

DIGITAL & TRENDS

Social media advertising and marketing in Europe

Table of Contents

01 Overview

Social media ad spend in Europe 2016-2022	
Social media ad spend growth in Europe 2017-2022	
Digital Market Outlook: social media advertising spending in European countries 2022	
Social media ad spend in Europe 2019-2022, by format	
Salaries of social media marketers in Europe 2023	
Social media users in Europe 2019-2028	
Average daily social media use in selected European countries 2022	

02 United Kingdom

Marketing budgets in the UK 2022-2023, by platform	
Marketing expenditure growth in the UK 2023, by type	
Revenue of the social media advertising industry in the UK 2019-2028	
Share of social in marketing budgets in the UK 2023	
Revenue growth of social media advertising in the UK 2019-2028	
Social media used by small business in the UK 2023	
Main channels of new brand discovery in the UK Q3 2022	

03 Germany

Digital marketing spend in Germany 2021, by type	
Advertising influence on shopping in Germany 2023, by type of advertisement	

	Main channels of new brand discovery Germany Q3 2022	22
04	Consumer attitudes towards targeted ads in Germany 2023	23

04 France

06	Digital Market Outlook: social media ad revenue in France 2019-2028, by device	25
07	Social media ad spend in France 2019-2022	26
08	Social media ad spend growth in France 2020-2022	27
09	Top social media for influencer marketing in France 2022	28
10	New brand discovery channels in France 2022	29

05 Spain

12	Digital advertising spending in Spain 2023, by purchase method	31
13	Social media ad spend in Spain 2019-2021	32
14	Preferred frequency of brands posting on social media in Spain 2023	33
15	Brand categories most followed on social media in Spain 2023	34
16	Most popular ad formats on social media according to consumers in Spain 2023	35
17	Attitude towards advertising on social networks in Spain 2023	36

06 Netherlands

20	Digital Market Outlook: social media ad spend in Netherlands 2019-2028, by device	38
21	Attitudes towards online advertising in the Netherlands 2023	39

Table of Contents

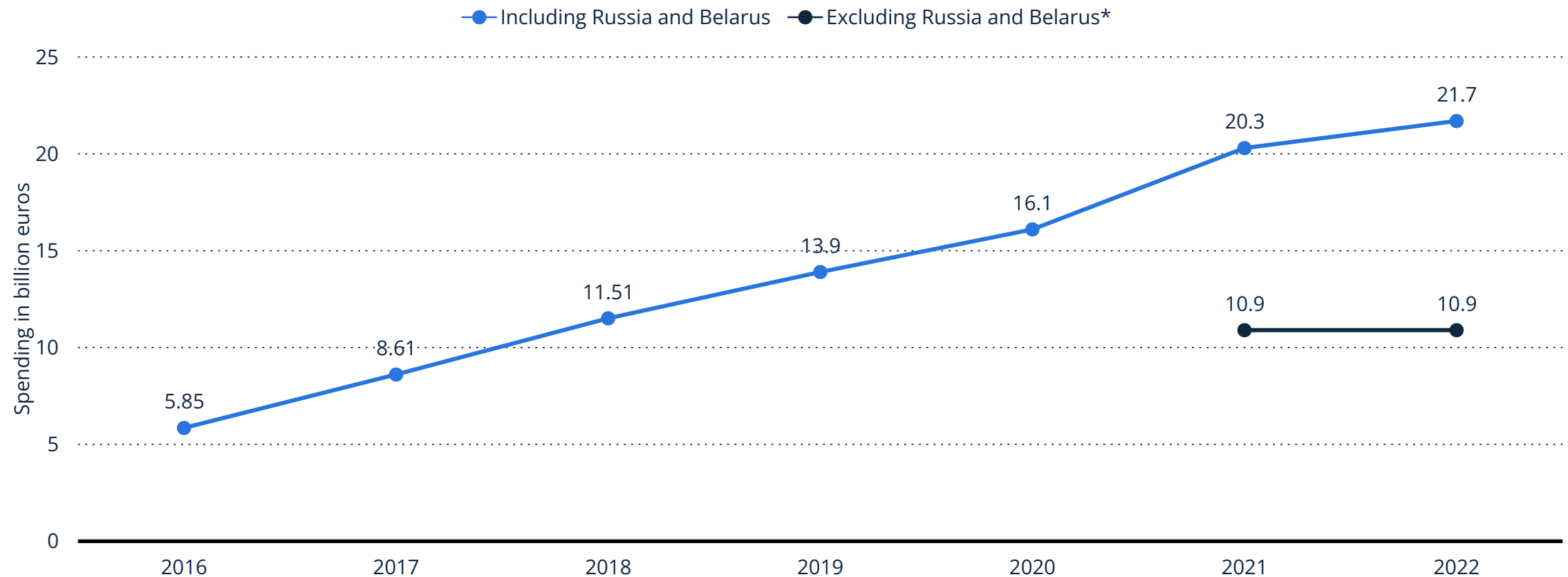
New brand discovery channels in the Netherlands 2022	<u>40</u>
Main online channel for brand research in the Netherlands 2022	<u>41</u>

