



# Q4 2024 Digital Market Index

Discover the latest trends of the quarter  
across mobile apps and digital advertising



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Note: Top publishers by app store revenue | Source: Sensor Tower



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# Q4 2024: Mobile Market Overview

# About this Data:

## Mobile App Methodology

- Sensor Tower's Insights team compiled the download and in-app purchase (IAP) revenue estimates provided in this report using the Sensor Tower Mobile App Insights platform.
- Figures cited in this report reflect App Store and Google Play download and IAP revenue estimates for October 1, 2024 through December 31, 2024.
- Download estimates presented are on a per-user basis, meaning that only one download per Apple or Google account is counted towards the total.
- Downloads of the same app by the same user to multiple devices, updates, or re-installs of the same app by the same user are not counted towards the total.
- Android app install and IAP revenue estimates represent downloads and revenue from the Google Play Store only. Sensor Tower does not provide download estimates for third-party Android stores.
- IAP revenue estimates are gross — inclusive of any percent taken by the app stores.



# IAP Revenue Reaches Record High in Q4 2024 at Nearly \$40 Billion

Global in-app purchase (IAP) revenue from one-time purchases, subscriptions, and paid apps reached \$39.4 billion across iOS and Google Play in Q4 2024. Revenue growth has only accelerated in recent quarters, with IAP revenue climbing 13.5% year-over-year (YoY). In total, global IAP revenue reached \$150 billion in 2024, a 12.5% YoY increase.

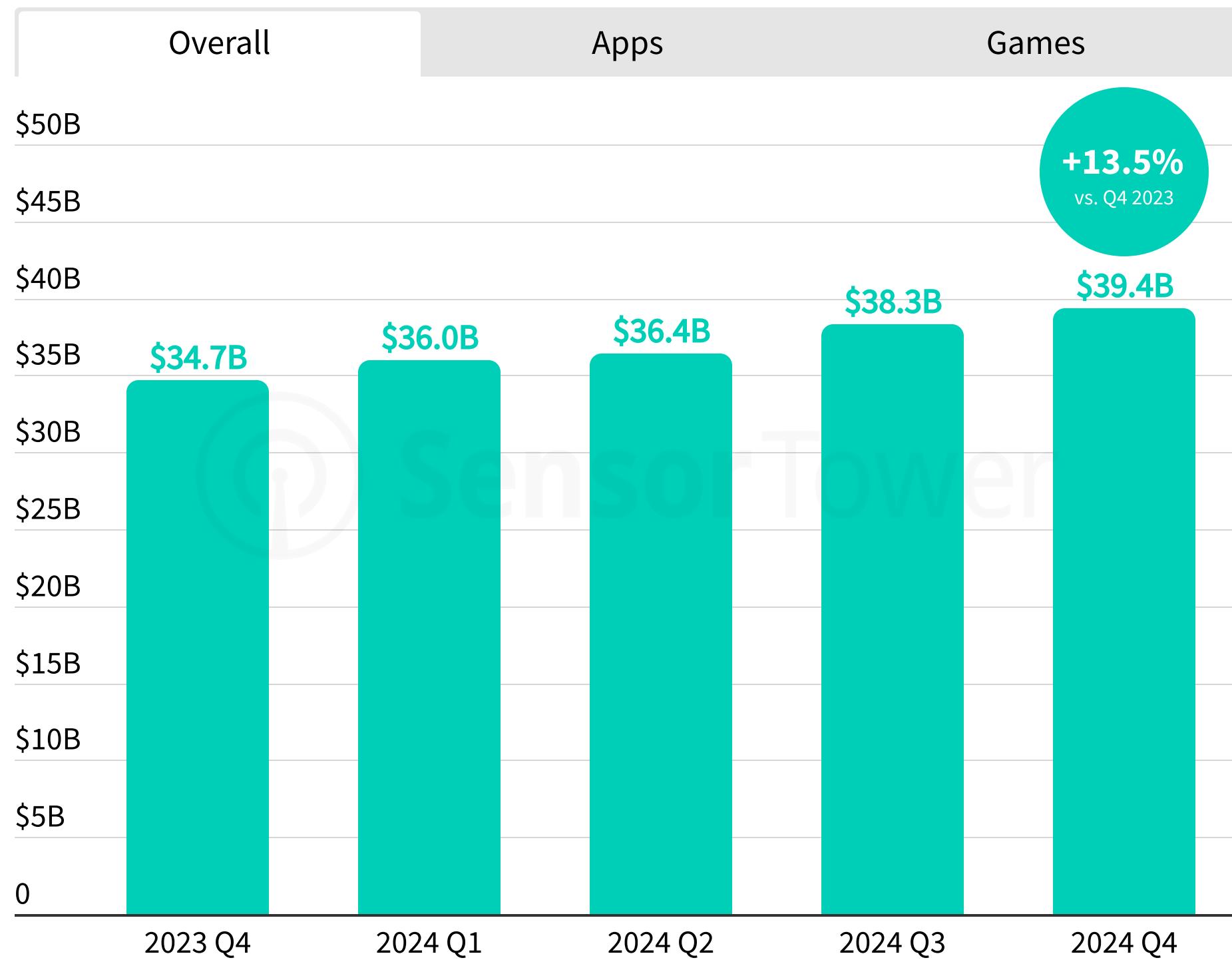
Apps continue to drive the majority of the growth. IAP revenue in non-games climbed 28.2% YoY to \$19.2 billion. App revenue is quickly approaching that from games, only trailing by \$1 billion in Q4 2024 (compared to a nearly \$5 billion gap in Q4 2023).

Mobile game revenue has started to stabilize after several turbulent years. Mobile game IAP revenue across iOS and Google Play saw modest growth in Q4 2024 to reach \$20.2 billion.

Source: Sensor Tower

Note: iOS and Google Play combined. iOS only for China. Revenue is gross — inclusive of any percent taken by the app stores.

Quarterly Worldwide In-App Purchase Revenue Between Q4 2023 - Q4 2024  
iOS and Google Play



# Revenue Opportunities Abound Across iOS and Google Play

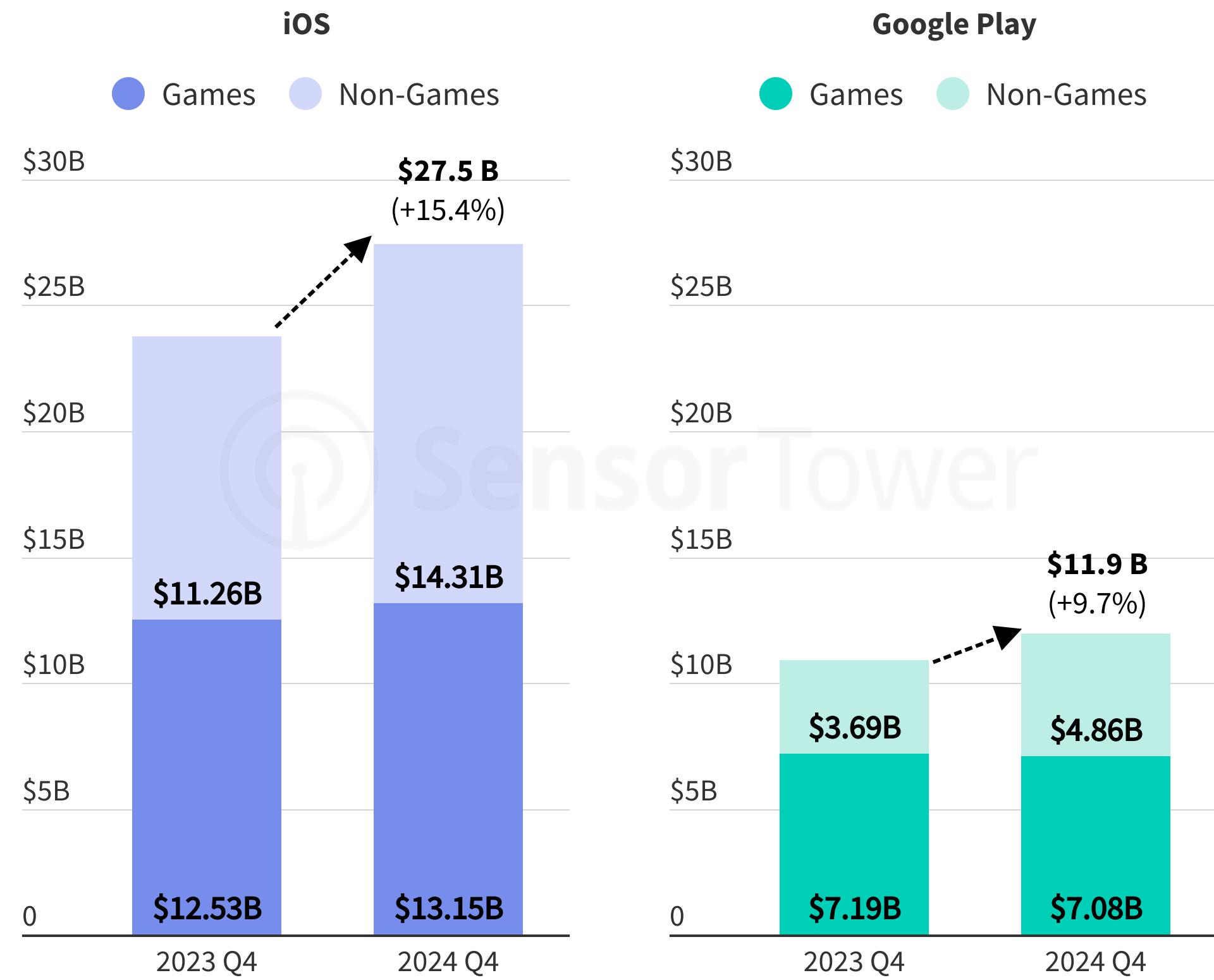
iOS remained the top platform for IAP monetization with \$27.5 billion in Q4 2024 compared to just shy of \$12 billion on Google Play. iOS accounted for nearly 70% of IAP revenue between the two platforms, though it's worth noting that Google Play is not available in China (the second largest market on iOS).

While revenue growth was strong across platforms in Q4 2024, iOS also outperformed Google Play by IAP revenue growth (+15.4% YoY for iOS vs. +9.7% for Google Play). However, Google Play had higher growth among non-games (+32% YoY on Google Play vs. +27% on iOS) suggesting that the platform still has plenty of untapped potential. Games had better fortunes on iOS, achieving 5% YoY growth compared to a 1.6% decline on Google Play.

Source: Sensor Tower

Note: iOS and Google Play combined. iOS only for China. Revenue is gross — inclusive of any percent taken by the app stores.

## Worldwide In-App Purchase Revenue in Q4 2024



# Mobile App Downloads Have Found Their Post-Pandemic Equilibrium

Downloads across iOS and Google Play surpassed 34 billion in Q4 2024, up 1.8% vs. Q4 2023. Global downloads have been remarkably stable over the past several quarters. Quarterly totals were between 33 billion and 35 billion since Q2 2023.

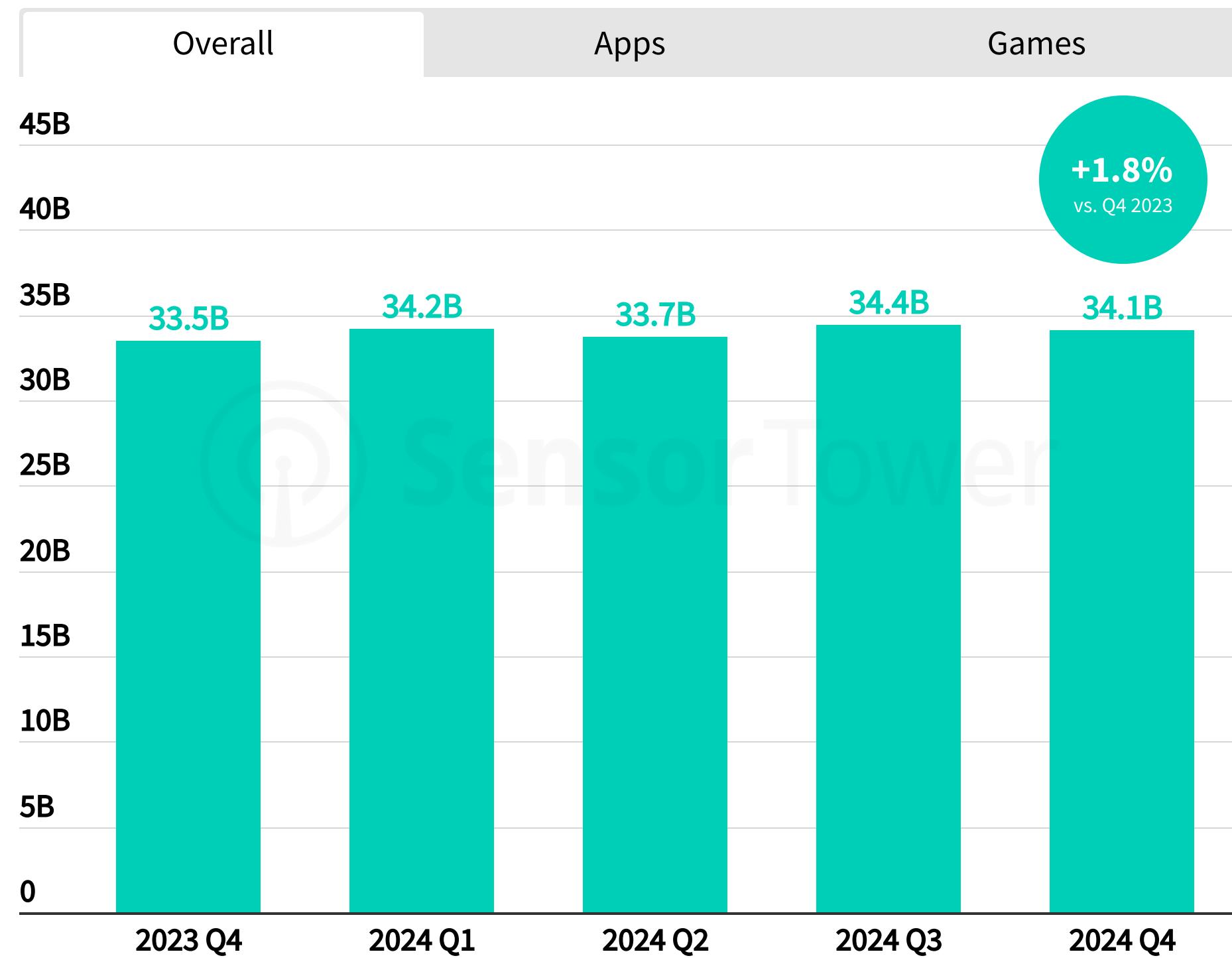
Digging deeper into the trends for apps vs. games reveals a different picture. Non-game downloads have climbed in recent quarters, surpassing 22 billion for only the fifth time ever (and the second time since Q1 2021).

In contrast, mobile game downloads have declined steadily since peaking in Q2 2020. The 12 billion mobile game downloads in Q4 2024 was far below the 15 billion seen at their peak during the pandemic, but still a good amount above the 11.1 billion seen in Q4 2019 before the pandemic.

Source: Sensor Tower

Note: iOS and Google Play combined. iOS only for China. Excludes third-party Android.

