

# Total online adspend in Ireland reaches €958m for 2023

**iab**.ireland

The IAB Ireland PwC Online Adspend Study for 2023 (Jan to Dec) sees growth of 11% with ad revenues of €958m compared to €861m in 2022.

↑ 11%

Mobile Adspend for 2023 is now 79% of total digital spend at €754m.

## 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.

21 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 combined)

**Display** advertising holds a **61%** share with a spend of **€589m** – an increase of **15%** on 2022.

↑ 15%

Paid for Search Advertising has grown **4%** YOY with a **35%** share of total online adspend at **€314m** in 2023.

**Search**

**Classified Advertising** grew by **16%** to **€55m** to year on year, and its share of total online adspend for 2023 is **6%**.

## Mobile & Desktop breakdown

**Mobile Adspend** for 2023 has grown by **13%** and is now worth **€754m**

Desktop grew by **5%** to **€204m**

Display Advertising grew by **15%** to **€589m** in 2023, with Video, Digital Audio and Paid Social cited as the primary drivers.

## Social Media

Paid Social grew by **19%** to **€446m** in 2023

## Video Advertising

Video advertising grew by **24%** to reach a spend of **€330m** in 2023 reflecting brand advertisers' strong commitment to this format.

share

link

+24%

HD

## Digital Audio

Digital Audio experienced further growth in 2023 with a **16%** YOY growth to **€18m**.

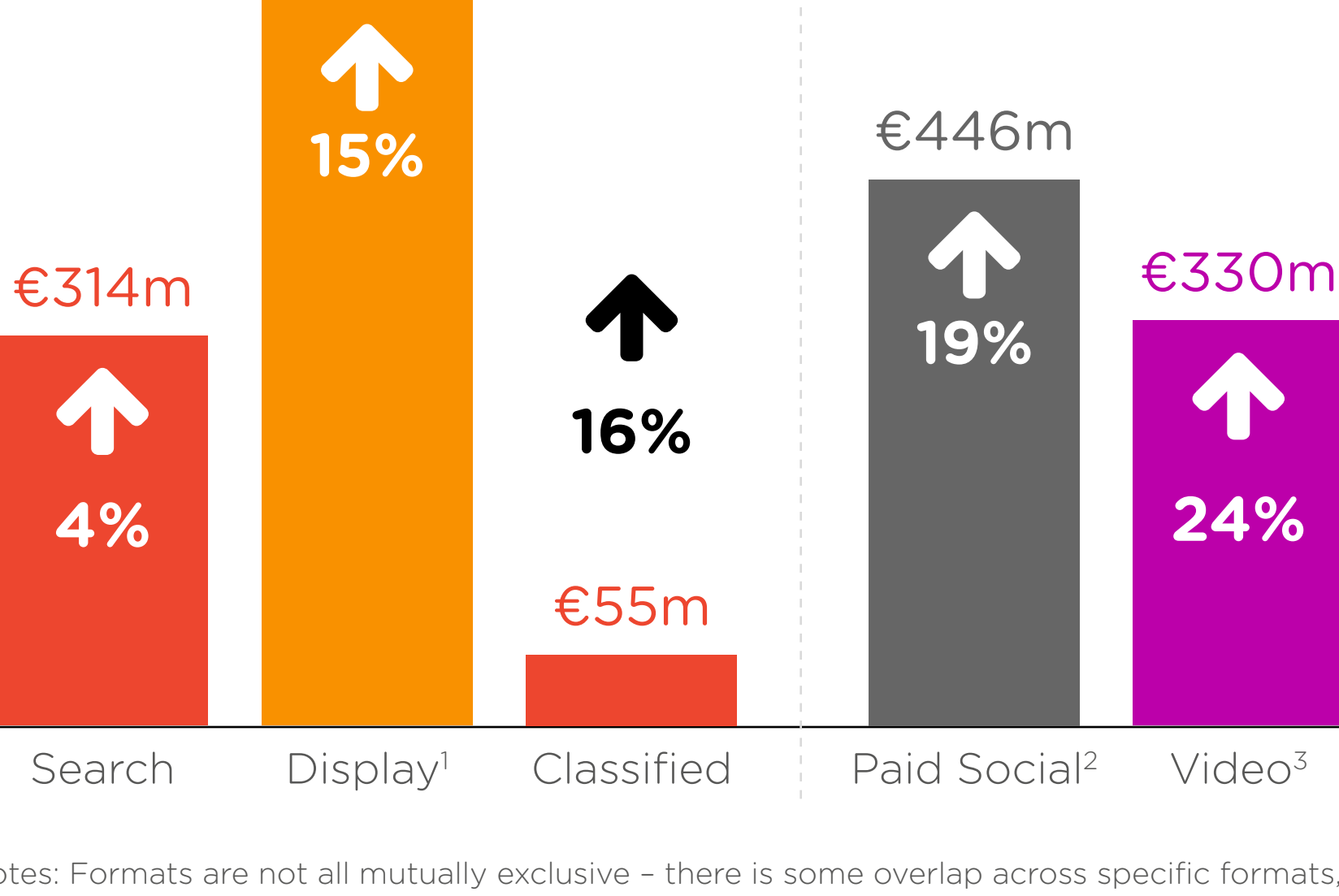
## YoY growth rates for selected digital formats