CHAPTER 01

Overview

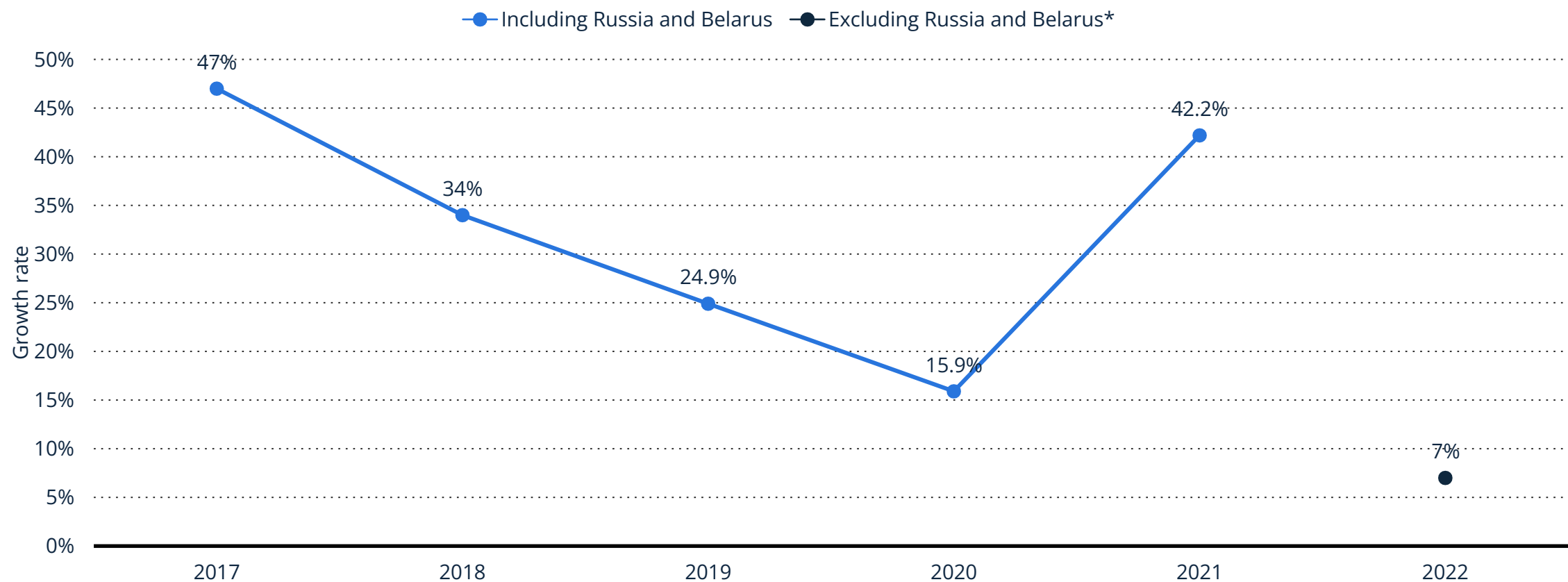
Social media advertising spending in Europe from 2016 to 2022 (in billion euros)

Social media ad spend in Europe 2016-2022



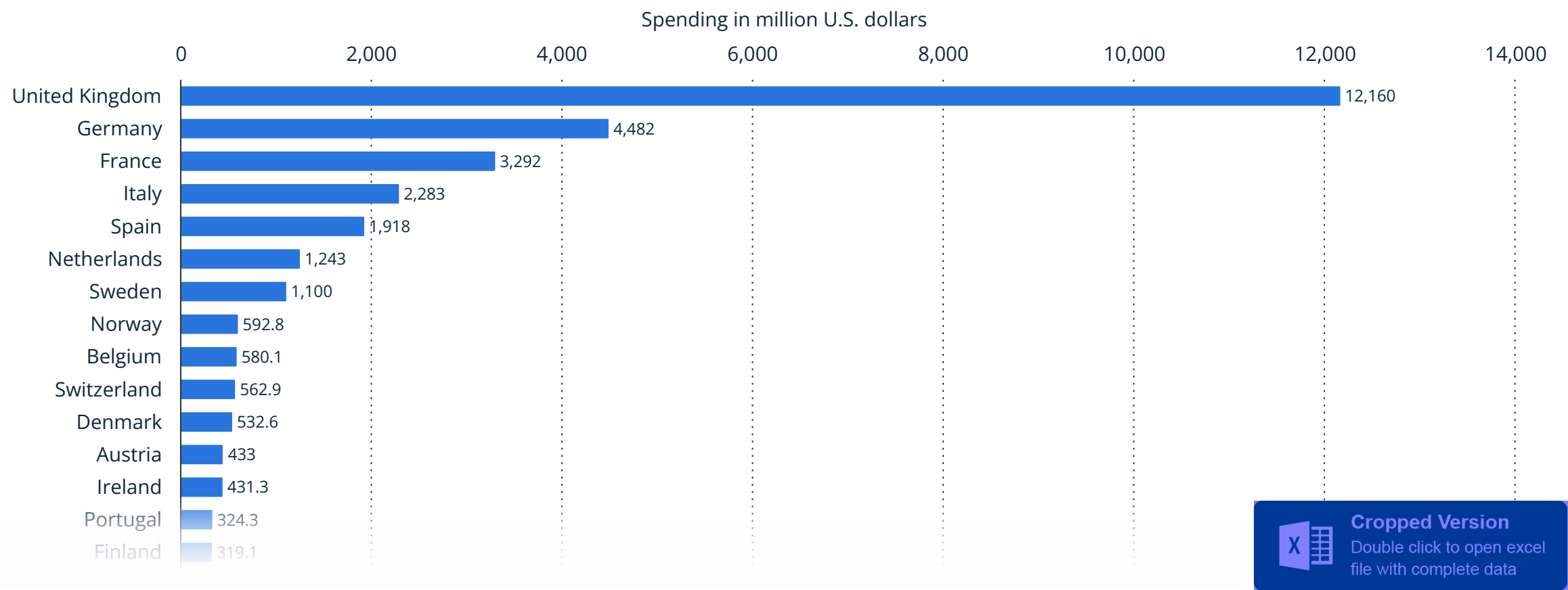
Change in social media advertising spending in Europe from 2017 to 2022