Quarterly Worldwide App Downloads Between Q4 2023 - Q4 2024  
iOS and Google Play



# Google Play Still Dominates the Download Market Though iOS Saw Faster Growth

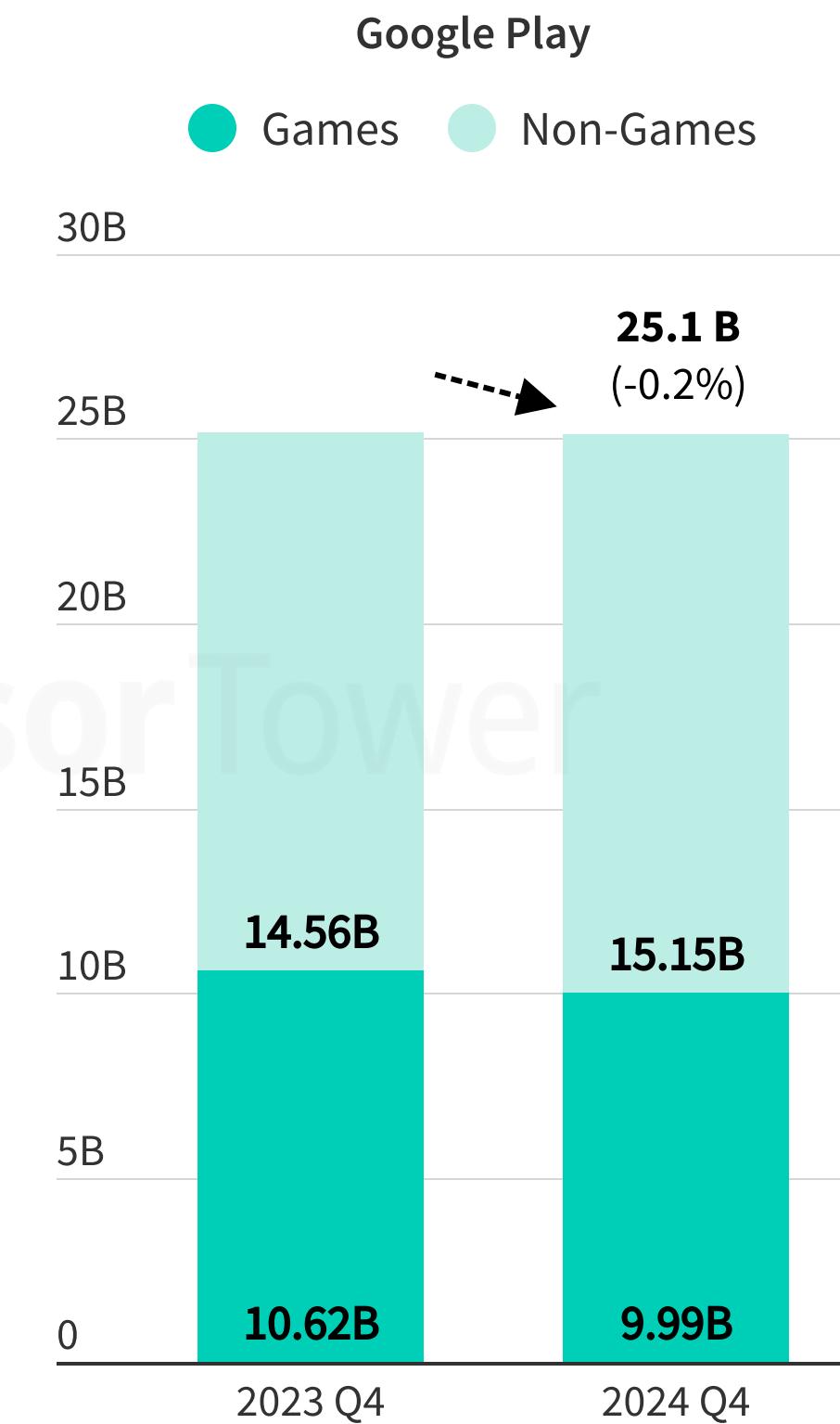
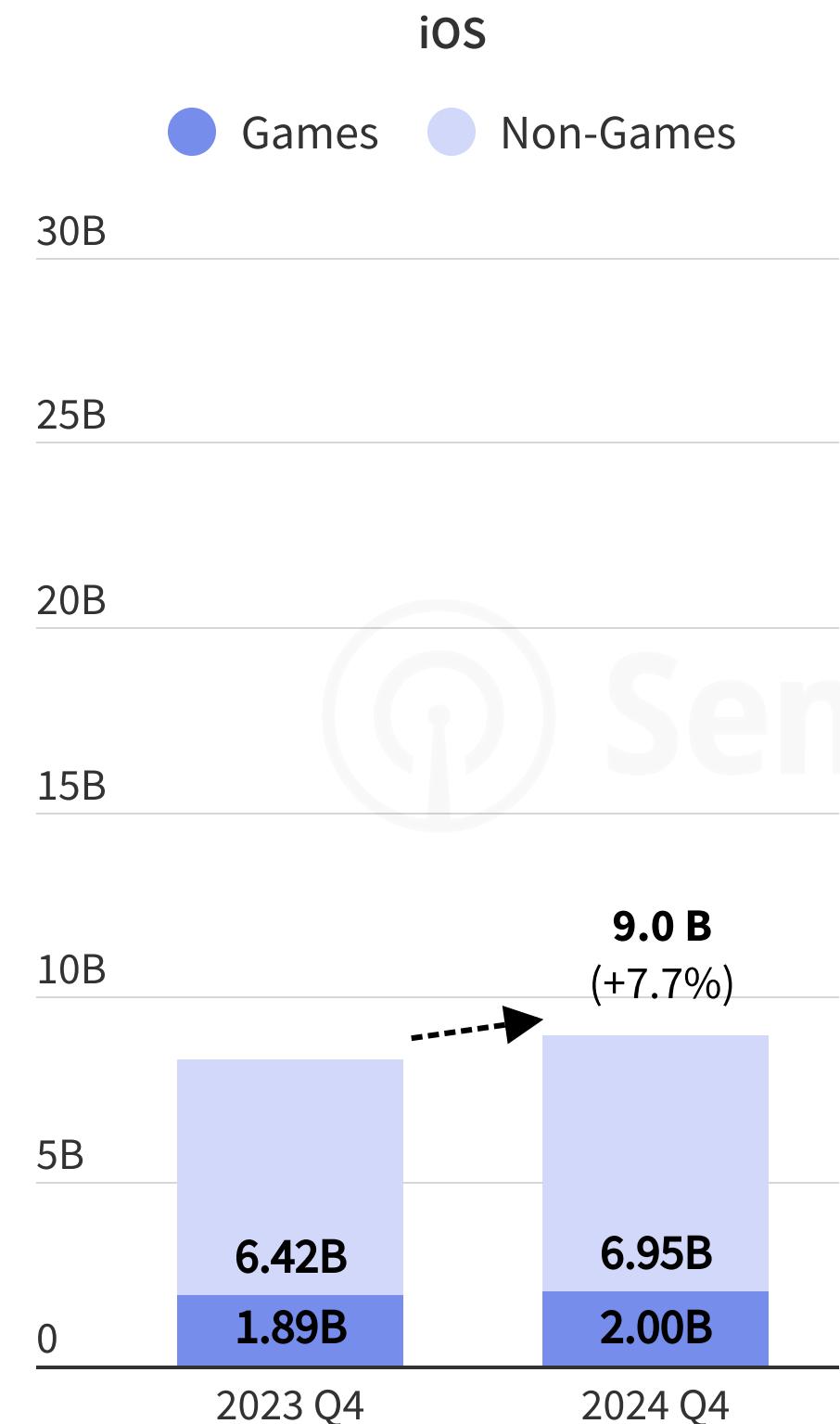
While iOS accounted for roughly 70% of IAP revenue between the two platforms in Q4 2024, Google Play takes the majority of the downloads (73.6%). However, the Google Play download market has cooled off over the past four years. The 25.1 billion downloads seen in Q4 2024 was the lowest total on Google Play since Q1 2020. Recently, this decline was been isolated to gaming — Google Play game downloads fell 6% YoY compared to a 4% increase among non-games.

iOS, meanwhile, achieved its fourth best quarter ever for downloads globally. The nearly 9 billion downloads in Q4 2024 was just slightly below the total from the previous quarter. The only other quarters to see higher downloads were Q1 and Q2 2020 as the world adapted to COVID-19 lockdowns.

Source: Sensor Tower

Note: iOS and Google Play combined. iOS only for China. Excludes third-party Android.

## Worldwide App Downloads in Q4 2024



# Q4 2024: Top Markets

# Japan's Mobile Market Showed Signs of Recovery in Late 2024

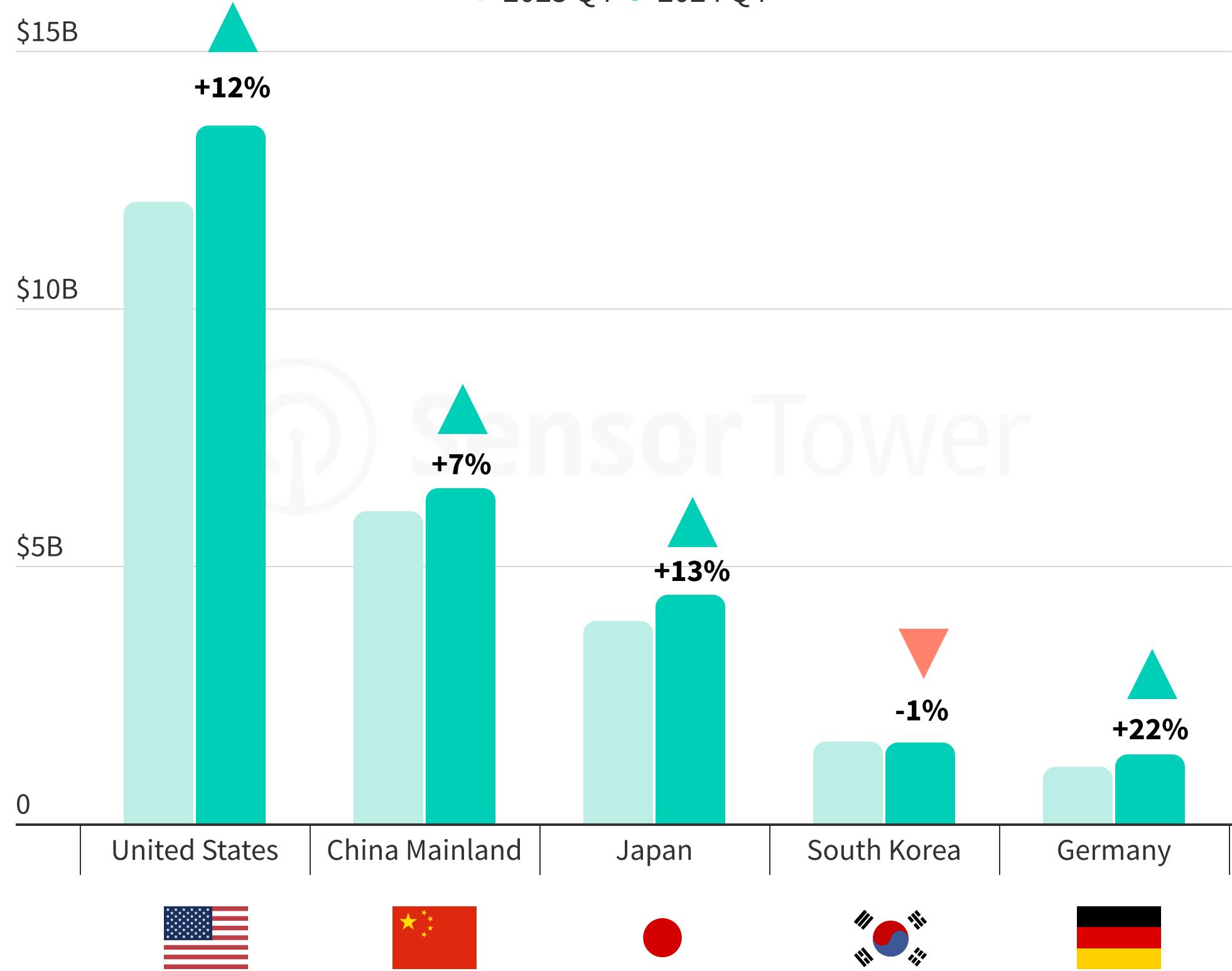
IAP revenue in Japan climbed 13% YoY in Q4 2024, a great sign following years of declines since the start of 2021. Non-games in the market nearly achieved an all-time high for IAP revenue, while mobile games saw their best quarter since Q1 2023. This recovery should boost the already strong growth seen across most of the rest of the globe.

The United States continued to see rapid growth for IAP revenue, surpassing \$13.5 billion in Q4 2024. Recent growth in Europe has even outpaced that in the US. Germany led the way in the continent at \$1.34 billion (+22% YoY).

## Top Markets by In-App Purchase Revenue in Q4 2024

iOS and Google Play

● 2023 Q4 ● 2024 Q4



Source: Sensor Tower

Note: iOS and Google Play combined. iOS only for China. Revenue is gross – inclusive of any percent taken by the app stores.

# The US Added Nearly \$1.5 Billion in IAP Revenue YoY in Q4 2024

IAP revenue in the US rose by \$1.47 billion between Q4 2023 and Q4 2024, a larger increase than the rest of the top five markets combined. The US has consistently provided healthy revenue opportunities for app developers. US IAP revenue more than doubled over the past five years.

Japan's resurgence propelled it into the #2 spot by YoY IAP revenue growth, gaining roughly \$500 million in revenue over the past year. The market still has some ground to cover if it wants to reach its previous highs — particularly on the mobile gaming side. IAP revenue in Japan was still 28% below its record high from Q1 2021.

