658,281	\$7,989,985,282	\$5,707,868,129
1	Retail	\$24,155,253,194	\$533,254,677	2.2%	\$18,287,973,594	75.7%	\$1,288,980,635	\$1,510,187,827	\$650,053,913	\$10,922,761,350	\$1,258,170,023	\$1,010,975,115	\$1,646,844,731	\$3,897,444,414	\$1,058,560,772	\$378,019,737
2	Misc Services & Amusements	\$21,922,170,736	\$1,974,979,477	9.0%	\$10,923,244,450	49.8%	\$1,229,852,688	\$777,956,682	\$596,214,889	\$5,431,086,741	\$855,911,380	\$833,585,457	\$1,198,636,612	\$6,530,283,360	\$1,631,125,381	\$862,538,067
3	Insurance & Real Estate	\$15,810,221,363	\$338,857,761	2.1%	\$10,283,809,863	65.0%	\$713,058,395	\$459,534,428	\$453,030,519	\$7,205,226,311	\$322,631,592	\$348,503,139	\$781,825,478	\$4,418,165,277	\$458,923,027	\$310,465,434
4	Financial	\$15,744,728,254	\$350,295,712	2.2%	\$11,377,902,265	72.3%	\$1,267,008,963	\$1,185,250,753	\$559,196,652	\$6,123,373,562	\$593,194,991	\$530,071,329	\$1,119,606,015	\$3,026,697,137	\$623,162,155	\$366,670,985
5	Media & Advertising	\$15,462,989,462	\$406,914,771	2.6%	\$11,495,380,687	74.3%	\$922,607,983	\$977,313,785	\$469,313,567	\$5,850,401,219	\$1,220,438,081	\$821,041,773	\$1,234,264,279	\$2,767,453,498	\$580,361,439	\$212,879,067
6	Medicines & Proprietary Remedies	\$13,028,804,353	\$33,623,342	0.3%	\$4,491,319,303	34.5%	\$1,710,895,401	\$310,145,764	\$317,105,493	\$398,932,291	\$403,841,098	\$361,383,739	\$989,015,517	\$8,117,085,256	\$257,806,281	\$128,970,171
7	Public Transportation, Hotels & Resorts	\$11,437,207,470	\$397,497,595	3.5%	\$8,652,940,355	75.7%	\$841,800,374	\$653,954,664	\$307,607,620	\$5,230,443,248	\$275,334,220	\$529,071,882	\$525,282,346	\$1,585,079,487	\$452,594,605	\$627,995,428
8	Communications	\$9,046,311,386	\$277,842,840	3.1%	\$4,930,822,037	54.5%	\$623,843,427	\$600,748,823	\$261,196,850	\$1,604,901,048	\$325,531,597	\$562,188,311	\$952,411,981	\$3,092,901,077	\$700,346,704	\$44,398,728
9	Automotive, Automotive Access & Equip	\$9,005,220,841	\$113,377,997	1.3%	\$4,396,421,695	48.8%	\$1,052,129,088	\$646,994,950	\$378,913,705	\$737,139,226	\$515,351,975	\$417,830,352	\$648,062,400	\$4,267,069,372	\$163,305,276	\$65,046,500
10	Restaurants	\$7,913,294,305	\$350,362,738	4.4%	\$3,424,709,682	43.3%	\$1,118,764,013	\$842,418,880	\$218,415,687	\$180,029,322	\$1,025,465,704	\$303,797,542	\$334,635,326	\$497,354,921	\$2,130,090,929	\$425,329,896
11	Computers, Software, Internet	\$7,895,520,702	\$183,708,738	2.3%	\$6,717,684,968	85.1%	\$385,465,387	\$880,922,285	\$589,629,541	\$2,614,245,663	\$851,667,571	\$559,045,266	\$836,709,255	\$814,173,807	\$110,033,225	\$69,919,965