Social media ad spend growth in Europe 2017-2022



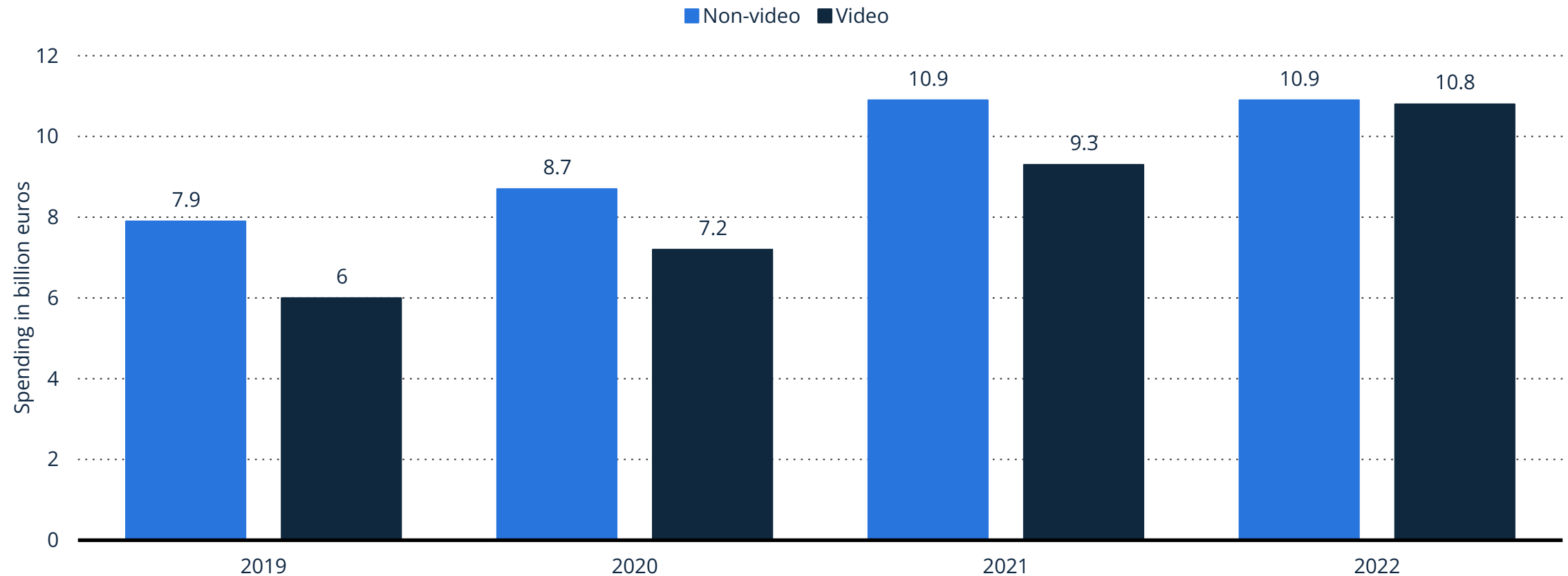
Social media advertising spending in selected countries in Europe in 2022 (in million U.S. dollars)

Digital Market Outlook: social media advertising spending in European countries 2022



Social media advertising spending in Europe from 2019 to 2022, by format (in billion euros)

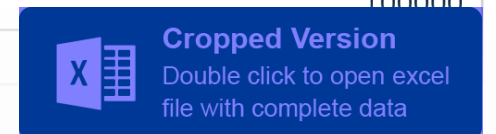
Social media ad spend in Europe 2019-2022, by format



Average monthly salary of a social media specialist in selected countries in Europe as of January 2023

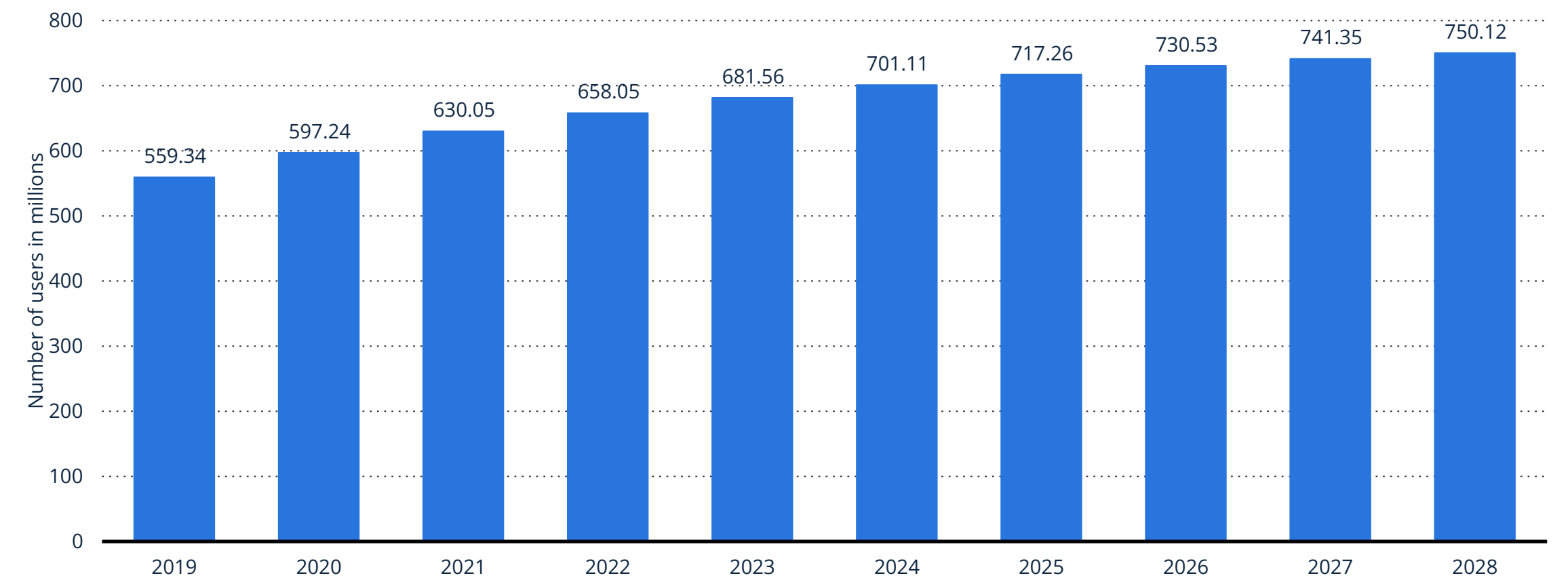
Salaries of social media marketers in Europe 2023