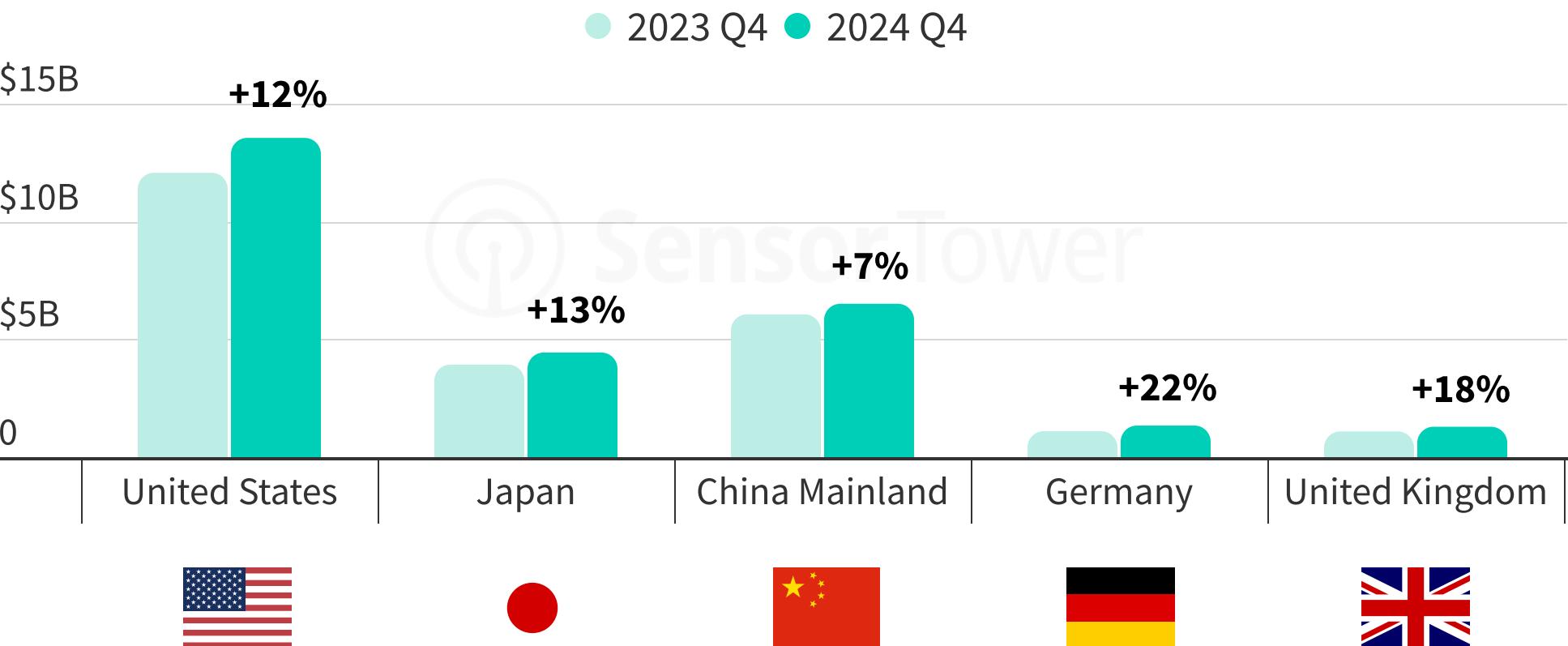
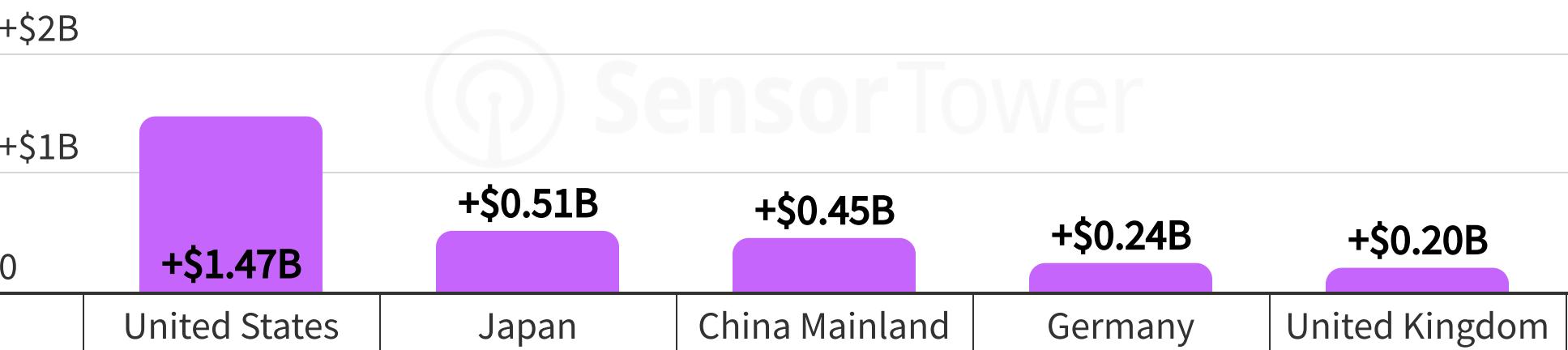
Source: Sensor Tower

Note: iOS and Google Play combined. iOS only for China. Revenue is gross — inclusive of any percent taken by the app stores.

## Top Breakout Markets by Year-over-Year In-App Purchase Revenue Growth in Q4 2024

iOS and Google Play

● YoY Growth



# Indonesia Provided a Rare Opportunity for Growth Among Top Markets

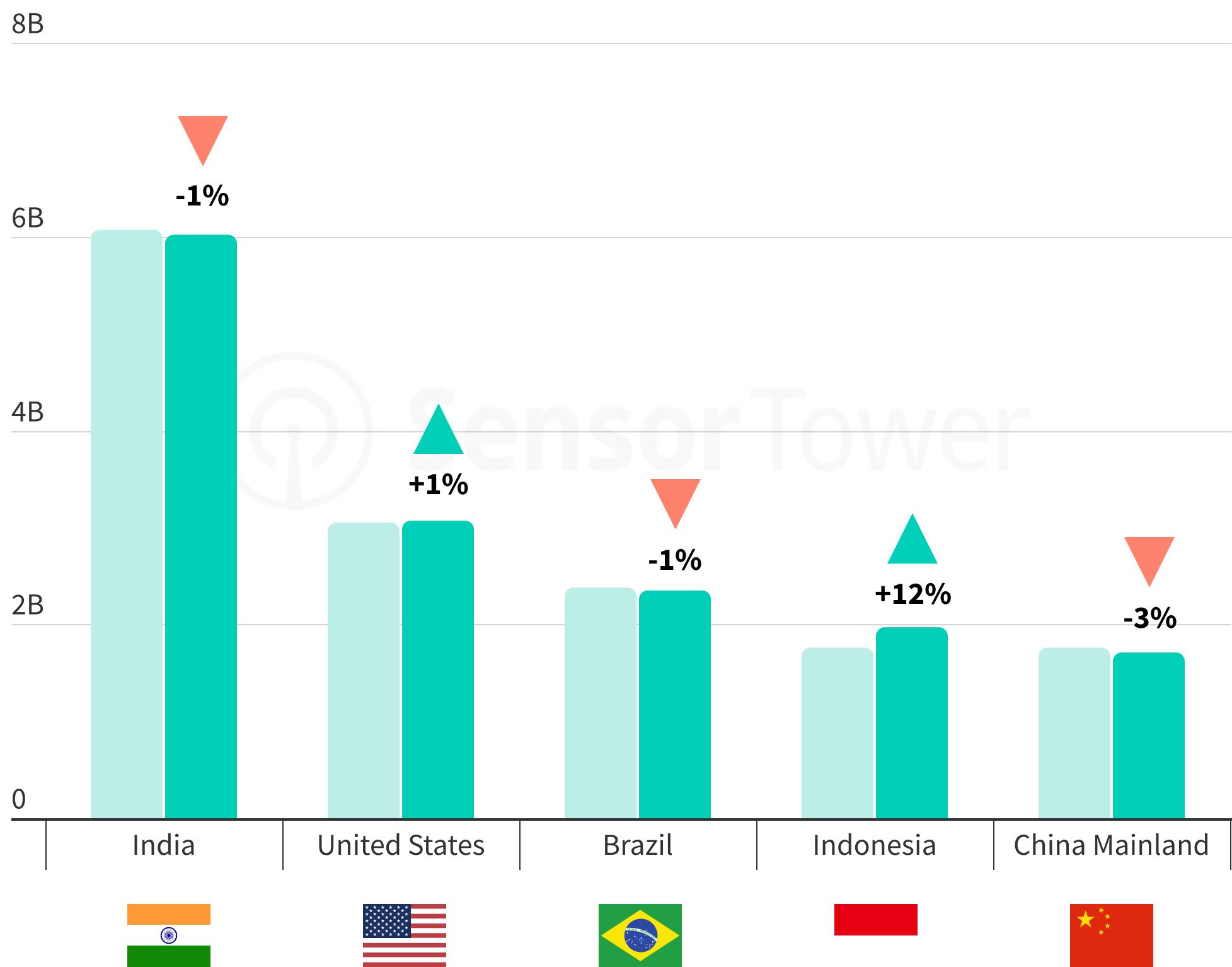
Indonesia was the only top five market to achieve more than 1% YoY download growth. The market is set to surpass 2 billion quarterly downloads soon, falling just short of the mark in Q4 2024.

Mobile app adoption appears to have stabilized in other top markets. Downloads in India, the US, and Brazil were all nearly the same in Q4 2024 as they were a year prior.

## Top Markets by App Downloads in Q4 2024

iOS and Google Play

● 2023 Q4 ● 2024 Q4



Source: Sensor Tower

Note: iOS and Google Play combined. iOS only for China. Excludes third-party Android.



# Emerging Android Markets in Asia and Africa Boost Downloads

Two APAC markets, Indonesia and Pakistan, led the way by YoY download growth in back-to-back quarters. Three African markets rounded out the top five, with Kenya joining South Africa and Nigeria this quarter.

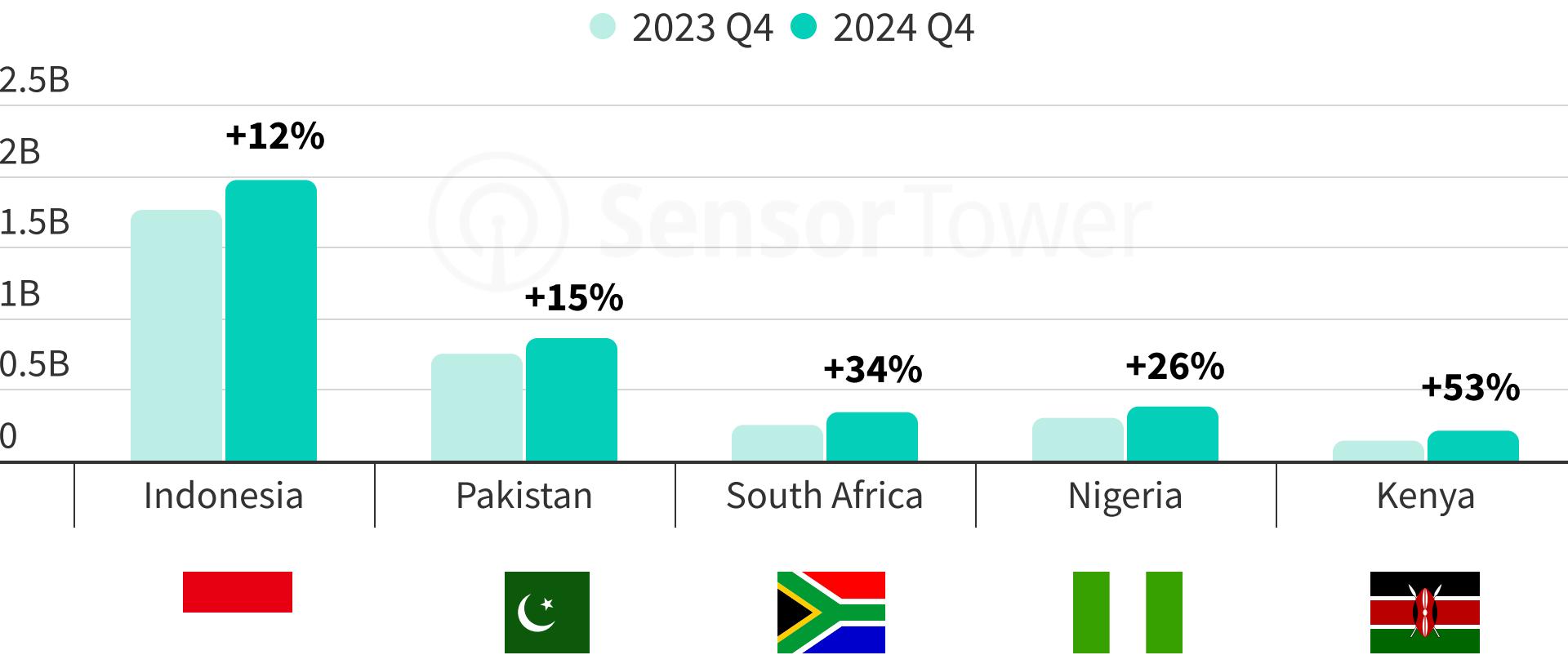
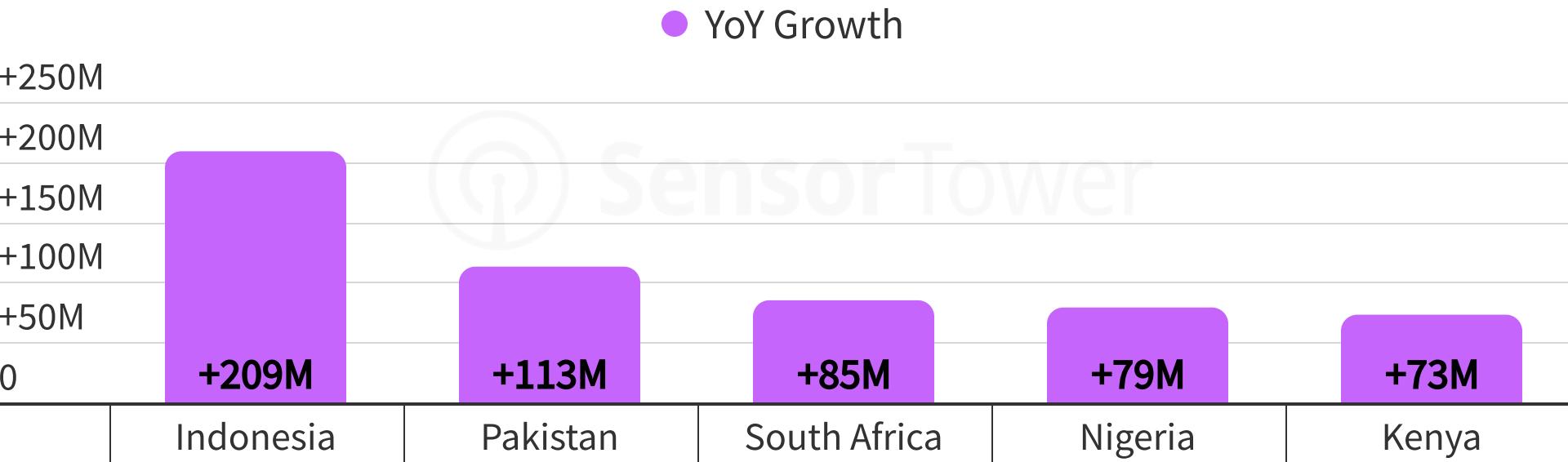
Each of the fastest growing market gets the vast majority of their downloads from Google Play. Nigeria has the most balanced share between iOS and Google Play of the group, and it still had more than 87% of its downloads on Google Play in Q4 2024. Meanwhile, Google Play accounted for more than 95% of downloads between the two platforms in Pakistan and Kenya.

Source: Sensor Tower

Note: iOS and Google Play combined. iOS only for China. Excludes third-party Android.

## Top Breakout Markets by Year-over-Year Download Growth in Q4 2024

iOS and Google Play



# Q4 2024: Top Categories

# All Top Categories Saw Revenue Climb by at Least 10% YoY

IAP revenue grew rapidly across app categories. Each of the top 10 categories reached at least 10% YoY growth. There are no signs that the top categories are becoming oversaturated — on the contrary, top categories like Productivity, Photo & Video, and Entertainment saw particularly strong growth.

AI continued to boost the non-gaming space on mobile, and the Productivity category in particular (which includes most AI chatbot apps). Our [State of Mobile 2025 report](#) revealed that IAP revenue in Generative AI apps like [ChatGPT](#) and [ChatOn](#) climbed 179% YoY.