12	Government, Politics & Organizations	\$6,247,035,068	\$372,257,138	6.0%	\$3,121,801,650	50.0%	\$483,575,669	\$296,943,166	\$180,129,810	\$1,025,465,704	\$303,797,542	\$334,635,326	\$497,354,921	\$2,130,090,929	\$425,329,896	\$197,555,455
13	Discount Department & Variety Stores	\$6,061,548,233	\$39,797,526	0.7%	\$5,244,437,342	86.5%	\$157,981,280	\$736,152,611	\$91,179,890	\$3,233,905,074	\$496,040,656	\$196,651,807	\$332,526,024	\$2,720,387,396	\$45,254,095	\$7,671,873
14	Automotive Dealers & Services	\$5,723,456,186	\$227,683,735	4.0%	\$4,105,419,091	71.7%	\$388,626,462	\$256,698,489	\$183,011,600	\$2,367,478,452	\$233,669,660	\$229,473,141	\$446,461,286	\$1,049,935,617	\$304,485,318	\$35,932,426
15	Schools, Camps, Seminars	\$5,009,907,068	\$221,394,357	4.4%	\$4,151,079,604	82.9%	\$193,223,021	\$188,549,098	\$160,504,841	\$2,809,426,179	\$254,542,637	\$215,362,688	\$329,471,141	\$438,430,792	\$119,086,901	\$79,915,414
16	Games, Toys & Hobbycraft	\$2,393,421,338	\$1,403,057,495	58.6%	\$1,403,057,495	58.6%	\$300,022,761	\$112,521,266	\$150,259,789	\$141,477,507	\$142,230,938	\$238,664,021	\$17,881,213	\$818,005,570	\$110,954,314	\$3,965,216
17	Building Materials, Equipment & Fixtures	\$1,880,521,680	\$64,507,289	3.4%	\$1,349,372,852	71.8%	\$144,925,641	\$159,280,312	\$75,275,700	\$465,560,333	\$266,043,984	\$79,504,311	\$158,782,571	\$285,537,941	\$44,808,156	\$136,295,442
18	Cosmetics & Beauty Aids	\$1,818,291,646	\$36,259,492	2.0%	\$1,043,526,653	57.4%	\$360,582,111	\$73,458,307	\$51,406,566	\$181,544,768	\$56,312,408	\$76,459,665	\$243,762,828	\$640,271,283	\$6,423,141	\$91,811,077
19	Personal Hygiene & Health-Wmn,M&W,Unisex	\$1,782,014,391	\$1,507,491	0.1%	\$841,493,891	47.2%	\$260,277,785	\$73,292,126	\$124,580,385	\$62,492,458	\$32,661,260	\$89,940,254	\$198,249,624	\$855,600,863	\$36,780,885	\$64,631,261
20	Beverages	\$1,722,935,112	\$73,508,838	4.3%	\$813,931,931	47.2%	\$226,372,149	\$46,094,654	\$65,944,725	\$37,342,204	\$52,663,076	\$92,828,139	\$292,686,985	\$769,927,279	\$52,046,191	\$13,520,872
21	Misc General Retail	\$1,683,609,001	\$44,485,059	2.6%	\$1,579,883,414	93.8%	\$7,435,759	\$328,309,538	\$136,079,763	\$26,826,581	\$591,995,455	\$210,250,326	\$278,985,991	\$23,389,753	\$12,544,946	\$23,305,828
22	Department Stores	\$1,618,787,559	\$8,984,080	0.6%	\$1,102,937,615	68.1%	\$92,991,394	\$47,455,399	\$14,363,871	\$51,766,128	\$183,881,021	\$19,321,750	\$26,697,691	\$27,071,649	\$103,875,605	\$30,789,240
23	Pets, Pet Foods & Supplies	\$1,533,517,561	\$3,190,672	0.2%	\$692,306,118	45.1%	\$236,586,475	\$49,458,337	\$47,711,278	\$165,616,875	\$47,317,258	\$35,240,830	\$110,375,065	\$771,502,027	\$5,158,386	\$61,360,359
