**Advantages**

* Can able to encode with less number of charset. Because Base 64 contains large set of characters.
* Easy to manipulate and process string rather than binary.
* Helps to share binary data over the network with encoded string. So, the receiver system will process it appropriately.
* Base64 is commonly used encoding technique in many application including email face and so on.

**Disadvantages**

* In certain situation, increases size of the html page. That will impact loading time of the website.
* Increases processing time.
* Encoding and Decoding process may increase resource usage and lead to performance issues.