Source: Sensor Tower

Note: iOS and Google Play combined. iOS only for China. Excludes third-party Android. Revenue is gross — inclusive of any percent taken by the app stores. Categories classified by the iOS App Store and Google Play categories for each app.

## Top App Categories by In-App Purchase Revenue in Q4 2024

iOS and Google Play

Share by Category

Worldwide

< >

Share by Category

Worldwide

&lt;

# Productivity and Education Downloads Soar, Boosted by AI

Several app categories have seen a sustained boost from AI, including Productivity (downloads climbed 17% YoY in Q4 2024) and Education (+10% YoY growth).

Download growth has spread across the non-game app space, with nine of the top 10 categories achieving positive growth. Even Utilities, which saw a double-digit percentage decline in downloads as recently as Q2 2024, has turned the corner with +3% YoY growth.

Shopping was the lone category to see downloads fall among the top 10, with a slight decline in the holiday shopping season compared to a year prior. However, this was largely due to an unusually high volume of downloads in 2023 following the launch of Temu.

Source: Sensor Tower

Note: iOS and Google Play combined. iOS only for China. Excludes third-party Android. Categories classified by the iOS App Store and Google Play categories for each app.

**Top App Categories by Downloads in Q4 2024**  
iOS and Google Play

Share by Category

Worldwide

< >

▼ ▲

Share by Category

Worldwide

< >

# New and Existing Strategy Games Flourish, Offsetting RPG Decline

Strategy game IAP revenue surpassed \$4.8 billion in Q4 2024, gaining an additional \$1 billion compared to Q4 2023. Strategy games accounted for six of the top 10 games by global quarter-over-quarter (QoQ) revenue growth in Q4 2024. This included long-established titles like Last War, Whiteout Survival, and Hearthstone, as well as a few new launches: Pokémon TCG Pocket and Age of Empires Mobile.

Role-Playing Game (RPG) revenue declined again in Q4 2024. This has a particularly strong impact on markets where RPGs tend to be the most popular, like Japan and South Korea. However, game developers are starting to pivot in these markets as well. Strategy game revenue climbed 80% YoY in Japan, helping to offset the 11% decline from RPGs. Meanwhile, in South Korea, Strategy and Puzzle achieved 55% and 28% YoY growth, respectively, somewhat balancing out the 29% YoY drop off among RPGs.

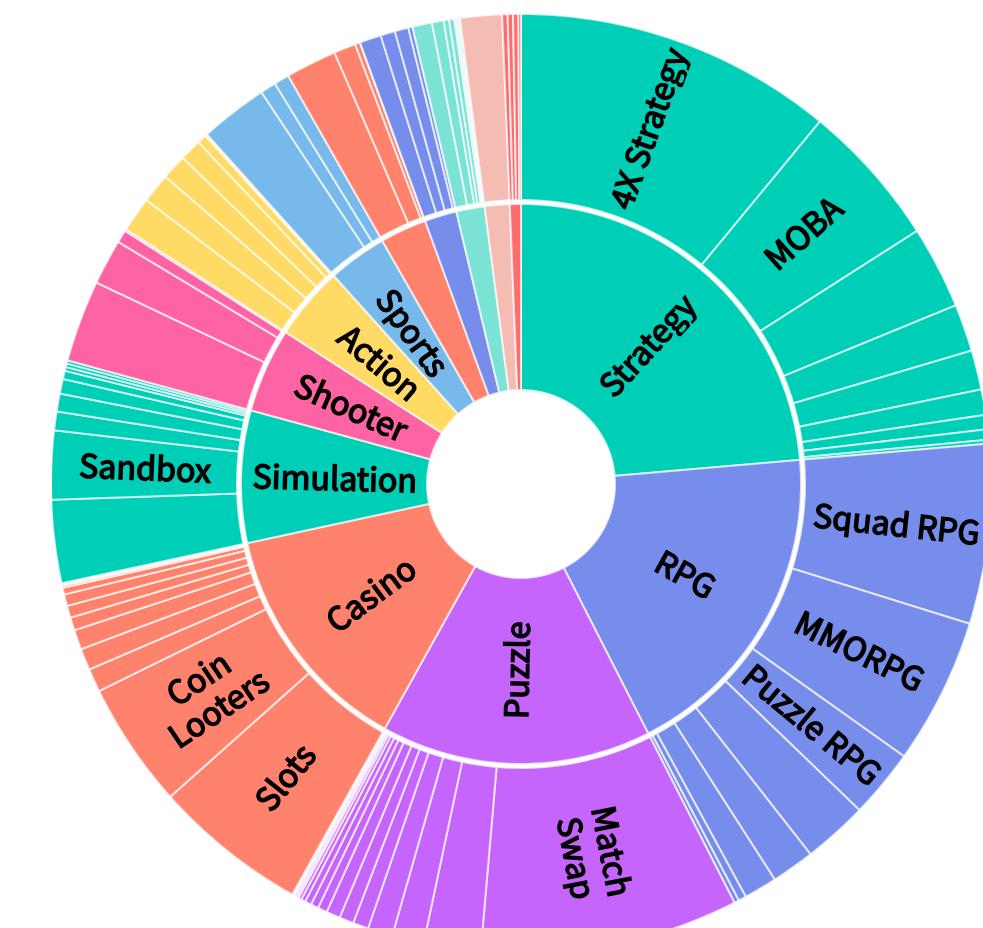
Source: Sensor Tower

Note: iOS and Google Play combined. iOS only for China. Revenue is gross — inclusive of any percent taken by the app stores. Excludes third-party Android. Games classified by Sensor Tower's Game Taxonomy as of February 10, 2025.

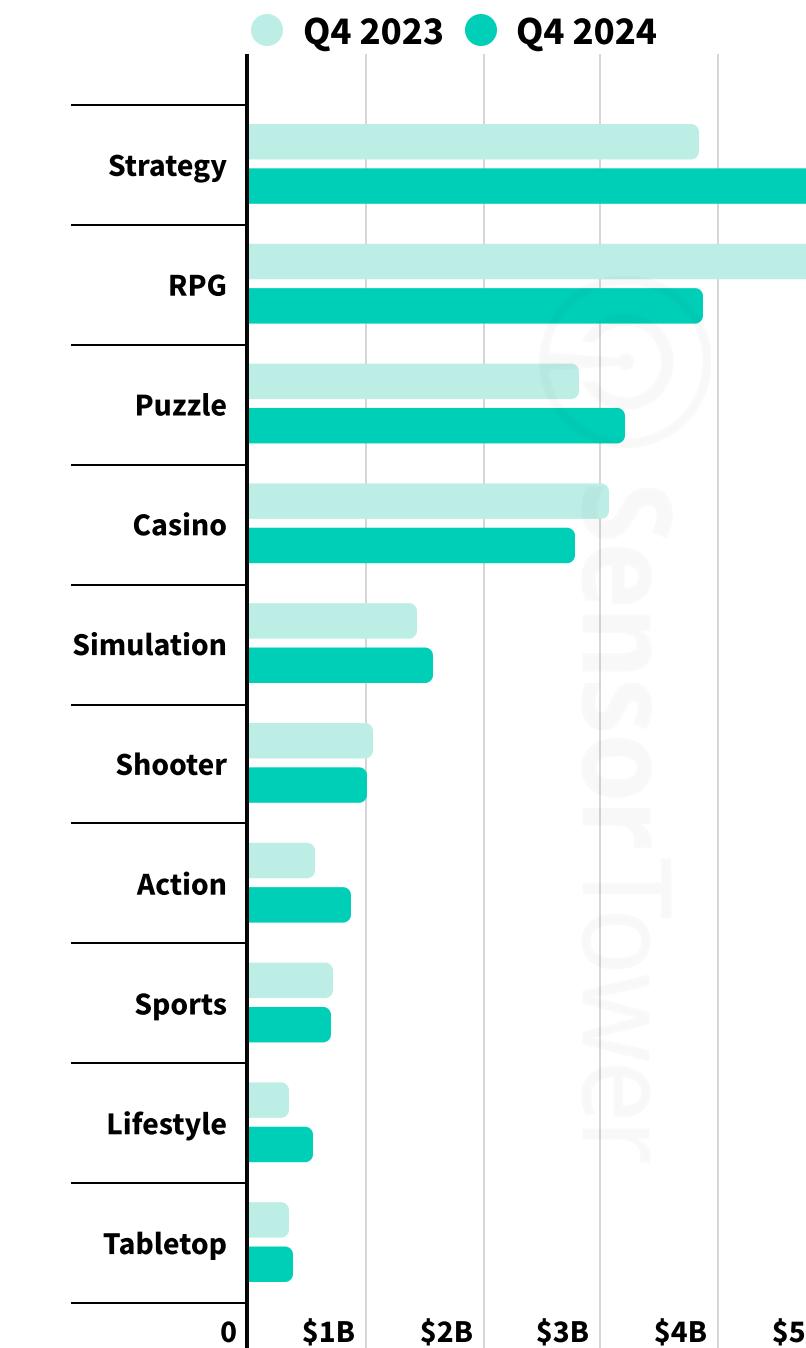
Top Game Genres by In-App Purchase Revenue in Q4 2024  
iOS and Google Play

Share by Game Genre / Subgenre

Worldwide



Top Game Genres



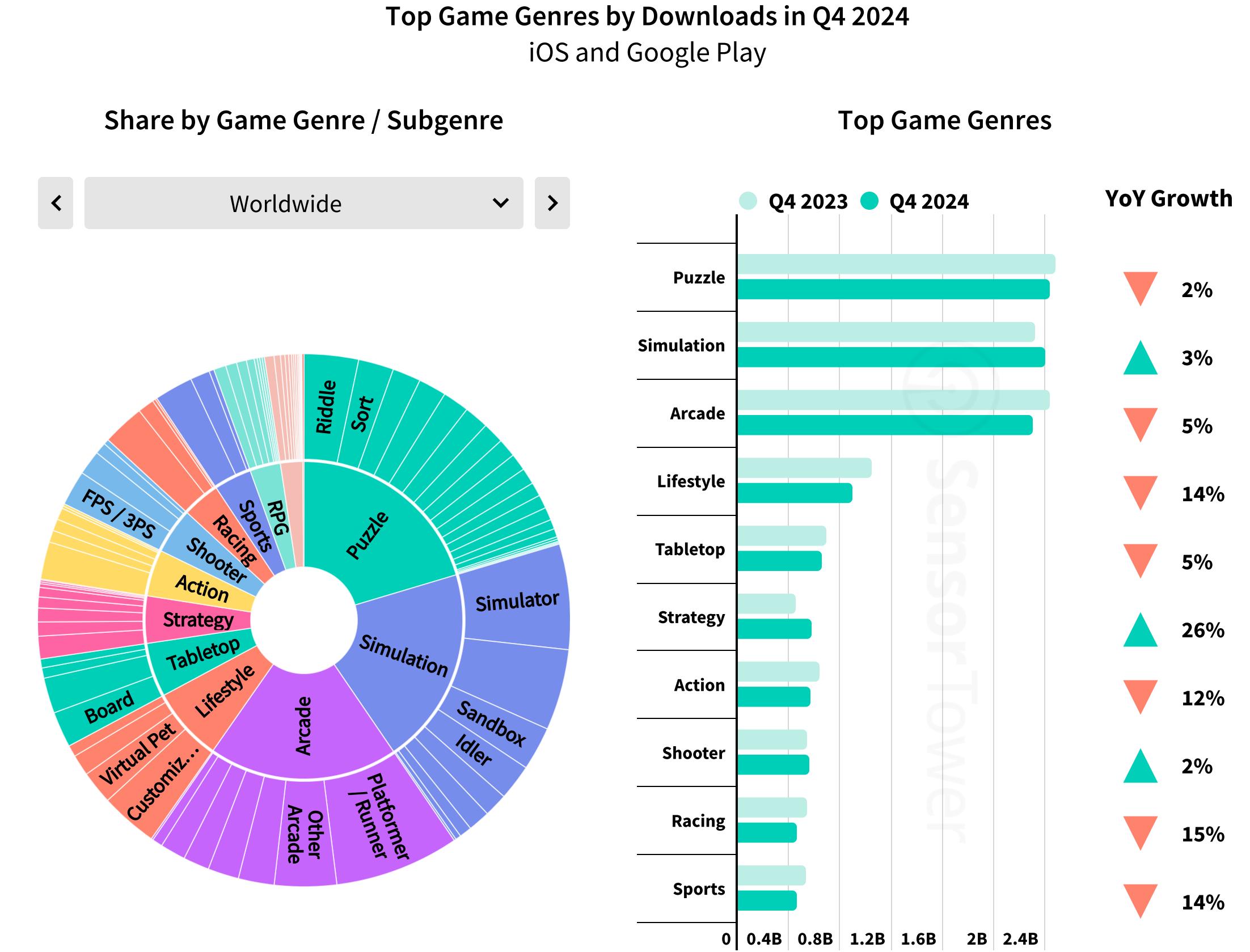
# Three Genres Combined for More Than 7 Billion Downloads in Q4 2024

Puzzle, Simulation, and Arcade each contributed more than 2.2 billion downloads in Q4 2024. All three genres have been very consistent as well — each has reached at least 2.2 billion downloads every quarter since the start of 2020.

Perhaps reacting to the IAP revenue opportunities in the genre, Strategy game downloads climbed 26% YoY. Revenue per download remained strong: Strategy's nearly \$8.50 in IAP revenue per download in Q4 2024 ranked only behind Geolocation, RPG, and Casino.

Source: Sensor Tower

*Note: iOS and Google Play combined. iOS only for China. Excludes third-party Android. Games classified by Sensor Tower's Game Taxonomy as of February 10, 2025.*



# Q4 2024: Top Apps

# TikTok Becomes the First App to Reach \$6 Billion in IAP Revenue in a Year

Consumers spent a staggering \$6 billion on in-app purchases in TikTok (including Douyin in China), up from \$4.4 billion in 2023. This was more than double the revenue from any other app or game in 2024 (Monopoly GO was #2 at \$2.6 billion). In Q4 2024, TikTok approached a record-high \$1.9 billion in gross IAP revenue. Among non-games, only YouTube and Google One managed to surpass TikTok's Q4 total in the whole calendar year.

ChatGPT's meteoric rise continued into 2025 as it soared into the top 10 by revenue in Q4 2024. The app's IAP revenue surpassed \$225 million for the quarter as it ranked between the popular streaming service Max and video editing app CapCut.

The top apps by global downloads was largely unchanged from the previous quarter, led by Instagram, TikTok, and WhatsApp Messenger.

Source: Sensor Tower

Note: iOS and Google Play combined. iOS only for China. Excludes third-party Android  
Change is vs. the previous quarter (Q3 2024).

## Top Apps in Q4 2024 iOS and Google Play

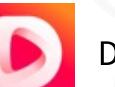
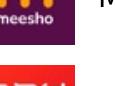
In-App Purchase Revenue			Downloads		
Rank	Change	App	Rank	Change	App
1	=	 TikTok	1	=	 Instagram
2	▲ 1	 YouTube	2	=	 TikTok
3	▼ 1	 Google One	3	=	 WhatsApp Messenger
4	=	 Disney+	4	▲ 1	 Facebook
5	=	 Tinder	5	▼ 1	 TEMU
6	▲ 1	 WeTV	6	▲ 4	 ChatGPT
7	▼ 1	 Max	7	=	 CapCut
8	▲ 8	 ChatGPT	8	=	 Threads
9	▲ 9	 CapCut	9	▼ 3	 Telegram
10	▲ 2	 Duolingo	10	▼ 1	 Spotify

# TikTok Led Several Chinese-Based Apps with Strong QoQ Growth

Two Chinese companies, ByteDance and Tencent, had four of the top five apps by QoQ revenue growth in Q4 2024. Overall, Chinese-based publishers accounted for five of the top 10 fastest growing apps, while four out of the top 10 are based in the US.

