

2025 Total Ad Spend by Product Industry by Month

Rank	PRODUCT INDUSTRY	Total Ad Spend	January 2025 Ad Spend	Monthly % of Annual Product Total	February 2025 Ad Spend	Monthly % of Annual Product Total	March 2025 Ad Spend	Monthly % of Annual Product Total	April 2025 Ad Spend	Monthly % of Annual Product Total	May 2025 Ad Spend	Monthly % of Annual Product Total	June 2025 Ad Spend	Monthly % of Annual Product Total	July 2025 Ad Spend	Monthly % of Annual Product Total	August 2025 Ad Spend	Monthly % of Annual Product Total	September 2025 Ad Spend	Monthly % of Annual Product Total	October 2025 Ad Spend	Monthly % of Annual Product Total	November 2025 Ad Spend	Monthly % of Annual Product Total	December 2025 Ad Spend	Monthly % of Annual Product Total
	GRAND TOTAL	\$213,810,247,283	\$18,504,400,532	8.7	\$17,725,088,611	8.3	\$17,114,884,090	8.0	\$18,422,955,124	8.6	\$18,323,578,977	8.6	\$17,118,465,196	8.0	\$16,012,519,873	7.5	\$16,813,328,680	7.9	\$18,667,751,634	8.7	\$18,609,247,846	8.7	\$18,477,709,370	8.6	\$18,020,317,350	8.4
1	Retail	\$24,155,253,194	\$2,283,252,871	9.5	\$2,180,173,902	9.0	\$2,037,380,050	8.4	\$2,190,484,916	9.1	\$2,126,040,977	8.8	\$2,001,026,316	8.3	\$1,930,791,749	8.0	\$1,997,509,824	8.3	\$1,871,676,093	7.7	\$1,802,674,219	7.5	\$1,912,521,215	7.9	\$1,821,721,141	7.5
2	Local Services & Amusements	\$21,922,170,736	\$1,871,747,416	8.5	\$1,815,599,225	8.3	\$1,730,528,925	7.9	\$1,766,452,798	8.1	\$1,809,615,665	8.3	\$1,767,059,716	8.1	\$1,757,615,979	8.0	\$1,823,005,894	8.3	\$1,940,674,312	8.9	\$2,077,595,050	9.5	\$1,769,675,776	8.1	\$1,769,675,776	8.1
3	Insurance & Real Estate	\$15,810,221,363	\$1,462,180,506	9.2	\$1,251,615,866	7.9	\$1,038,937,818	6.6	\$1,334,844,642	8.4	\$1,312,823,570	8.3	\$1,256,206,732	7.9	\$1,048,483,519	6.6	\$1,309,562,832	8.3	\$1,442,920,252	9.1	\$1,484,690,307	9.4	\$1,487,635,884	9.4	\$1,381,319,434	8.7
4	Financial	\$15,744,728,254	\$1,254,751,101	8.0	\$1,222,805,344	7.8	\$1,151,135,707	7.3	\$1,436,407,450	9.1	\$1,363,295,549	8.7	\$1,247,379,479	7.9	\$1,151,015,530	7.3	\$1,234,938,279	7.8	\$1,401,647,076	8.9	\$1,432,536,152	9.1	\$1,363,412,654	8.7	\$1,363,412,654	8.7
5	Media & Advertising	\$15,462,989,462	\$1,302,239,160	8.4	\$1,331,542,211	8.6	\$1,067,127,491	6.9	\$1,240,876,554	8.0	\$1,304,661,453	8.4	\$1,276,939,154	8.2	\$1,078,772,314	7.0	\$1,149,426,839	7.4	\$1,170,132,488	7.5	\$1,394,901,401	9.0	\$1,415,878,070	9.2	\$1,430,492,326	9.3
6	Medicines & Proprietary Remedies	\$13,028,804,353	\$1,236,621,606	9.5	\$1,027,895,366	7.9	\$1,099,951,475	8.4	\$1,262,848,381	8.2	\$1,089,366,665	8.4	\$1,066,019,268	8.2	\$987,794,415	7.6	\$986,068,021	7.6	\$1,091,698,722	8.4	\$917,683,508	8.7	\$1,102,500,908	8.5	\$1,140,426,019	8.8
7	Public Transportation, Hotels & Resorts	\$11,437,207,470	\$1,022,321,361	8.9	\$1,087,857,444	9.5	\$1,012,952,817	8.9	\$1,178,828,103	10.3	\$1,176,617,076	10.3	\$913,002,739	8.0	\$828,096,399	7.2	\$873,731,080	7.6	\$856,981,742	7.5	\$831,827,399	7.3	\$832,406,599	7.3	\$822,584,715	7.2
8	Communications	\$9,046,311,386	\$805,950,200	8.9	\$726,499,498	8.0	\$794,907,759	8.8	\$674,526,737	7.5	\$744,220,906	8.2	\$671,852,203	7.5	\$657,822,291	7.3	\$657,822,291	7.3	\$657,822,291	7.3	\$657,822,291	7.3	\$657,822,291	7.3	\$657,822,291	7.3