Paid social and video are the latest drivers of digital advertising growth

### Growth across Search, Display, Social Media and Video - 2023 vs 2022

Growth across digital advertising market, 2022 - 2023

Largest growth drivers, 2022 - 2023



Notes: Formats are not all mutually exclusive – there is some overlap across specific formats, and therefore do not amount to the market total. All growth figures are cross platform, with figures and percentages rounded. 1) Display 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 2022

## Market Background

### 2023 Market Conditions

The Credit Union Consumer Sentiment Index was **62.4** in December 2023. This is the first year on year improvement in the December sentiment survey results since 2017 illustrating a **growth in consumer confidence**.



Source: The Credit Union Consumer Sentiment Index, in partnership with Core Research

Approximately **80%** of people used the internet for **shopping, banking, or booking / ordering services** online in 2023.



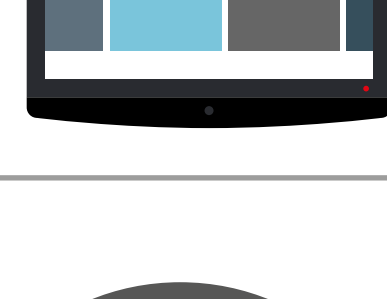
Source: CSO Household Consumer Behaviour 2023

Smartphone penetration is up **2%** to **96%**



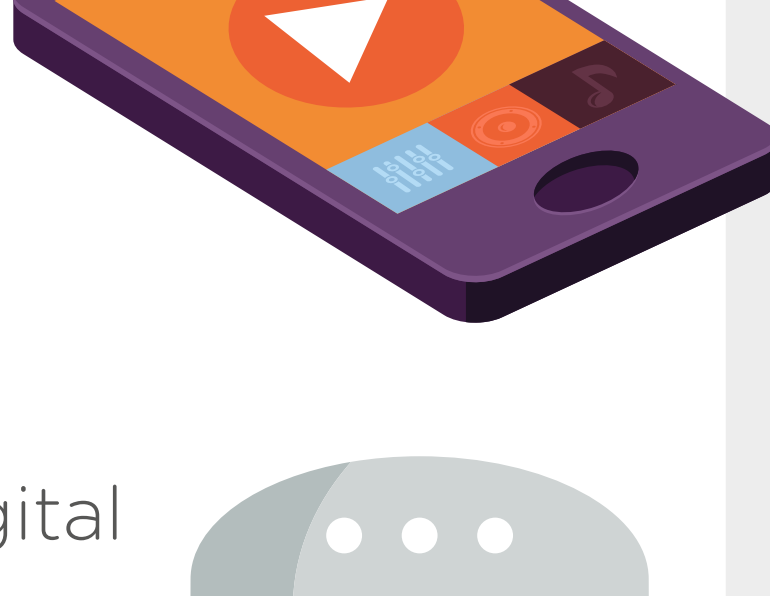
There has been a significant increase in **Wearables** increasing from 50% to **67%**,