Rapid download growth for AI Chatbots continued into the end of 2024. ChatGPT led the way by QoQ download growth and Google Gemini ranked #5.

**Top Breakout Apps by Growth in Q4 2024 vs. Q3 2024**  
iOS and Google Play

Worldwide									
In-App Purchase Revenue					Downloads				
Breakout Rank	Current Quarter Rank	Change	App Name		Breakout Rank	Current Quarter Rank	Change	App Name	
1	1	=	 TikTok		1	6	 4	 ChatGPT	
2	6	 1	 WeTV		2	26	 94	 Zepto	
3	8	 8	 ChatGPT		3	16	 26	 DramaBox	
4	9	 9	 CapCut		4	88		 Prakruti Parikshan	
5	11	 2	 QQ Music		5	15	 13	 Google Gemini	
6	2	 1	 YouTube		6	92	 655	 File Recovery, Photo Recovery	
7	10	 2	 Duolingo		7	39	 71	 Seekho	
8	21	 4	 Amazon Shopping		8	111	 655	 Electronic Tax Bureau	
9	59	 49	 GoodShort		9	13	 2	 Meesho	
10	12	 2	 iQIYI		10	136	 655	 UnionPay APP	

Source: Sensor Tower

Note: iOS and Google Play combined. iOS only for China. Excludes third-party Android

Change is vs. the previous quarter (Q3 2024).

# Q4 2024: Top Games

# Pokémon TCG Pocket's Huge Launch Propels it into the Top 10

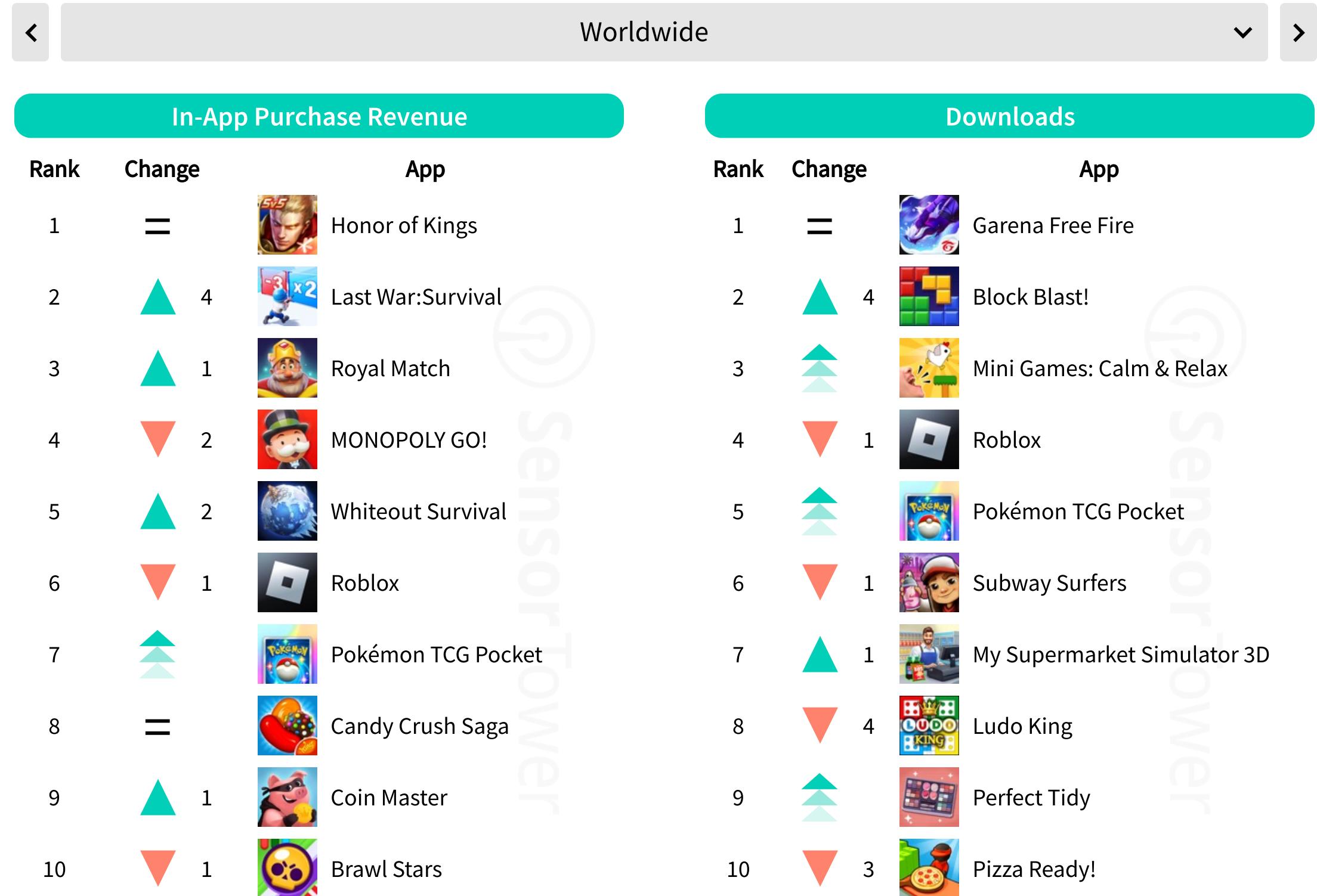
Pokémon TCG Pocket, released at the end of October, reached the top 10 mobile games by both IAP revenue and downloads in Q4 2024. In the time following its launch, only Last War had more revenue and only Garena Free Fire and Block Blast had more downloads.

Two 4X Strategy games, Last War and Whiteout Survival, had a strong close to 2024. Each moved up the rankings to end the year in the top 5 games by global IAP revenue.

Source: Sensor Tower

Note: iOS and Google Play combined. iOS only for China. Excludes third-party Android  
Change is vs. the previous quarter (Q3 2024).

## Top Games in Q4 2024 iOS and Google Play



# Strategy Games Dominate Breakout Game Charts in Q4 2024

Strategy accounted for six of the top 10 games by QoQ IAP revenue growth, including three 4X Strategy games (Whiteout Survival, Last War, and Age of Empires) and two Card Battlers (Pokémon TCG Pocket and Hearthstone). And despite the recent struggles for the RPG genre as a whole, several games were able to break through in Q4. Capybara Go! and Tree of Savior: Neverland were two new games to achieve rapid revenue growth.

Meanwhile, Casual games saw the highest download growth in the quarter. Examples included Mini Games: Calm & Relax, Perfect Tidy, and Tik Tap Challenge.

Source: Sensor Tower

Note: iOS and Google Play combined. iOS only for China. Excludes third-party Android  
Change is vs. the previous quarter (Q3 2024).

## Top Breakout Games by Growth in Q4 2024 vs. Q3 2024

iOS and Google Play

Worldwide									
In-App Purchase Revenue					Downloads				
Breakout Rank	Current Quarter Rank	Change	App Name		Breakout Rank	Current Quarter Rank	Change	App Name	
1	7			Pokémon TCG Pocket	1	3			Mini Games: Calm & Relax
2	5			Whiteout Survival	2	5			Pokémon TCG Pocket
3	2			Last War:Survival	3	9			Perfect Tidy
4	53			Capybara Go!	4	16			Tik Tap Challenge
5	72			Tree of Savior: Neverland	5	22			Horror Sprankly Beats
6	29			Gossip Harbor	6	23			Bus Out
7	69			Hearthstone	7	2			Block Blast!
8	93			Age of Empires Mobile	8	31			Real Moto Driving Racing World
9	17			Clash of Clans	9	52			Jelly Master: Mukbang ASMR
10	83			Jujutsu Kaisen Phantom Parade	10	51			Find The Cat - Spot It!

# Q4 2024: **Digital Advertising** Overview

# About this Data:

## Digital Advertising Methodology

- The digital ad spending and impressions estimates presented in this report were compiled by Sensor Tower's Insights team using Pathmatics by Sensor Tower Digital Advertising Insights.
- The figures mentioned in this report reflect estimated ad investments made by advertisers through December 31, 2024.
- Data includes select channels in each market. Figures in this report represent the totals for these channels only, not across all digital formats.
- Data Collection: Pathmatics collects a sample of digital ads from the web. In order to report the most complete picture of the digital advertising landscape, we utilize two leading data sourcing technologies: panels and data aggregators.
- Pathmatics uses statistical sampling methods to estimate impressions, cost per thousand impressions (CPMs), and spend for each creative. Each impression served to our data aggregators and panelists is assigned a CPM, which when combined with impressions results in our spend estimates.
- Pathmatics OTT data is powered by a panel of real OTT & CTV viewers and includes data representative of all Smart TV brands, such as Hulu, Netflix, Pluto TV, Tubi, Peacock, and Paramount+.



# United States Digital Ad Spend Hits a Record \$34 Billion During the Holiday Season

US digital ad spend across mobile, desktop, and OTT reached \$34 billion in Q4 2024 with 3.8 trillion impressions, buoyed by the holiday shopping season. Ad spend climbed a healthy 9% YoY.

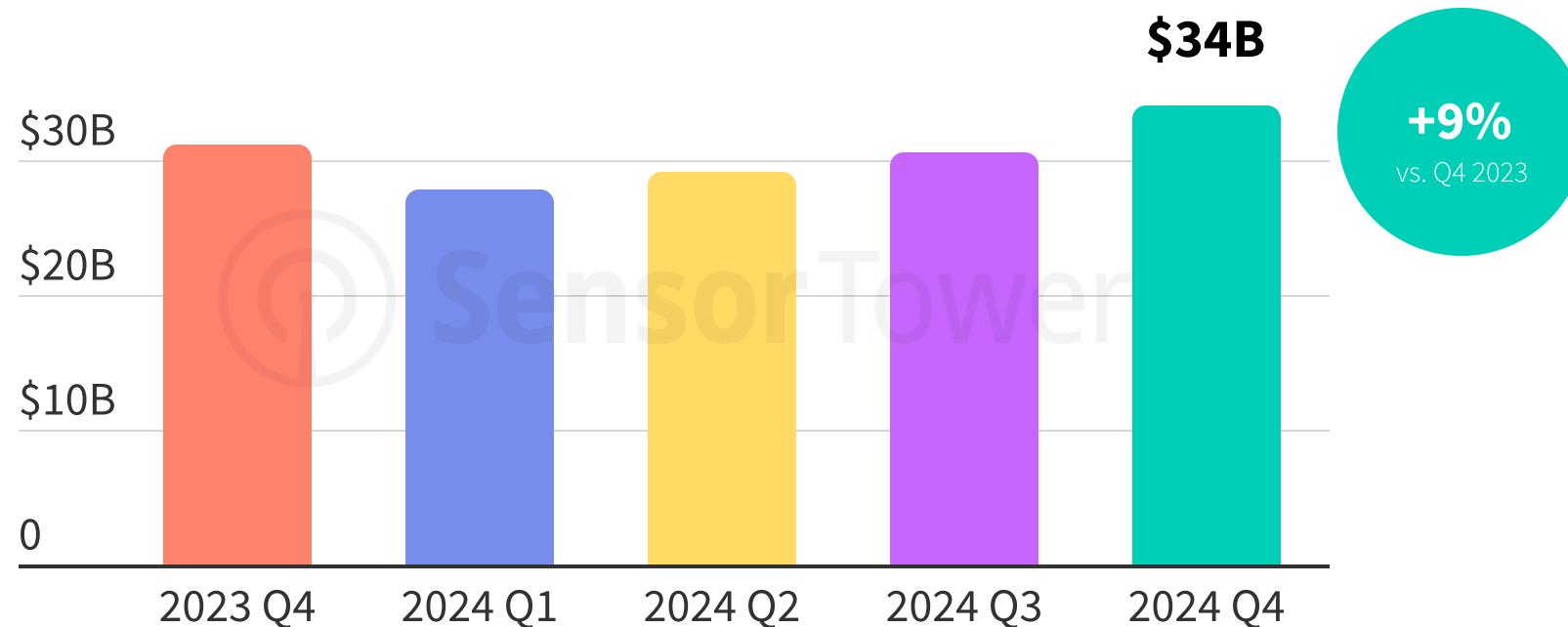
Other markets also had a strong Q4. Digital ad spend in Canada and France each climbed 10% YoY, while the UK achieved 7% YoY growth. Note that the included ad channels vary by market.

Source: Sensor Tower

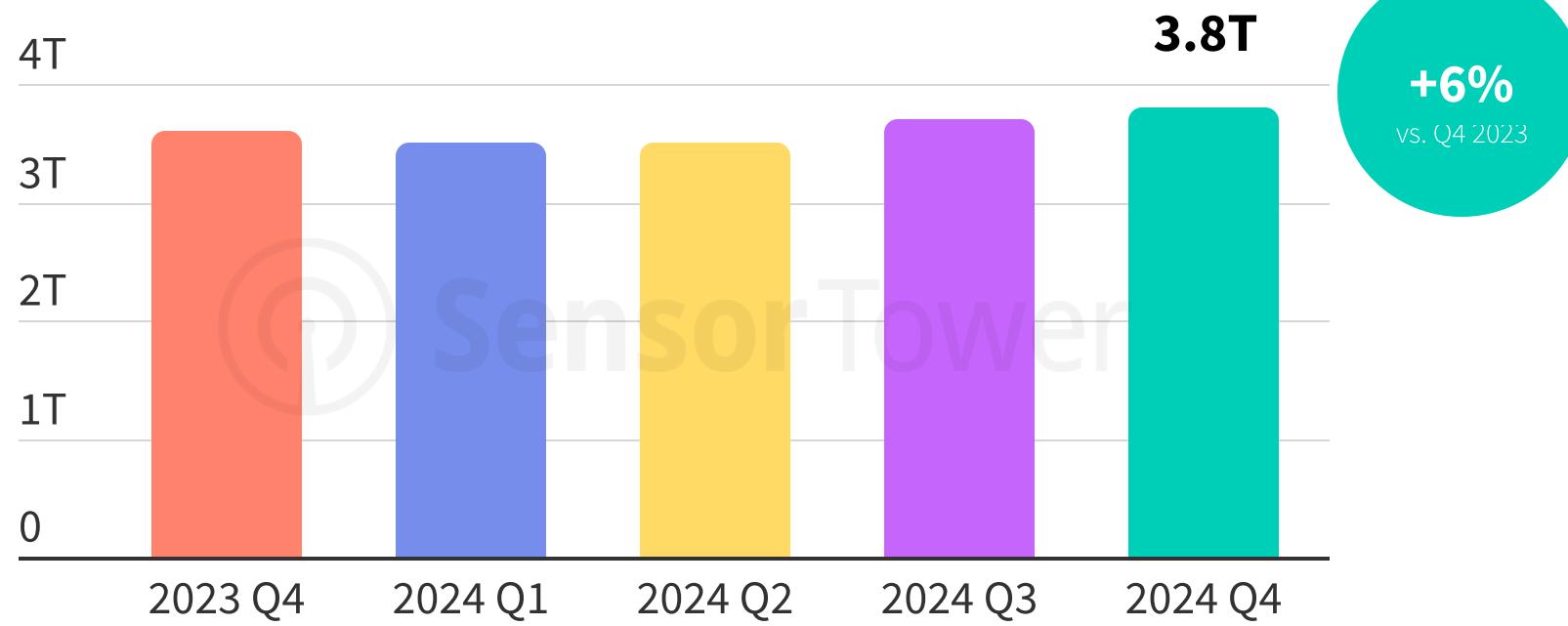
Note: Includes a selection of advertising channels. Ad spend estimates as of February 11, 2025. Available ad channels vary by market. See [Appendix \(page 43\)](#) for list of ad channels included in each market. South Korea estimates are available starting 2024 Q1.