24	Business & Technology	\$1,450,183,619	\$47,589,097	3.3%	\$966,047,314	66.6%	\$121,848,486	\$121,324,528	\$50,960,194	\$383,693,762	\$123,127,681	\$68,658,898	\$96,433,765	\$295,492,548	\$119,869,754	\$21,184,906
25	Household Furnishings & Accessories	\$1,393,691,769	\$3,275,998	0.2%	\$1,009,570,333	72.4%	\$144,847,845	\$78,354,202	\$51,766,128	\$407,400,880	\$183,881,021	\$43,349,298	\$99,970,959	\$225,903,377	\$7,337,474	\$147,604,587
26	Dairy, Produce, Meat & Bakery Goods	\$1,370,057,028	\$15,902,636	1.2%	\$637,643,630	46.5%	\$234,943,454	\$45,427,364	\$28,208,348	\$14,219,840	\$47,629,474	\$83,939,301	\$183,275,849	\$650,887,316	\$19,466,682	\$46,156,763
27	Beer & Wine	\$1,252,761,195	\$77,034,613	6.1%	\$296,134,759	23.6%	\$199,856,353	\$18,760,161	\$14,946,192	\$2,712,085	\$17,595,872	\$22,096,482	\$20,167,614	\$820,222,189	\$31,467,623	\$27,902,010
28	Apparel	\$1,236,384,810	\$66,542,806	5.4%	\$696,913,813	56.4%	\$75,393,318	\$49,924,145	\$31,124,498	\$35,765,945	\$26,407,640	\$49,473,093	\$108,825,176	\$99,803,366	\$5,291,615	\$367,833,209
29	Household Soaps, Cleansers & Polishes	\$1,185,105,960	\$575,703	0.0%	\$272,747,111	23.0%	\$153,948,001	\$11,395,126	\$12,187,076	\$8,182,599	\$6,608,842	\$30,175,625	\$50,249,843	\$832,636,702	\$78,846,871	\$299,573
30	Household Supplies	\$1,184,853,089	\$1,208,572	0.1%	\$364,730,506	30.8%	\$136,680,528	\$29,652,075	\$24,420,547	\$42,738,357	\$43,041,397	\$34,230,938	\$53,966,664	\$733,541,443	\$42,962,332	\$42,410,235
31	Confectionery & Snacks	\$1,166,096,997	\$33,348,208	2.9%	\$466,956,646	40.0%	\$212,354,087	\$22,189,624	\$32,452,266	\$13,913,425	\$9,745,620	\$41,653,408	\$144,648,216	\$630,452,479	\$12,506,666	\$22,832,999
32	Direct Response Companies	\$1,148,880,955	\$56,744	0.0%	\$87,594,310	7.6%	\$10,145,996	\$25,506,539	\$9,880,231	\$3,857,714	\$17,885,448	\$6,647,313	\$13,671,069	\$886,558,031	\$10,331,187	\$164,340,683
33	Household Appliances, Equip & Utensils	\$1,127,202,072	\$3,505,763	0.3%	\$761,090,510	67.5%	\$145,124,174	\$69,779,519	\$47,733,422	\$188,492,995	\$108,054,190	\$54,037,127	\$147,869,084	\$296,473,207	\$19,825,066	\$46,307,525
34	Eye Glasses, Medical Equip & Supplies	\$964,743,178	\$9,028,006	0.9%	\$566,259,723	58.7%	\$121,949,757	\$51,100,599	\$34,893,677	\$141,800,667	\$62,676,236	\$50,352,435	\$103,486,353	\$349,676,124	\$20,254,357	\$19,524,969
35	Pharmaceutical Houses	\$925,655,327	\$26,331,834	2.8%	\$476,526,324	51.5%	\$140,115,374	\$45,699,870	\$29,786,969	\$30,383,178	\$78,666,058	\$47,829,417	\$104,045,457	\$373,757,367	\$42,581,312	\$6,458,489
36	Jewelry & Watches	\$877,447,550	\$55,602,610	6.3%	\$339,784,856	38.7%	\$66,260,406	\$37,324,529	\$16,018,203	\$113,991,475	\$35,610,109	\$34,609,512	\$35,970,623	\$68,717,432	\$453,862	\$412,888,790