Country (currency)	Amount
Belgium (in euros)	5980
Denmark (in Danish kroner)	39100
Finland (in euros)	4270
France (in euros)	3920
Germany (in euros)	3630
Italy (in euros)	3580
Ireland (in euros)	3330
Luxembourg (in euros)	4630
Netherlands (in euros)	4900
Norway (in Norwegian kroner)	47700
Poland (in Polish zloty)	6800
Portugal (in euros)	2620
Russia (in Russian rubles)	100000
Spain (in euros)	



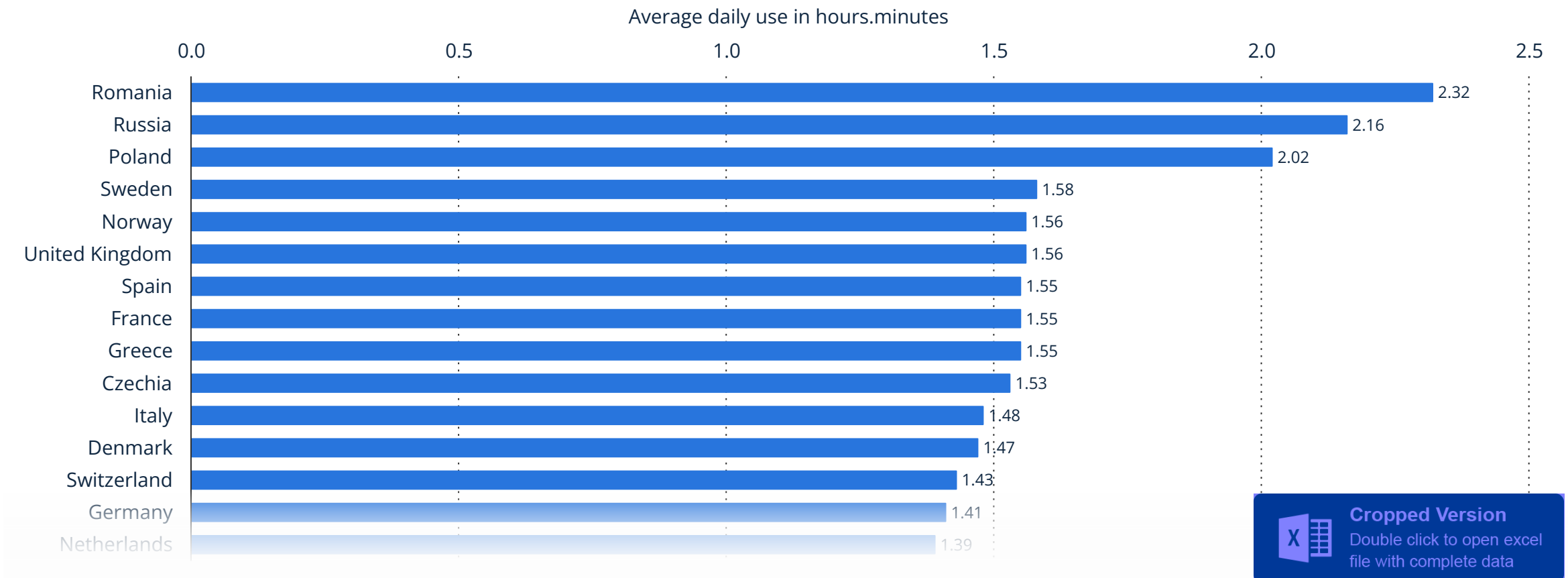
Number of social media users in Europe from 2019 to 2028 (in millions)

Social media users in Europe 2019-2028



Average daily social media use via any device in selected European countries during the 3rd quarter of 2022 (hours.minutes)