United States

## Digital Ad Spend by Country



## Digital Ad Impressions by Country



### Included Ad Channels

Only select ad channels are available in each market

Ad Channel	Included?
Facebook	✓
Instagram	✓
LinkedIn	✓
Pinterest	✓
Reddit	○
Snapchat	✓
TikTok	✓
X (formerly Twitter)	✓
YouTube	✓
Desktop Display	✓
Mobile Display	✓
OTT	✓
Desktop Video	✓

# Social Media Takes 77 Cents Out of Every Dollar Spent on Digital Advertising

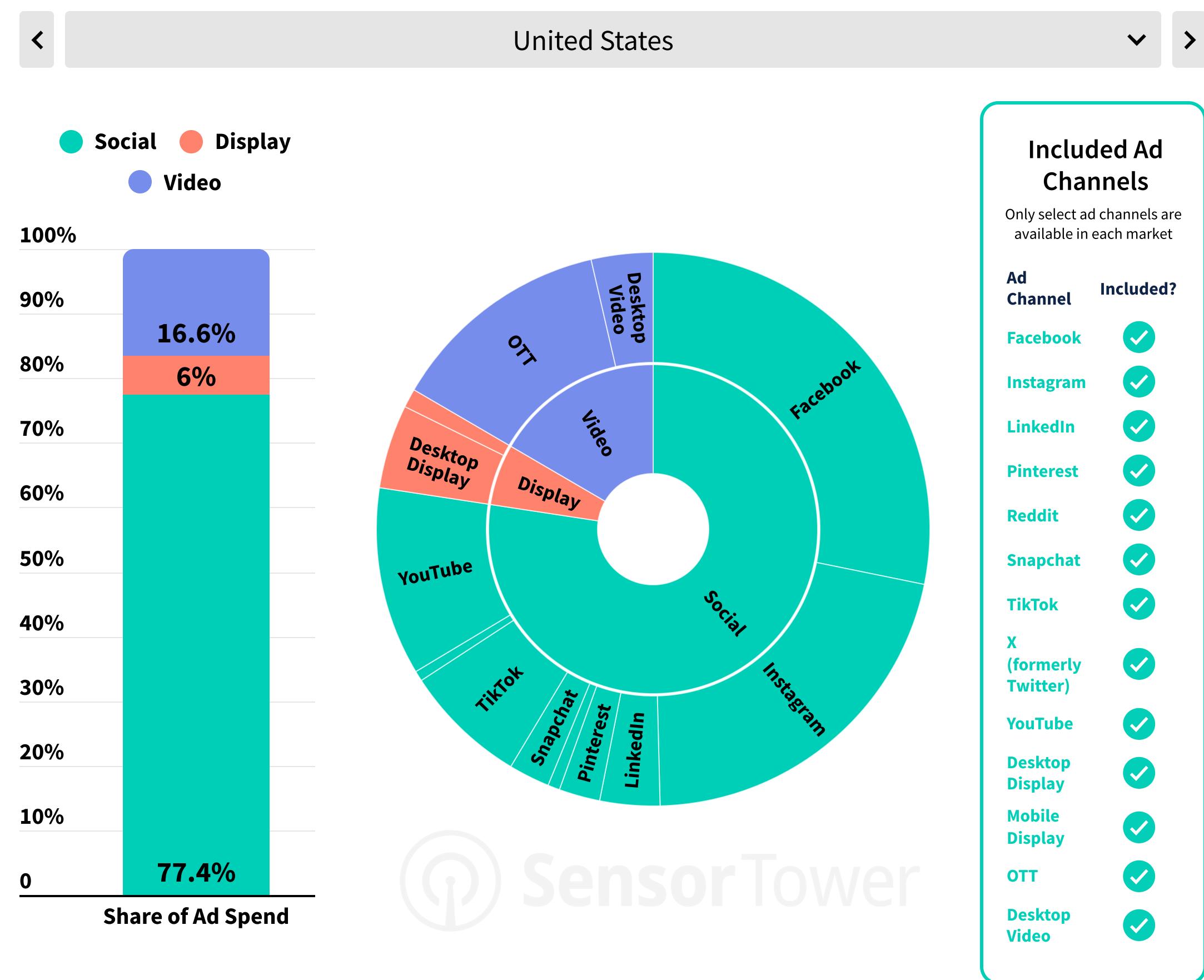
Among included digital ad channels in the US, social networks like Facebook, Instagram, TikTok, and our newest included channel — Reddit — accounted for more than 77% digital ad spend in Q4 2024. This was up slightly from the previous quarter. Facebook and Instagram alone accounted for nearly half of all spend, followed by YouTube (11%) and TikTok (7.2%).

Among digital ad channels besides social media, OTT was the largest, accounting for 13% of US ad spend in Q4 2024. The share of ad spend on Display (including desktop and mobile) declined, accounting for 6% of digital ad spend in Q4.

Source: Sensor Tower

Note: Includes a selection of advertising channels. Ad spend estimates as of February 11, 2025. Available ad channels vary by market. See [Appendix \(page 43\)](#) for list of ad channels included in each market.

Share of Digital Ad Spend by Channel in Q4 2024



# Facebook Leads US Ad Spend, Though Instagram and TikTok Saw Faster Growth

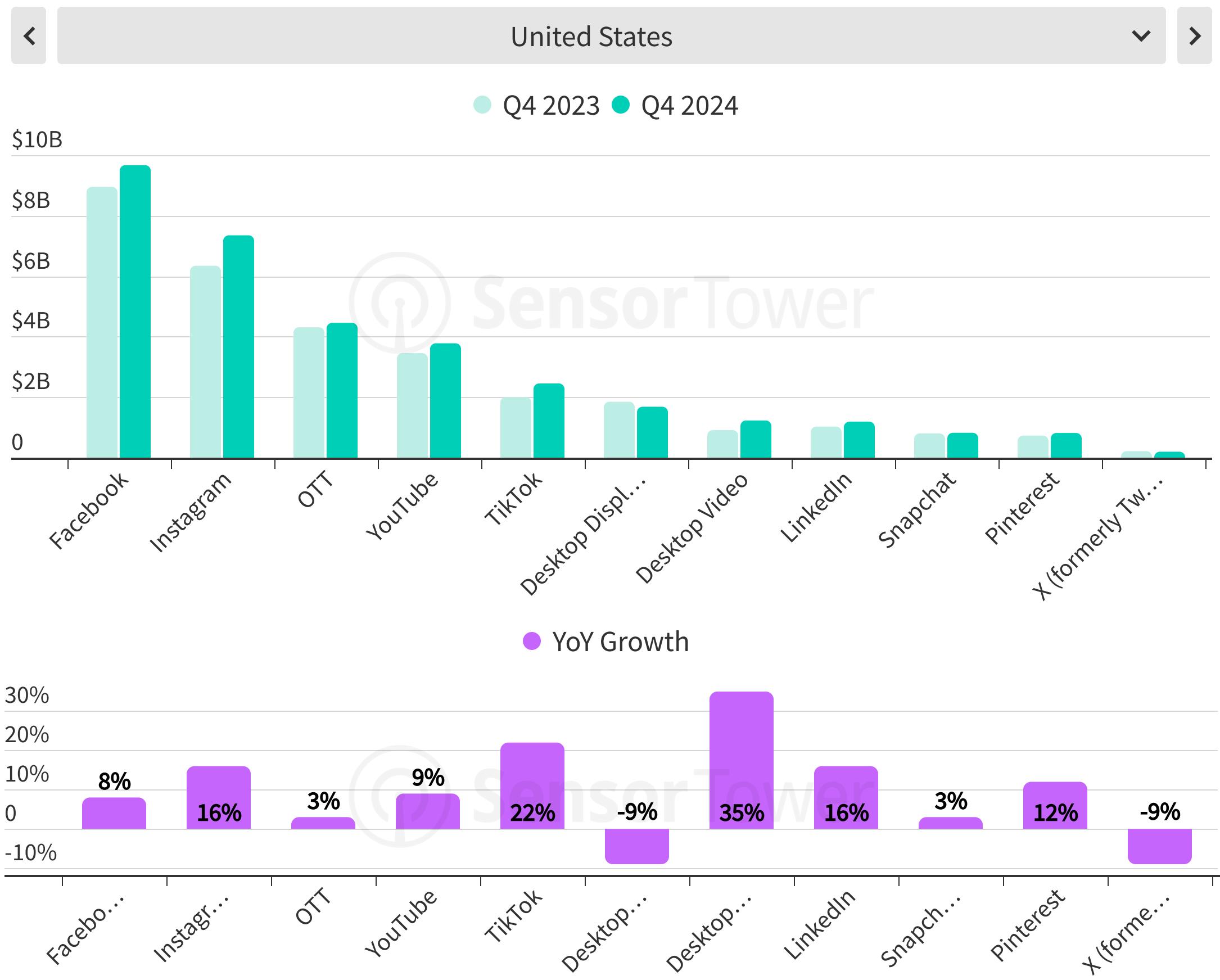
Social channels had strong ad spend growth in the United States, including 22% YoY growth on TikTok and 16% YoY growth on Instagram and LinkedIn. Facebook and YouTube also held a strong position with 8-9% YoY growth, ranking at #1 and #4, respectively.

Ad spend on OTT slowed down a bit, with relatively modest 3% YoY growth. This was down from the 14% YoY growth seen in Q3 at the height of political advertising in the US.

Source: Sensor Tower

Note: Includes a selection of advertising channels. Ad spend estimates as of February 11, 2025. Available ad channels vary by market. See [Appendix \(page 43\)](#) for list of ad channels included in each market. Year-over-year estimates for South Korea are not available.

## Year-over-Year Digital Ad Spend Growth by Channel in Q4 2024



# US Shopping Ad Spend Declined as Chinese-Backed E-tailers Slow Investment

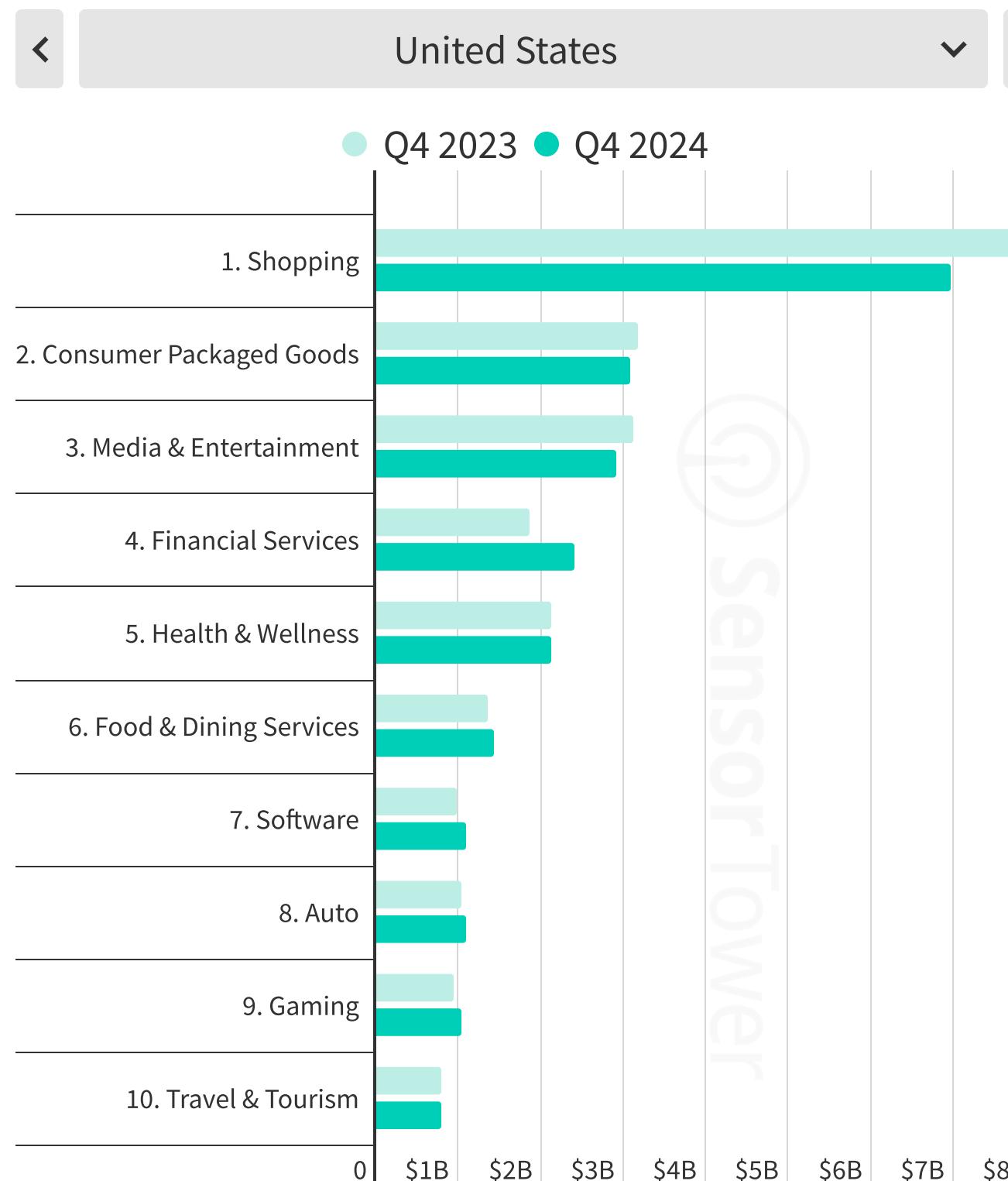
US digital ad spend on Shopping declined 10% YoY, largely due to decreases from Chinese-backed e-tailers Temu and SHEIN. Temu and SHEIN ranked #4 and #8 among US Shopping advertisers in Q4 2024, respectively, compared to #2 and #4 in Q4 2023.

Financial Services, meanwhile, was the fastest growing category by US digital ad spend in Q4 2024. Insurance ad spend approached a billion dollars in Q4 2024 (vs. around \$650 million in Q4 2023), while spend on Credit & Lending, Investing & Financial Management, and Consumer Finance also increased.

Source: Sensor Tower

Note: Includes a selection of advertising channels. Ad spend estimates as of February 11, 2025. Available ad channels vary by market. See [Appendix \(page 43\)](#) for list of ad channels included in each market. Year-over-year estimates for South Korea are not available.