9	Automotive, Automotive Access & Equip	\$9,005,220,841	\$777,284,189	8.6	\$690,158,967	7.7	\$775,328,658	8.6	\$762,221,117	8.4	\$701,327,744	7.8	\$672,354,917	7.5	\$589,362,162	6.5	\$700,418,878	7.8	\$863,077,695	9.6	\$807,560,430	9.0	\$857,608,270	9.5	\$840,491,835	9.3
10	Restaurants	\$7,913,294,305	\$755,328,233	9.5	\$614,876,601	7.8	\$702,860,955	8.9	\$672,828,019	8.5	\$686,269,152	8.7	\$602,732,510	7.6	\$573,660,777	7.2	\$589,877,104	8.9	\$700,928,831	8.9	\$724,634,349	9.2	\$684,425,205	8.6	\$604,858,570	7.6
11	Computers, Software, Internet	\$7,895,520,702	\$660,111,230	8.4	\$667,267,870	8.5	\$592,428,613	7.5	\$644,055,504	8.2	\$586,419,827	7.4	\$578,072,839	7.3	\$545,639,292	6.5	\$702,482,645	8.9	\$800,313,402	10.1	\$719,392,584	9.1	\$745,643,623	9.4	\$683,493,263	8.7
12	Government, Politics & Organizations	\$6,247,035,068	\$495,133,849	7.9	\$516,005,543	8.3	\$529,861,524	8.5	\$533,265,538	8.5	\$560,860,296	9.0	\$513,031,801	8.2	\$490,177,418	7.8	\$437,169,385	7.0	\$495,140,814	7.9	\$604,167,311	9.7	\$503,870,314	8.1	\$568,531,275	9.1
13	Discount Department & Variety Stores	\$6,061,548,233	\$496,923,211	8.2	\$442,866,475	7.3	\$475,261,014	7.8	\$593,926,816	9.8	\$469,024,282	7.7	\$477,578,839	7.9	\$483,041,502	8.0	\$464,831,726	7.7	\$446,819,068	7.7	\$516,083,360	8.5	\$628,801,602	10.4	\$546,390,337	9.0
14	Automotive Dealers & Services	\$5,723,456,186	\$436,173,003	7.6	\$519,108,259	9.1	\$470,474,839	8.2	\$493,573,279	8.6	\$502,565,066	8.8	\$485,172,846	8.5	\$502,344,384	8.8	\$480,109,883	8.4	\$485,322,397	8.5	\$503,916,541	8.8	\$427,096,864	7.5	\$417,599,205	7.3
15	Schools, Camps, Seminars	\$5,009,907,068	\$443,861,891	8.9	\$491,918,787	9.8	\$361,036,627	7.2	\$460,234,580	9.2	\$488,575,342	9.8	\$447,574,369	8.9	\$354,003,160	7.1	\$401,779,177	8.0	\$445,667,987	8.9	\$403,811,122	8.1	\$366,063,733	7.3	\$345,380,294	6.9
16	Games, Toys & Hobbycraft	\$2,393,421,338	\$221,445,015	9.3	\$156,813,832	6.6	\$158,448,843	6.6	\$160,392,909	6.7	\$168,494,270	7.0	\$154,918,443	6.5	\$122,166,309	5.1	\$165,772,938	6.9	\$275,906,720	11.5	\$286,604,351	12.0	\$271,779,881	11.4	\$250,677,827	10.5
17	Building Materials, Equipment & Fixtures	\$1,880,521,680	\$119,508,116	6.4	\$152,575,355	7.0	\$152,674,504	8.1	\$152,970,639	9.4	\$201,527,850	10.7	\$195,955,429	8.9	\$201,527,850	10.7	\$195,955,429	8.9	\$201,527,850	10.7	\$195,955,429	8.9	\$201,527,850	10.7	\$195,955,429	8.9
18	Cosmetics & Beauty Ads	\$1,818,291,646	\$138,693,665	7.6	\$157,894,438	8.7	\$175,050,700	9.6	\$171,423,587	9.4	\$153,221,766	8.4	\$126,885,834	7.0	\$90,063,899	5.0	\$110,817,694	6.1	\$154,542,046	9.6	\$139,482,603	7.7	\$181,492,673	10.0	\$149,722,741	10.9
19	Personal Hygiene & Health-Wmn,M&W,Unisex	\$1,782,014,391	\$130,666,635	7.3	\$163,624,344	9.2	\$169,170,957	9.5	\$181,813,931	10.2	\$138,695,373	7.8	\$138,695,373	7.8	\$154,961,604	8.3	\$147,776,504	8.3	\$154,921,770	8.7	\$142,183,377	8.0	\$126,894,709	7.1	\$121,169,157	6.8
20	Beverages	\$1,722,935,112	\$111,445,536	6.5	\$138,673,639	8.0	\$114,317,475	6.6	\$114,654,448	6.7	\$148,331,545	8.6	\$143,501,361	8.3	\$153,065,066	8.9	\$160,034,168	9.3	\$149,890,370	8.7	\$132,517,632	7.7	\$153,837,470	8.9	\$202,666,402	11.8