Average daily social media use in selected European countries 2022

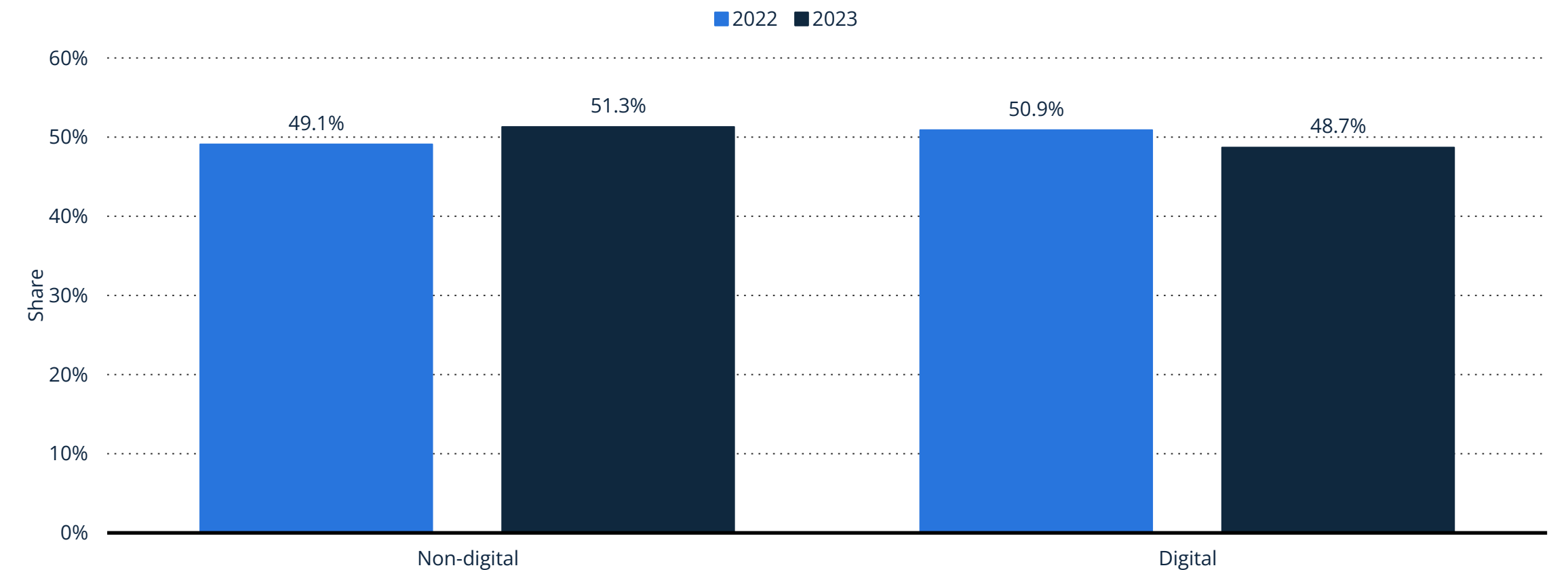


CHAPTER 02

United Kingdom

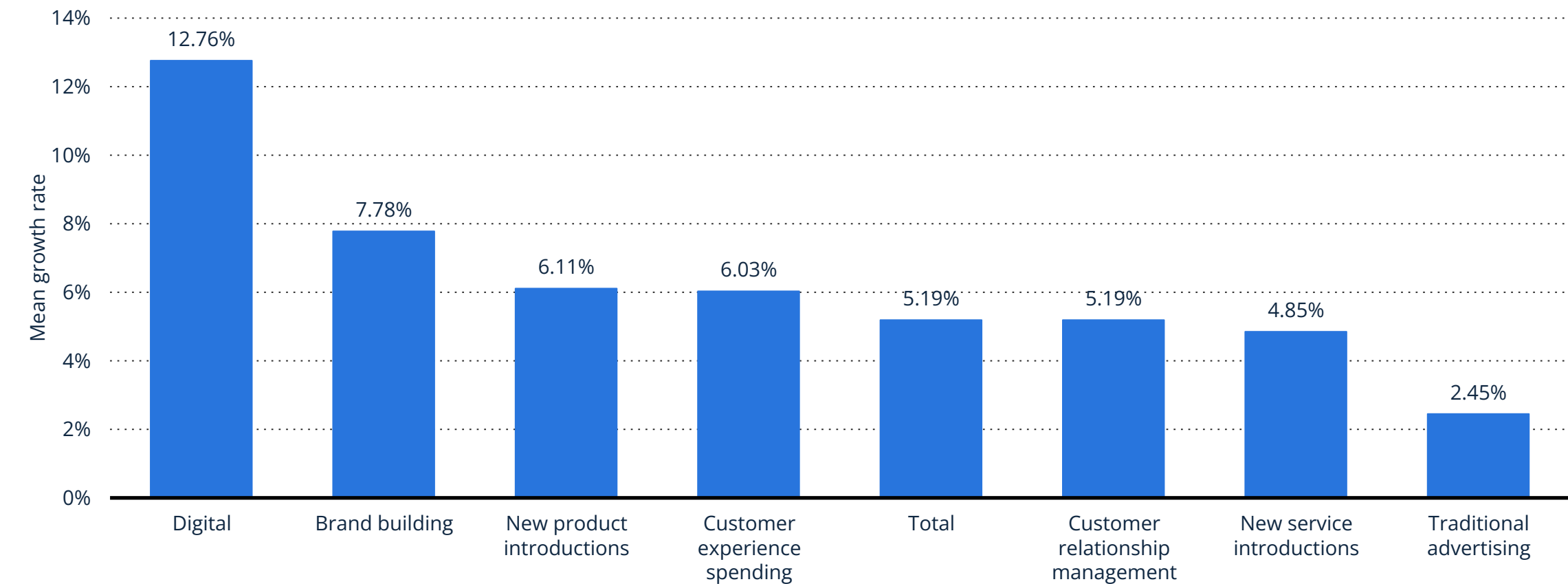
Distribution of marketing budgets in the United Kingdom in 2022 and 2023, by platform