## Top Categories by Digital Ad Spend in 2024 Q4



Included Ad Channels	
Only select ad channels are available in each market	
Ad Channel	Included?
Facebook	✓
Instagram	✓
LinkedIn	✓
Pinterest	✓
Reddit	○
Snapchat	✓
TikTok	✓
X (formerly Twitter)	✓
YouTube	✓
Desktop Display	✓
Mobile Display	✓
OTT	✓
Desktop Video	✓

# Walmart Moved Up to the #3 Digital Advertiser During the Holiday Season

Walmart's digital ad spend climbed past that from Google and NBC Universal Television as it ramped up spend for Black Friday and Christmas shopping. The rest of the top five advertisers were unchanged from the Q3.

While there was little movement among the top five US advertisers, several advertisers climbed rapidly into the top 10. The Coca-Cola Company, Liberty Mutual Insurance Company, and Verizon Communications each climbed around 20 spots. Coca-Cola focused its ad push on social media channels including TikTok, Instagram, and Snapchat, suggesting an emphasis on a younger demographic. Liberty Mutual's main ad channel was YouTube, while Verizon's top channel was OTT.

Source: Sensor Tower

Note: Includes a selection of advertising channels. Ad spend estimates as of February 11, 2025. Available ad channels vary by market. See [Appendix \(page 43\)](#) for list of ad channels included in each market.

## Top Advertisers by Digital Ad Spend in 2024 Q4

Rank	Advertiser	Change vs. 2024 Q3
1	Amazon.com	=
2	Procter & Gamble	=
3	Walmart Inc.	▲ 2
4	Google	▼ 1
5	NBC Universal Television (nbc.com)	▼ 1
6	The Coca-Cola Company	▲ 18
7	Deutsche Telekom	▲ 3
8	Liberty Mutual Insurance Company	▲ 20
9	Verizon Communications Inc.	▲ 22
10	PepsiCo, Inc.	▼ 3

### Included Ad Channels

Only select ad channels are available in each market

Ad Channel	Included?
Facebook	✓
Instagram	✓
LinkedIn	✓
Pinterest	✓
Reddit	✓
Snapchat	✓
TikTok	✓
X (formerly Twitter)	✓
YouTube	✓
Desktop Display	✓
Mobile Display	✓
OTT	✓
Desktop Video	✓

# Amazon Topped US Digital Ad Spend Growth to Boost Holiday Shopping

Amazon, the top advertiser by digital ad spend in the US, also saw the biggest increase in ad spend in Q4 compared to the prior quarter. This included increases in ad spend for its subscription services like Audible, Prime Video, and Amazon Music.

A few US advertisers also increased their digital ad spend on gaming, including Epic Games campaigns for Fortnite and Microsoft increasing ad spend for Xbox.

Source: Sensor Tower

Note: Includes a selection of advertising channels. Ad spend estimates as of February 11, 2025. Available ad channels vary by market. See [Appendix \(page 43\)](#) for list of ad channels included in each market.

## Top Breakout Advertisers by Digital Ad Spend Growth in 2024 Q4 vs. 2024 Q3

Rank	Advertiser	Rank in 2024 Q4	Change vs. 2024 Q3
1	Amazon.com	1	=
2	Verizon Communications Inc.	9	▲ 22
3	Liberty Mutual Insurance Company	8	▲ 20
4	The Coca-Cola Company	6	▲ 18
5	Microsoft	24	▲ 62
6	Epic Games, Inc.	49	▲ 130
7	Target	12	▲ 13
8	Walmart Inc.	3	▲ 2
9	Janssen Pharmaceutical Companies of Johnson & Johnson	63	▲ 224
10	Allstate Corporation	14	▲ 12

### Included Ad Channels

Only select ad channels are available in each market

Ad Channel	Included?
Facebook	✓
Instagram	✓
LinkedIn	✓
Pinterest	✓
Reddit	✓
Snapchat	✓
TikTok	✓
X (formerly Twitter)	✓
YouTube	✓
Desktop Display	✓
Mobile Display	✓
OTT	✓
Desktop Video	✓

Q4 2024:  
**Retail Media  
Advertising Overview**

# What is Retail Media Insights?

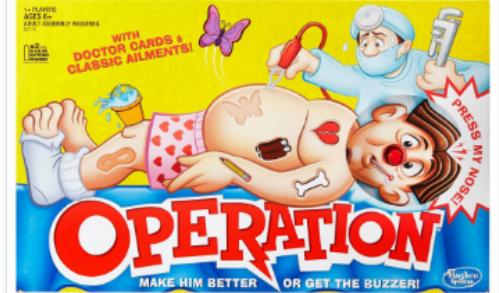
Pathmatics by Sensor Tower's Retail Media Insights provides marketers with complete visibility into the co-branded digital advertising ecosystem and retail media networks. Your customized marketing insights reports empower you with a view into spend, media mix, impressions and share of voice for display, video, mobile, OTT, and paid social across your selected retail partners and competitors.

- Benchmark yourself against your competitors' co-branded campaigns to understand seasonality and trends
- Uncover retailer media network and competitor media mix & marketing strategy

[\*\*Learn More & Request a Demo Here\*\*](#)

 **Retailer: Target**

Buy one, get one 50% off board games & puzzles this week at Target



Operation Board Game [Shop Now](#)

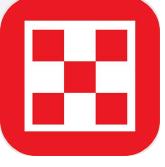
 **Advertiser: Hasbro**

 **Retailer: Chewy**

Hurry! Your pet's favorite toys, treats & more are still here with fast, free shipping. Because pets love presents, too!



Purina Beneful Chopped Blends with Salmon, Sweet Potatoes, Brown Rice & Spinach Wet Dog Food, 10-oz container, case of 8 [Shop Now](#)

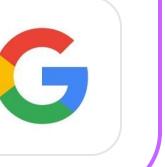
 **Advertiser: Purina PetCare**

 **Retailer: Best Buy**

BEST BUY **More power.**



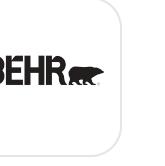
Power boosted with a faster processor, more memory, and more storage. That's the all-new Chromebook Plus. [Shop Now](#)

 **Advertiser: Google**

 **Retailer: Home Depot**

GET GAME-CHANGING DURABILITY WITH BEHR® PAINT

The Home Depot is an Official Sponsor of ESPN College GameDay

 **Advertiser: Behr Paint Company**

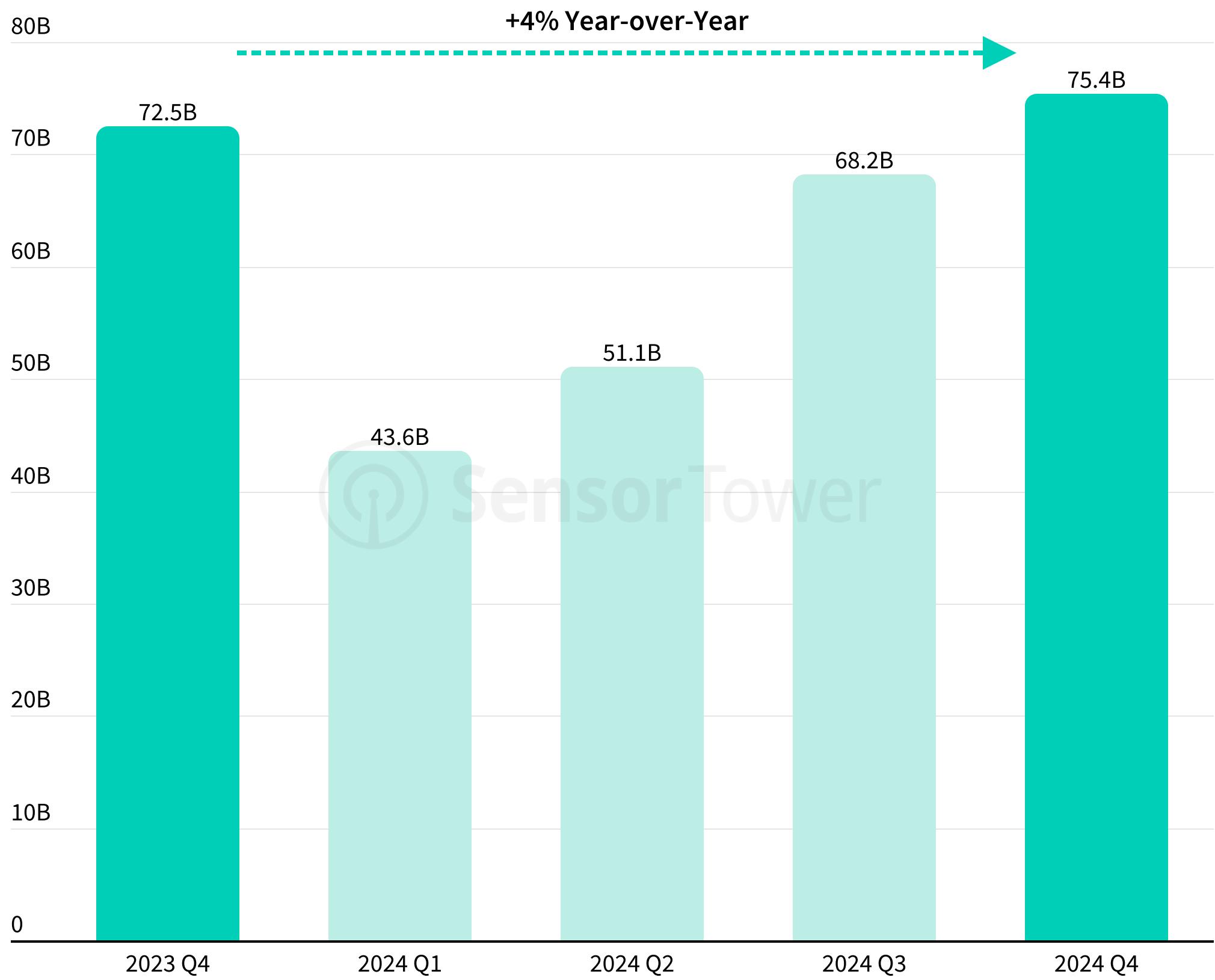
# US Retail Media Ad Impressions Climbed 4% YoY to Surpass 75 Billion for the First Time

Retail media ad impressions in the US reached a new record high during the holiday season, with modest 4% YoY growth. Retail media continues to become an increasingly important part of a brand's marketing strategy, particularly around holidays like Black Friday, Cyber Monday, and Christmas.

Some of the fastest growing retailers by retail media ad impressions included Best Buy, Chewy, and Uber Technologies.

Source: Sensor Tower  
Note: Includes a selection of top US retailers.

Retail Media Ad Impressions in the United States



# Best Buy, Sephora, and Macy's See the Biggest Retail Media Boost this Holiday Season

Retail media is particularly important as shopping peaks in late November and December in the United States. Several top US retailers embraced their retail media strategy during Q4 2024. Best Buy and Sephora each moved up two spots by retail media ad impressions among top US retailers, and Macy's re-entered the top 10 at #7.

## Definitions:

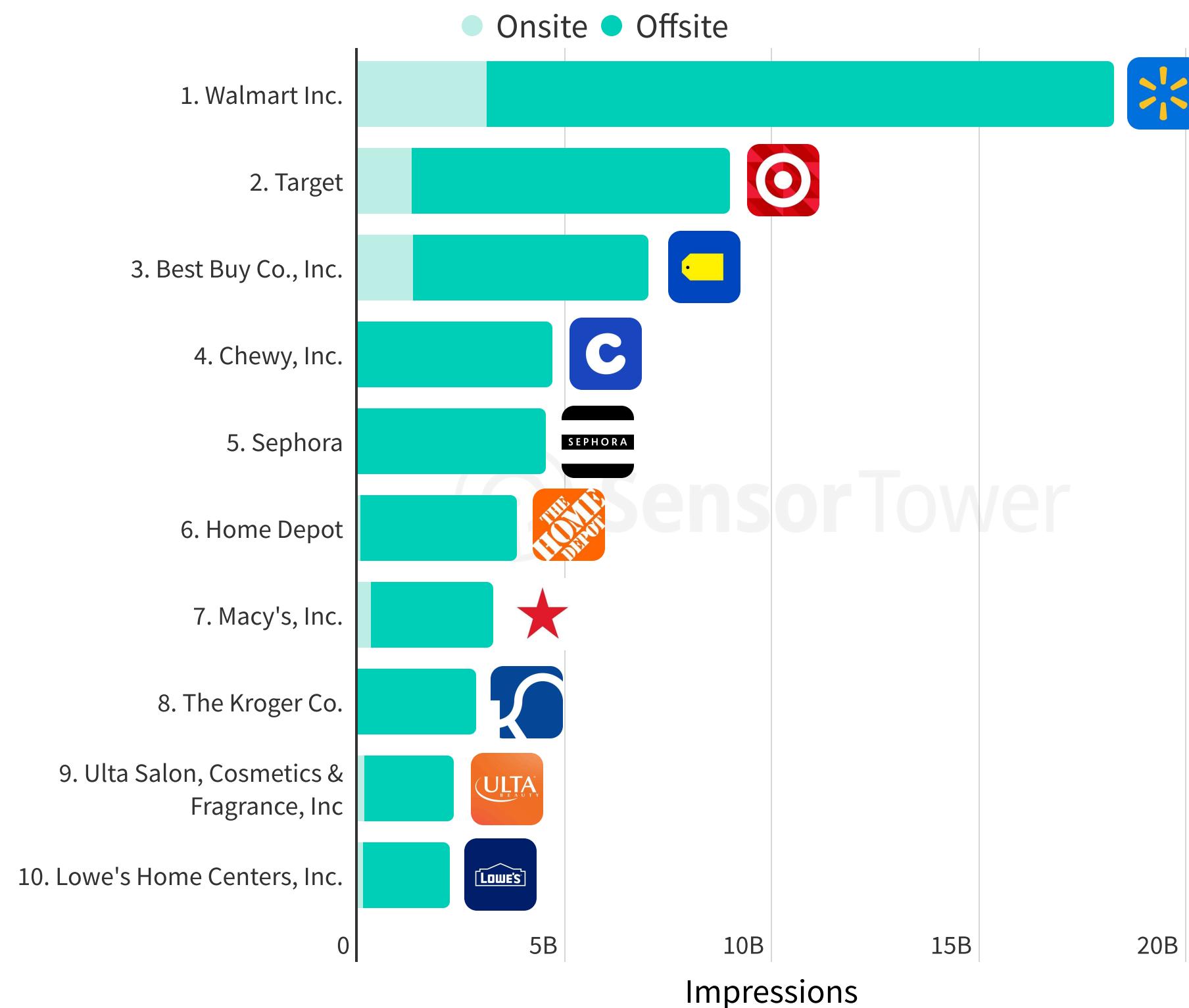
**Onsite:** Ads displayed on the retailer's website (for example, ads displayed on Walmart.com). Note that this includes onsite display only, not inclusive of search, sponsored results, or proprietary ad units per retailer

**Offsite:** Ads displayed on other websites, social media platforms, or OTT. For example, this includes co-branded advertisements on Facebook, TikTok, and YouTube.

Source: Sensor Tower

Note: Includes a selection of top US retailers.

Top Retail Media Retailers by Impressions in the United States  
Q4 2024



# Personal Care and Computer Electronics Invested Heavily in Retail Media

Personal Care was the top category for US retail media impressions in Q4 2024, surpassing 7 billion impressions in the quarter. Computers and Consumer Electronics impressions also surged, climbing from around three billion impression in Q3 2024 to more than 5 billion in Q4.