**Smart TVs** increased from 66% to **71%** in the past 12 months.

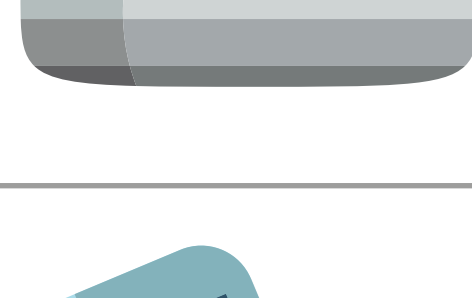


Source: Deloitte Consumer Trends Ireland - Released March 2024

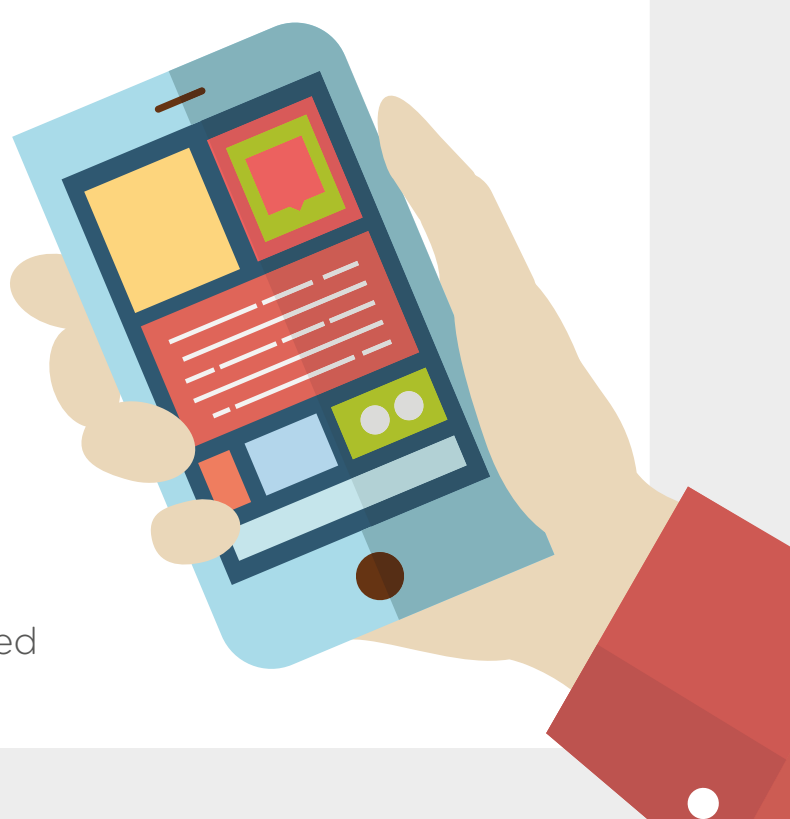
**Digital Audio** continues to thrive with just under **8 in 10** adults listening in an average week: Digital audio consumption has grown vs the last wave in October 2022, with **78%** of adults in Ireland consuming digital audio - this represents an additional **280,000** weekly listeners with weekly reach now at **3.06m** adults



Over a third of digital audio users or **1.1M** adults are listening daily (**+3%** on 2022 levels). Just under **9 in 10** digital audio users (**+4%** on 2022 levels) are listening weekly.



Smartphone continues to dominate with **54%** of digital audio users declaring it their most used device, **Smart speaker** is the next most used device at **15%** followed by **connected car** at **12%**.



Source: IAB Ireland Listen Up Ireland Research 2024 - conducted by Red C Research