21	General Misc. Merchandise	\$1,683,609,001	\$221,880,301	13.2	\$171,116,289	10.2	\$158,480,146	9.4	\$148,076,440	8.8	\$151,176,144	9.0	\$158,552,729	9.4	\$148,076,440	8.8	\$151,176,144	9.0	\$158,552,729	9.4	\$148,076,440	8.8	\$151,176,144	9.0	\$158,552,729	9.4
22	Department Stores	\$1,618,787,559	\$149,825,208	9.3	\$120,223,376	7.4	\$135,796,289	8.4	\$150,849,651	9.3	\$136,822,490	8.5	\$126,887,473	7.7	\$107,085,279	6.6	\$104,281,850	6.4	\$94,699,928	5.9	\$165,487,527	10.2	\$199,470,236	12.3	\$199,470,236	12.3
23	Pets, Pet Foods & Supplies	\$1,533,517,561	\$126,950,535	8.3	\$104,471,420	6.8	\$144,567,030	9.4	\$143,813,912	9.4	\$127,180,490	8.3	\$127,180,490	8.3	\$127,180,490	8.3	\$127,180,490	8.3	\$127,180,490	8.3	\$127,180,490	8.3	\$127,180,490	8.3	\$127,180,490	8.3
24	Business & Technology	\$1,450,183,619	\$126,275,354	8.7	\$131,884,349	9.1	\$106,023,485	7.3	\$129,658,334	8.9	\$138,454,304	9.5	\$119,023,745	8.2	\$109,522,822	7.6	\$122,046,603	8.4	\$150,829,548	10.4	\$127,386,941	8.8	\$100,234,590	6.9	\$88,843,095	6.1
25	Household Furnishings & Accessories	\$1,393,691,769	\$132,350,189	9.5	\$119,711,766	8.6	\$98,927,741	7.1	\$130,560,982	7.9	\$135,308,092	9.7	\$110,654,968	8.0	\$110,654,968	8.0	\$110,654,968	8.0	\$110,654,968	8.0	\$110,654,968	8.0	\$110,654,968	8.0	\$110,654,968	8.0
26	Dairy, Produce, Meat & Bakery Goods	\$1,370,057,028	\$130,433,902	9.5	\$132,396,529	9.7	\$123,068,246	9.0	\$130,537,281	9.5	\$142,431,285	10.4	\$134,275,020	9.8	\$131,882,337	9.3	\$112,943,304	8.2	\$98,740,168	7.2	\$78,613,813	5.7	\$84,233,979	6.1	\$88,501,164	6.5
27	Beer & Wine	\$1,252,761,195	\$104,220,878	8.3	\$101,344,160	8.1	\$84,745,626	6.8	\$104,053,022	8.3	\$108,657,510	8.8	\$103,144,037	8.2	\$95,585,506	7.6	\$123,833,966	9.9	\$112,143,427	9.0	\$88,998,750	7.2	\$110,608,133	8.8	\$112,143,427	9.0
28	Apparel	\$1,236,384,810	\$73,809,862	6.0	\$109,810,849	8.9	\$162,626,370	13.2	\$108,643,510	8.8	\$102,562,098	8.3	\$175,240,316	14.2	\$68,288,312	5.6	\$176,261,103	14.3	\$107,574,941	8.7	\$79,579,532	6.4	\$103,608,238	8.4	\$103,608,238	8.4
29	Household Soaps, Cleansers & Polishes	\$1,185,105,960	\$122,824,047	10.4	\$83,703,635	7.1	\$94,089,066	7.9	\$92,587,118	7.8	\$82,294,792	6.9	\$73,230,352	6.2	\$94,920,322	8.0	\$96,287,421	8.3	\$94,244,469	8.0	\$102,903,564	8.7	\$115,472,542	9.7	\$130,540,927	11.0
30	Household Supplies	\$1,184,853,089	\$77,433,812	6.5	\$81,868,539	6.9	\$84,964,563	7.2	\$90,099,109	7.6	\$112,950,071	9.5	\$117,271,495	9.9	\$120,825,036	10.2	\$115,218,459	9.7	\$94,180,063	7.9	\$89,701,069	7.6	\$94,923,194	8.0	\$105,417,679	8.9
31	Confectionery & Snacks	\$1,166,096,997	\$61,403,823	5.3	\$123,560,478	10.6	\$101,773,399	8.7	\$90,067,128	7.7	\$96,883,780	8.3	\$100,134,529	8.6	\$96,086,582	8.2	\$104,315,527	8.9	\$91,868,186	7.9	\$91,868,186	7.9	\$91,868,186	7.9	\$91,868,186	7.9
32	Direct Response Companies	\$1,148,880,955	\$108,628,370	9.5	\$93,154,923	8.1	\$100,039,761	8.7	\$97,012,164	8.4	\$103,295,245	9.0	\$88,797,196	7.7	\$95,581,511	8.3	\$88,203,013	7.7	\$89,527,571	7.8	\$103,449,249	9.0	\$85,961,183			