


# US B2B tech ad spending increased by 50% in 2020

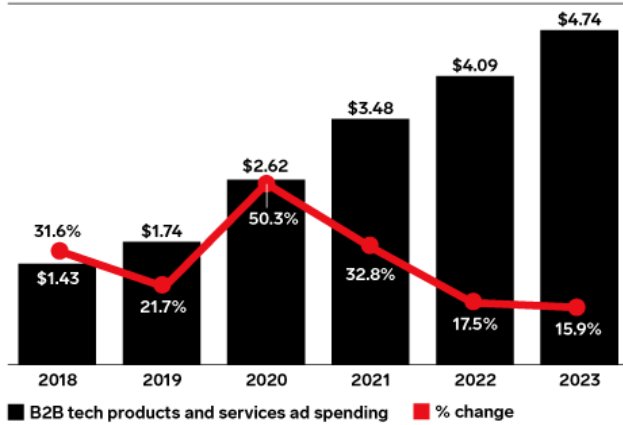
Article



**The forecast:** B2B tech products and services, the largest sector of B2B advertising, saw a massive boost in the US as the pandemic increased demand across the tech industry. After achieving **50.3%** growth in 2020 over 2019, growth will slow, but ad spending in this sector will still reach **nearly \$3.5 billion** by year end 2021.

## US B2B Digital Tech Products and Services Ad Spending, 2018-2023

billions and % change



Note: includes advertising from the technology product and services industry that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices on all formats mentioned; includes ads such as Facebook's News Feed Ads and Twitter's Promoted Tweets  
Source: eMarketer, July 2021

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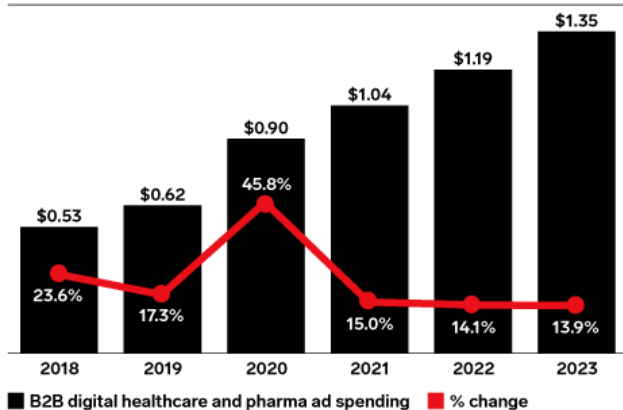
eMarketer | InsiderIntelligence.com

### Dive Deeper:

- Tech products and services is the largest B2B advertising vertical with an **over 30%** share of US B2B digital ad spend.
- The sector drove a massive segment of **LinkedIn's 40.2% display ad revenue growth** in 2020, which is especially notable because LinkedIn is the single biggest player in B2B digital display advertising.
- Following tech, healthcare was the second fastest growing B2B vertical in 2020 with ad spend growing by **45.8%**. This, too, was a result of pandemic-driven demands, such as healthcare technology in hospitals and for remote meeting and messaging with practitioners.

## US B2B Digital Healthcare and Pharma Ad Spending, 2018-2023

billions and % change



Note: Includes advertising from the healthcare and pharma industry that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices on all formats mentioned; includes ads such as Facebook's News Feed Ads and Twitter's Promoted Tweets  
Source: eMarketer, July 2021

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**Looking ahead:** Tech products and services B2B ad spend will continue to grow, though not at the same mammoth rates we saw in 2020. By 2023 growth will slow to 15.9% over the previous year and hit **\$4.74 billion**. Healthcare B2B ad spend growth will slow as well and hit **\$1.35 billion** in 2023.