

Total online adspend in Ireland reaches €830m for 2021

iab.ireland

The IAB Ireland PwC Online Adspend Study for 2021 (Jan to Dec) sees growth of 27% with ad revenues of €830m compared to €655m in 2020.

Mobile Adspend for 2021 is now 78% of total digital spend at €651m.

↑ 27%

€651m

Introduction

The Internet Advertising Bureau (IAB) has been working with PwC since 1997 to survey the value of online adspend in Europe and North America.

20 leading publishers participated in the study, many of whom represent multiple websites. Other participants include sales houses and agencies.

Adspend revenue is drawn up on the basis of actual figures provided by study participants. Total advertising revenue is reported on a gross basis (including agency commission).

Digital advertising formats (desktop and mobile)

Display advertising holds a **60%** share with a spend of **€498m** – an increase of **40%** on 2020.



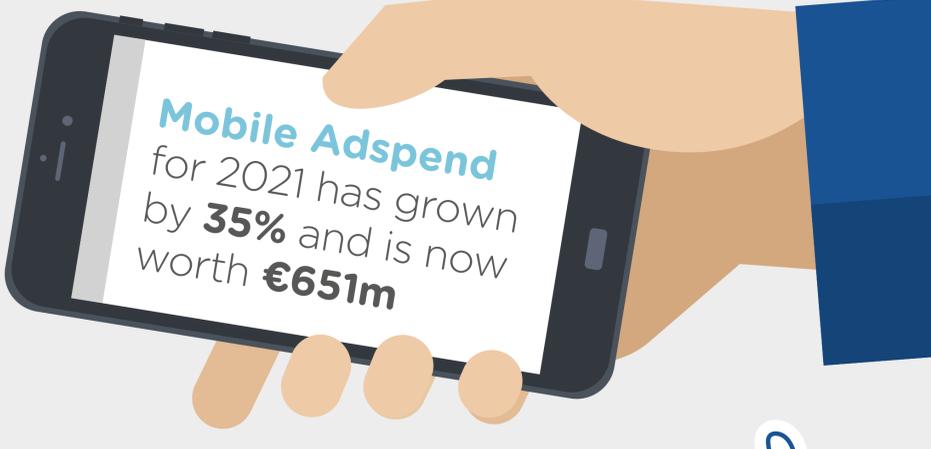
Paid for Search Advertising has grown **10%** YOY with a **35%** share of total online adspend at **€288m** in 2021.

Search



Classified Advertising grew by **15%** year on year, and its share of total online adspend for 2021 remains at **5%**.

Mobile Adspend



Social Media

Social Media saw a spend of **€375m** in 2021 up from **€264m** in 2020, representing a growth of **41%**



Video Advertising

Video advertising grew by **53%** to reach a spend of **€245m** in 2021 reflecting brand advertisers' strong commitment to this format.

share

link

+53%

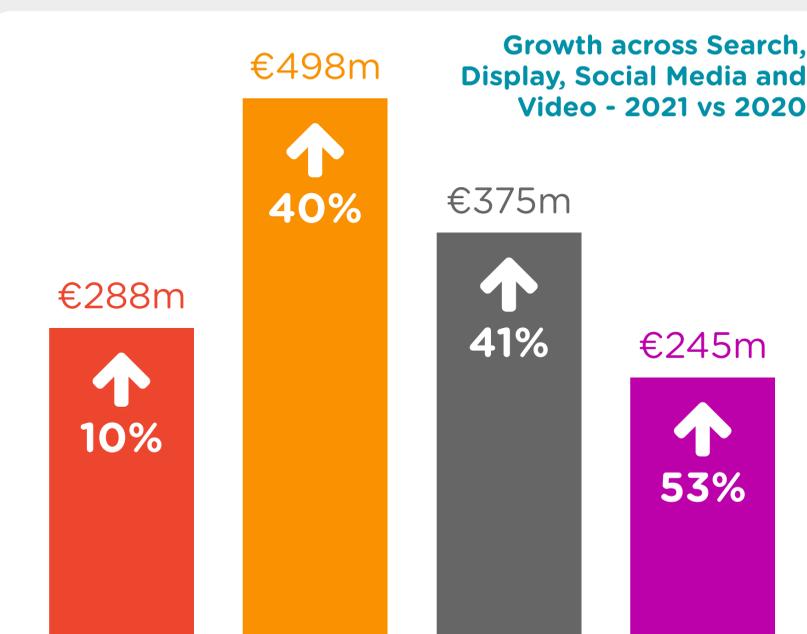
HD

Digital Audio

Digital Audio adspend reached **€11m** in 2021 and is expected to continue to grow this year both in Ireland and globally.



YoY growth rates for selected digital formats



Growth across Search, Display, Social Media and Video - 2021 vs 2020

Formats are not all mutually exclusive – there is some overlap across specific formats

All growth figures are cross platform, with figures and percentages rounded

1. Includes social media, native, video, email, embedded / interruptive formats, email, digital audio and network-related advertising

2. Includes social video, social native (in-feed) and social display

3. Includes publisher video and social video

Source: IAB / PwC Online Adspend Study 2021

Key drivers for growth

Eight in ten (80%) internet users now buy goods or services online (**83% female, 75% male**)

The most popular online purchases were **clothes, shoes or accessories** at 80%

70% of internet users used social networking, with this figure rising to **89% for 16 to 29 year olds**

Instant messaging (via platforms such as Skype, Messenger, WhatsApp, Viber, etc.) was reported by **84%** of internet users

Source: CSO – Household Digital Consumer Behaviour 2021

Smartphone penetration is **94%**, with **61%** now owning a smart TV in 2021, compared to **49%** in 2019

Wearables have also seen a significant increase – **24%** of respondents have a smart watch, up from **16%** in 2020

Voice assisted speakers are up to **28%** in 2021 compared to **7%** in 2018

74% have access to VoD services, up from **63%** in 2020

Source: Deloitte – Digital Usage and Entertainment Digital Consumer Trends 2021

Over **2.5 million Irish adults** (71%) listen to digital audio in an average week in 2021

44% listen to more online music / online radio and **60%** listen to more podcasts than a year ago

Source: IAB Ireland RED C Listen Up Ireland 2021