Marketing budgets in the UK 2022-2023, by platform



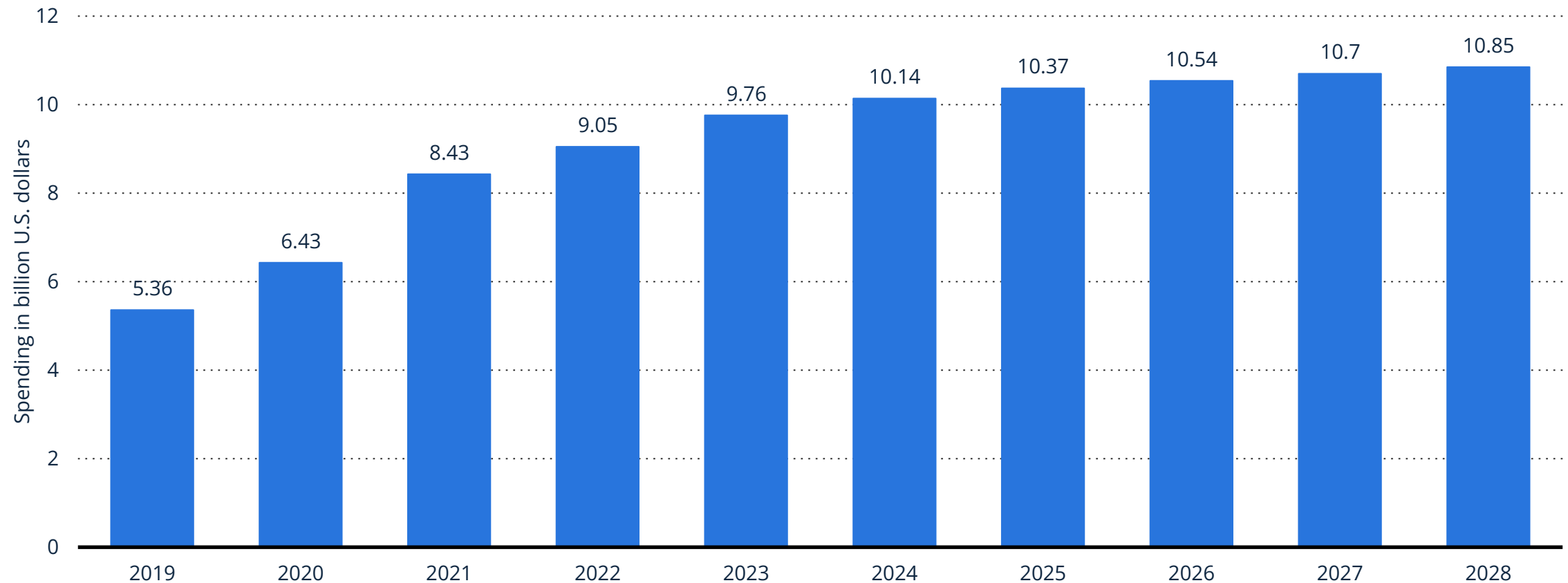
Change in marketing spending in for-profit companies in the United Kingdom (UK) in 2023, by type

Marketing expenditure growth in the UK 2023, by type



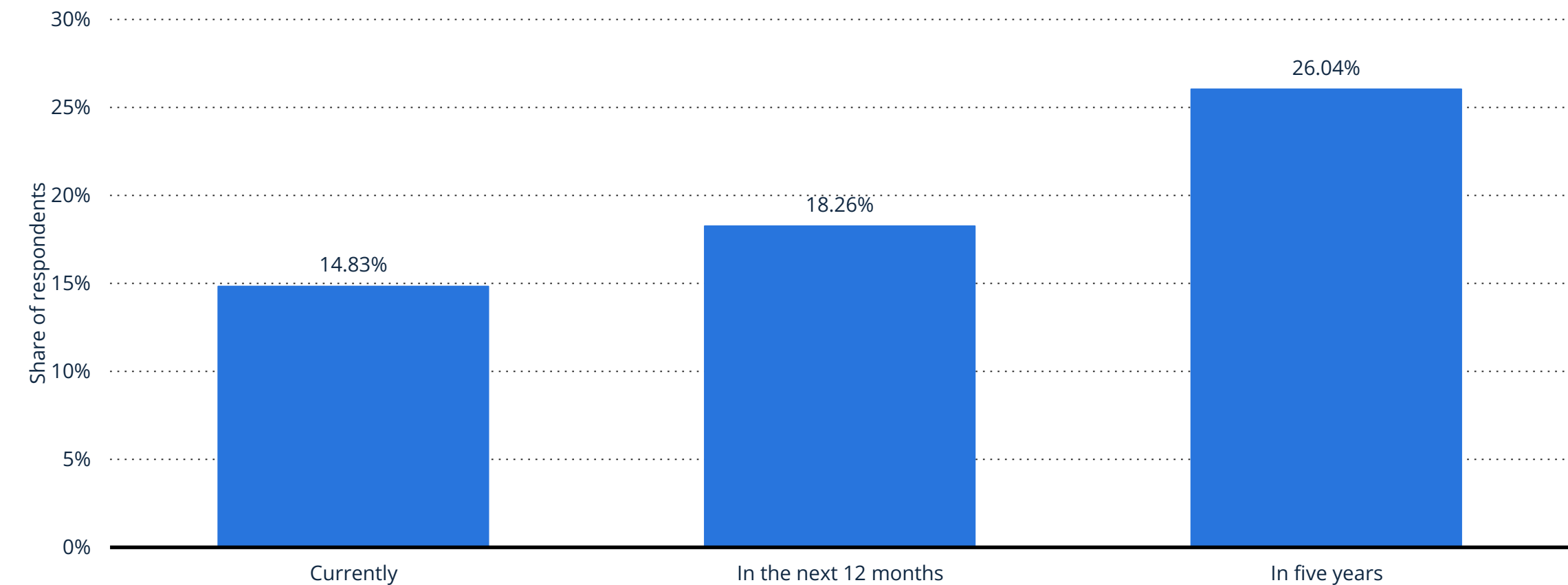
Revenue of the social media advertising market in the United Kingdom from 2019 to 2028 (in billion U.S. dollars)