37	Manufactg: Mtrls&Equip/Freight/Ind Dev	\$834,504,689	\$16,036,462	1.9%	\$621,568,704	74.5%	\$54,633,880	\$92,549,567	\$40,613,323	\$188,836,242	\$109,313,143	\$41,504,809	\$94,117,739	\$122,914,994	\$9,835,431	\$64,149,098
38	Sporting Goods	\$824,374,370	\$6,223,519	0.8%	\$614,984,285	74.6%	\$63,667,188	\$58,335,039	\$34,895,460	\$203,092,439	\$96,516,384	\$52,601,296	\$105,876,479	\$111,711,542	\$7,490,867	\$83,964,157
39	Misc Merchandise	\$822,824,981	\$32,492,135	3.9%	\$687,385,780	83.5%	\$56,364,856	\$84,631,475	\$30,967,784	\$264,223,344	\$89,703,828	\$68,487,364	\$93,007,130	\$51,889,870	\$18,209,627	\$32,847,569
40	Footwear	\$792,913,209	\$16,276,821	2.1%	\$501,860,357	63.3%	\$70,053,081	\$106,515,046	\$41,756,452	\$102,094,236	\$29,674,160	\$37,400,571	\$114,366,811	\$150,420,856	\$20,992,212	\$103,362,962
41	Fitness & Diet Programs & Spas	\$659,311,953	\$23,586,936	3.6%	\$398,529,488	60.4%	\$81,721,677	\$20,809,271	\$35,222,389	\$118,594,738	\$15,526,433	\$46,078,961	\$80,576,019	\$171,458,545	\$63,848,126	\$1,888,858
42	Liquor	\$627,797,543	\$44,867,770	7.1%	\$336,281,424	53.6%	\$227,313,925	\$11,600,976	\$23,452,563	\$2,454,750	\$21,242,643	\$23,593,845	\$24,342,722	\$225,764,979	\$12,495,635	\$8,387,736
43	Ready-To-Wear, Formalwear & Bridalwear	\$625,714,992	\$7,414,209	1.2%	\$412,004,839	65.8%	\$126,579,428	\$40,630,249	\$33,123,582	\$98,691,061	\$10,825,745	\$16,182,882	\$85,971,892	\$148,370,551	\$5,222,984	\$52,702,409
44	Prepared Foods	\$614,534,933	\$3,066,605	0.5%	\$201,934,143	32.9%	\$109,921,866	\$15,760,941	\$9,030,161	\$9,009,767	\$5,398,579	\$12,699,122	\$40,113,707	\$361,099,556	\$4,534,894	\$43,899,735
45	Hair Products & Access-Wmn,M&W,Unisex	\$601,276,906	\$1,599,304	0.3%	\$79,570,620	13.3%	\$293,035,343	\$29,700,852	\$19,766,885	\$65,196,074	\$12,694,816	\$25,280,431	\$60,826,223	\$297,500,704	\$1,719,405	\$7,452,150
46	Horticulture & Farming	\$535,259,746	\$5,689,831	1.1%	\$337,341,162	63.0%	\$42,301,122	\$38,892,376	\$19,455,662	\$31,778,531	\$143,933,495	\$25,072,811	\$35,907,164	\$121,040,773	\$21,178,300	\$50,009,680
47	Audio & Video Equipment & Supplies	\$451,492,240	\$14,973,675	3.3%	\$357,396,402	79.2%	\$60,873,792	\$59,852,842	\$18,465,168	\$59,278,309	\$46,044,255	\$37,335,849	\$75,546,187	\$50,503,533	\$24,258,745	\$4,359,886
48	Ingredients, Mixes & Seasonings	\$397,242,972	\$3,850,850	1.0%	\$69,950,382	17.6%	\$189,558,607	\$16,703,624	\$6,823,221	\$11,061,725	\$20,735,926	\$17,055,152	\$47,228,578	\$1		

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