Revenue of the social media advertising industry in the UK 2019-2028



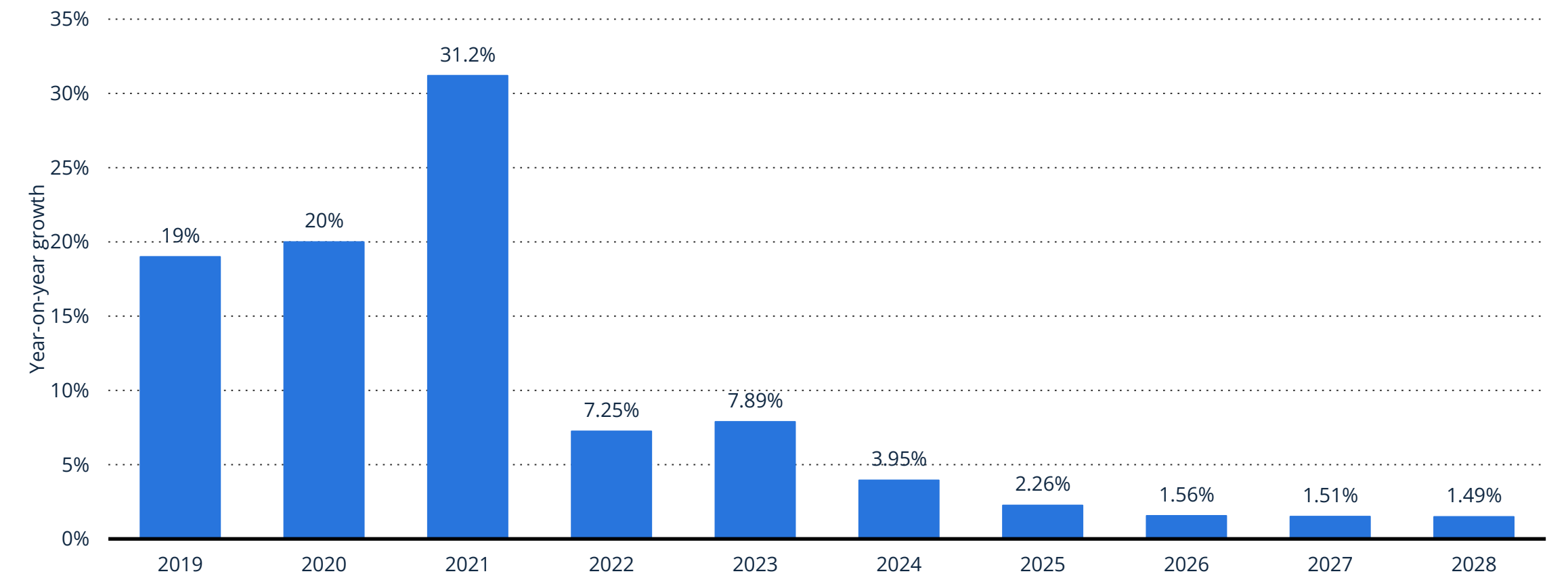
Share of social in marketing budgets in the United Kingdom (UK) as of February 2023

Share of social in marketing budgets in the UK 2023



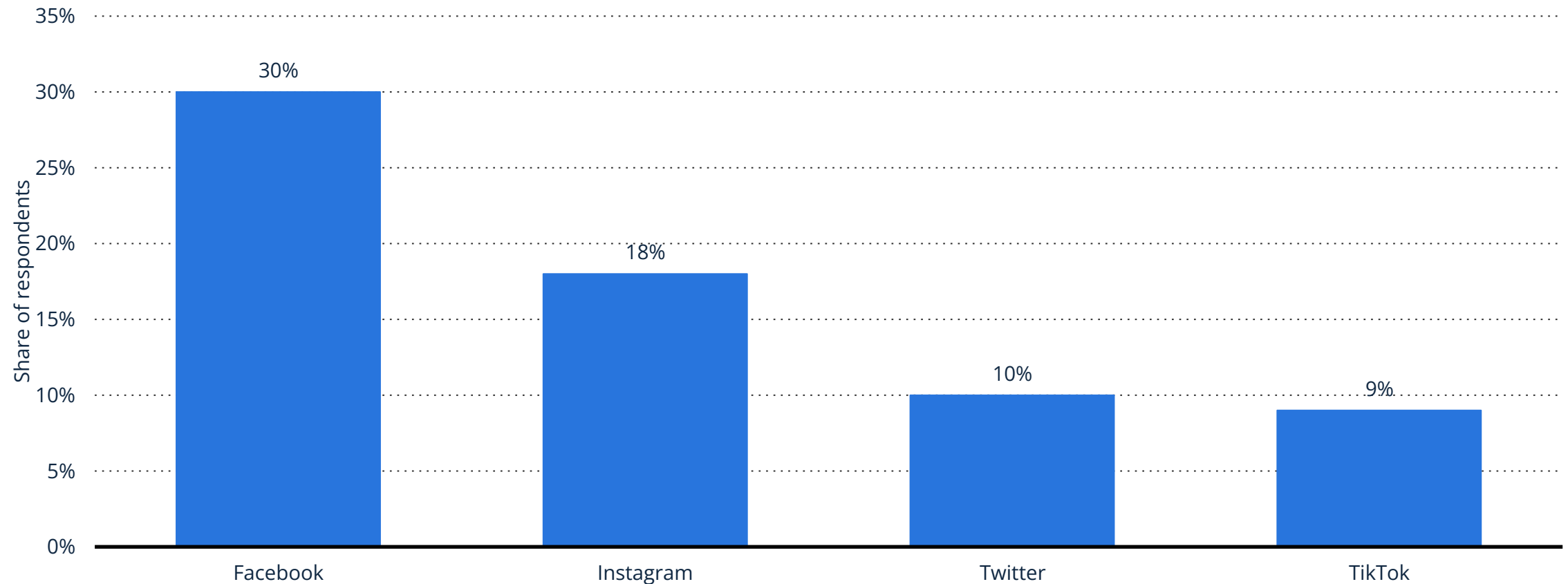
Revenue growth of social media advertising in the United Kingdom from 2019 to 2028

Revenue growth of social media advertising in the UK 2019-2028



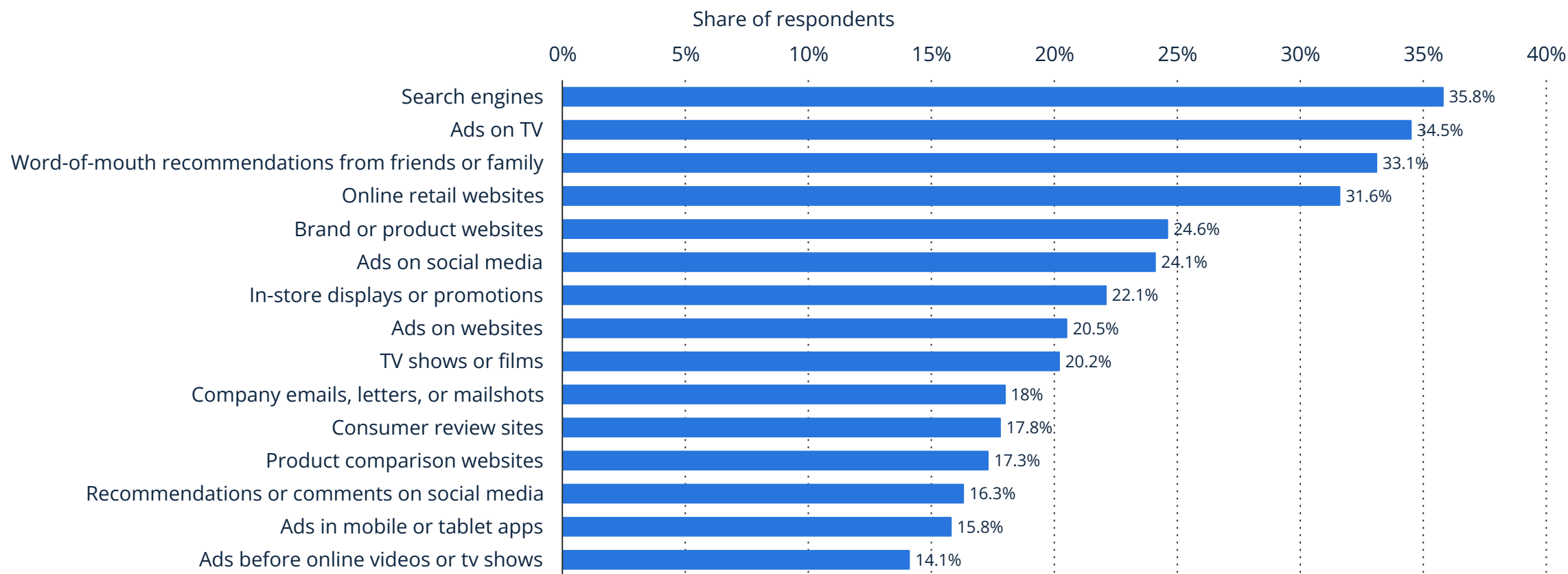
Primary social media platforms used by small businesses for sales generation in the United Kingdom as of January 2023

Social media used by small business in the UK 2023



Most common sources of new brand, product, and service discovery among internet users in the United Kingdom as of 3rd quarter 2022

Main channels of new brand discovery in the UK Q3 2022

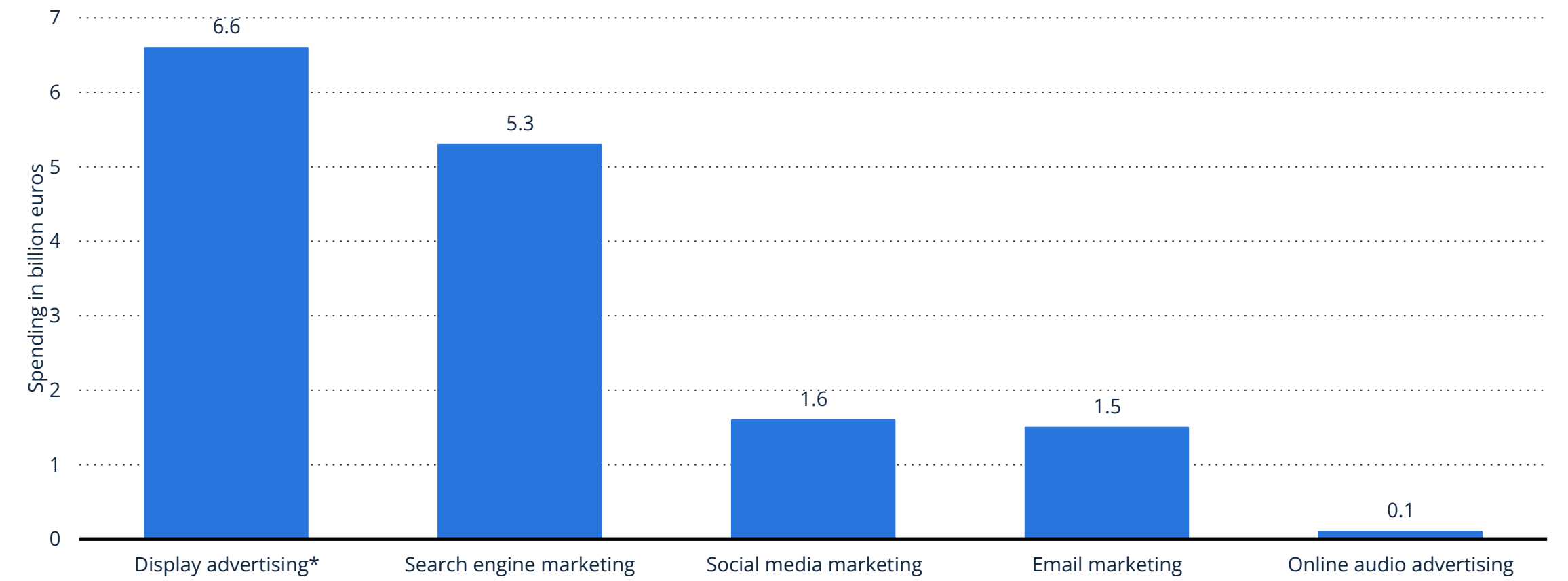


CHAPTER 03

Germany

Digital marketing spending in Germany in 2021, by type (in billion euros)

Digital marketing spend in Germany 2021, by type



以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要下载或阅读全文，请访问：<https://d.book118.com/408102136015006036>