Family & Parenting Shopping retail media ad impressions also spiked in Q4, ranking at #6 in Q4 2024 after falling outside the top 10 in Q3. Advertising for toys is especially important leading into Christmas.

## Definition:

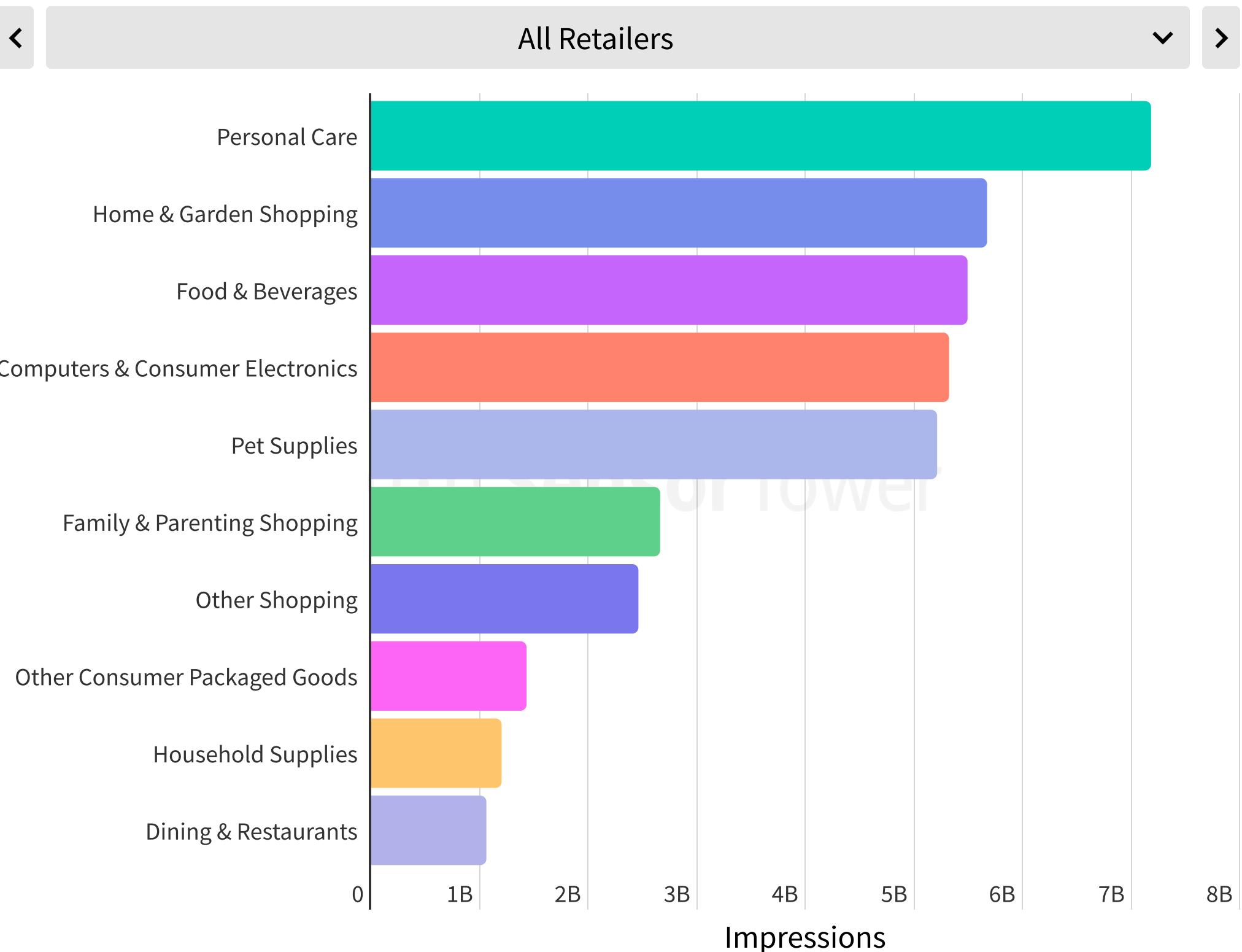
**Category:** The category of the product being displayed in the advertisement. Cases where the retailer is advertising for its own brand, where the product is unidentifiable, or the advertisers are not currently tracked by Sensor Tower are excluded.

Source: Sensor Tower

Note: Includes a selection of top US retailers. Excludes cases when the advertisers are not currently tracked by Sensor Tower.

## Top Categories by Retail Media Advertising Impressions in the United States

Q4 2024



# Retailers Across Categories Saw Competition from Walmart and Target

Walmart was the top retailer by impressions for half of the top 10 categories in Q4 2024. Walmart also ranked among the top five retailers for each of the top 10 categories, and Target was among the top five for eight of the top 10 categories.

Walmart and Target were also the top two retailers behind the surge in retail media impressions for Family & Parenting Shopping in Q4 2024.

## Definition:

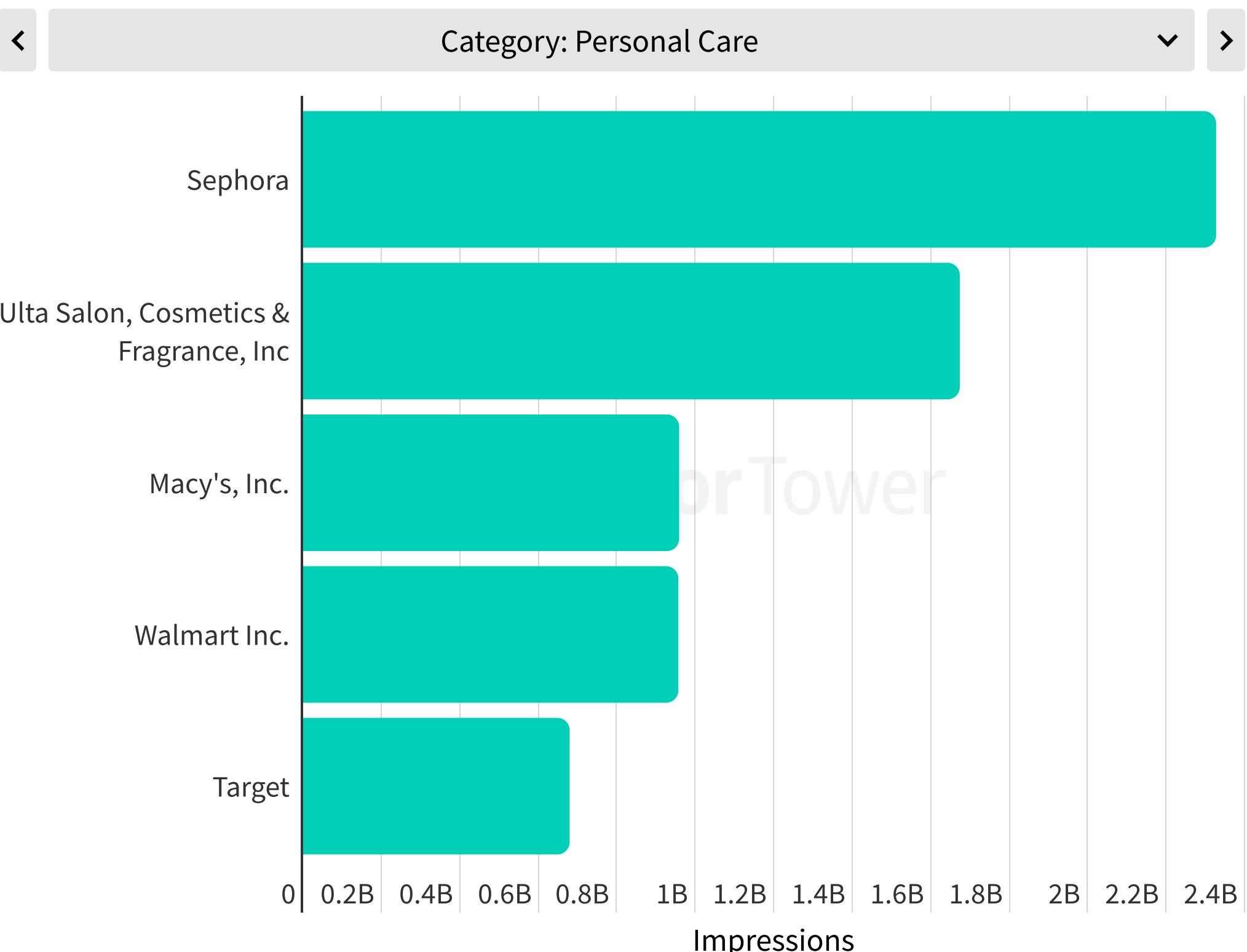
**Category:** The category of the product being displayed in the advertisement. Cases where the retailer is advertising for its own brand, where the product is unidentifiable, or the advertisers are not currently tracked by Sensor Tower are excluded.

Source: Sensor Tower

Note: Includes a selection of top US retailers. Excludes cases when the advertisers are not currently tracked by Sensor Tower.

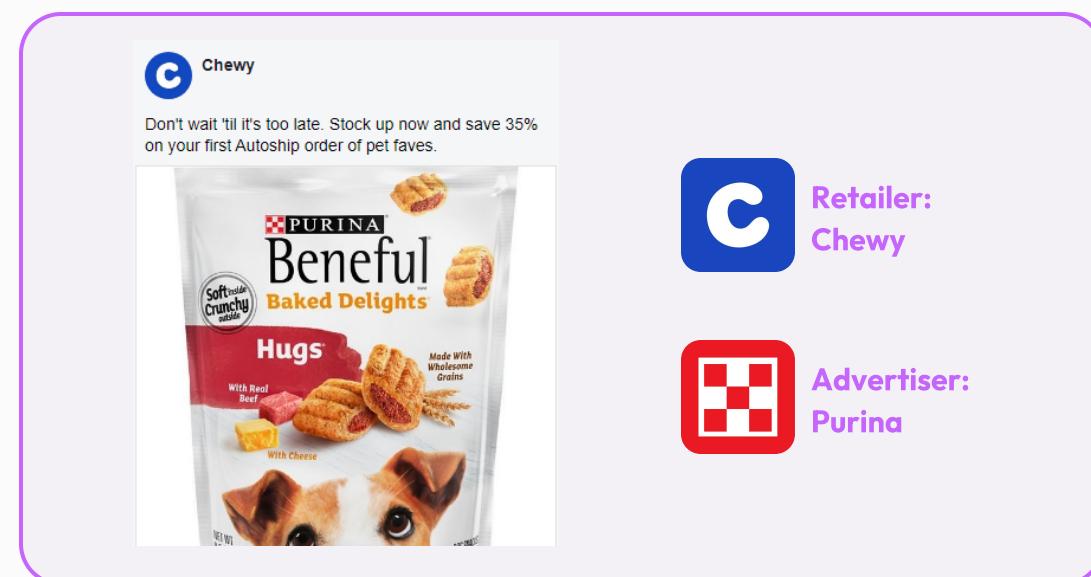
## Top Retail Media Retailers by Category in the United States

Q4 2024



# Best Buy and Samsung Combined for the Most Retail Media Impressions in Q4 2024

Retail media can be a great way to highlight products and deals during Black Friday and Cyber Monday. No retailer / advertiser combination had more US retail media impressions than Best Buy and Samsung in Q4 2024. Hewlett-Packard also frequently leveraged retail media advertising with Best Buy to sell consumer electronics for the shopping holidays in the US.

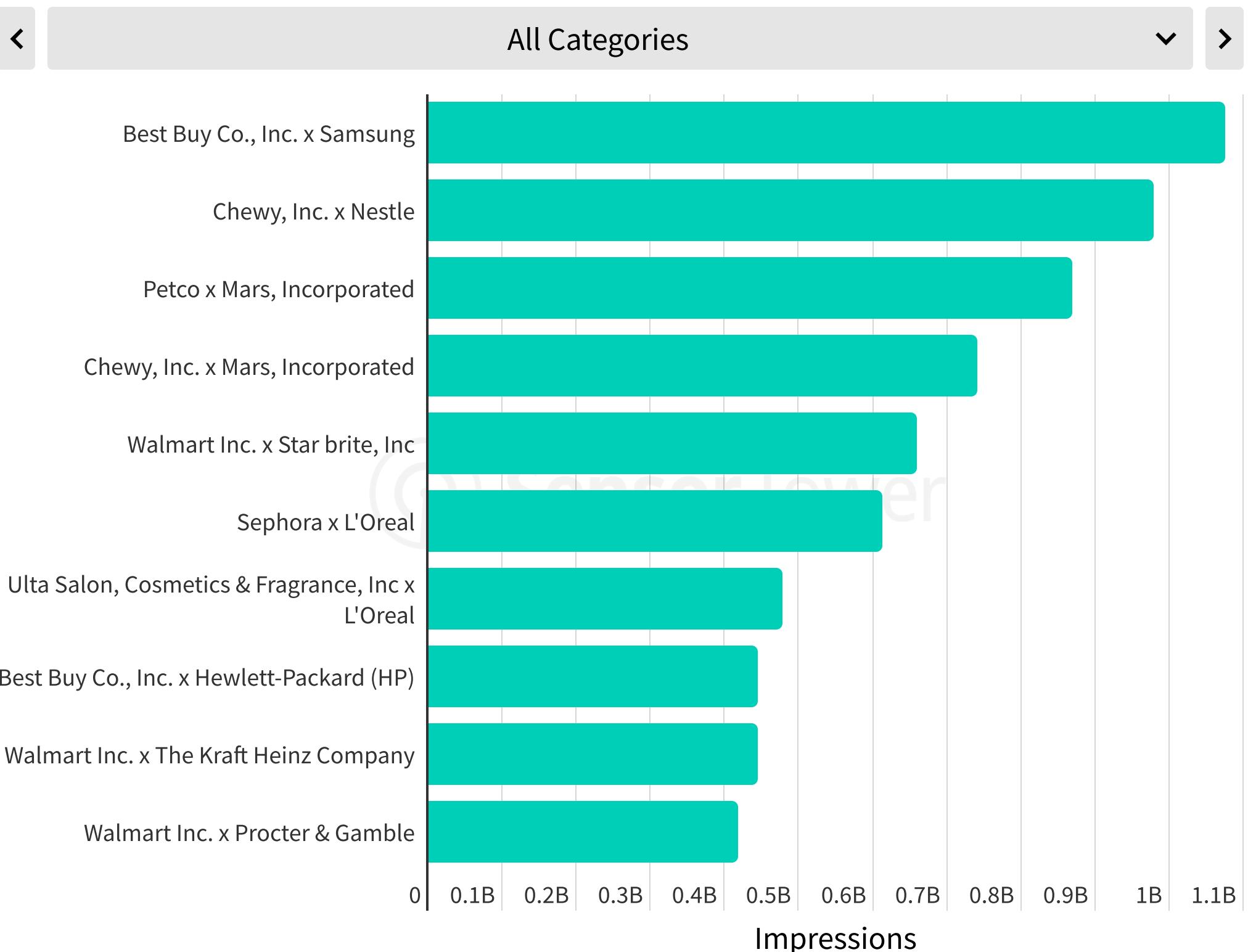


Source: Sensor Tower

Note: Includes a selection of top US retailers.

## Top Co-Branded Retailer / Advertiser Combinations in the United States

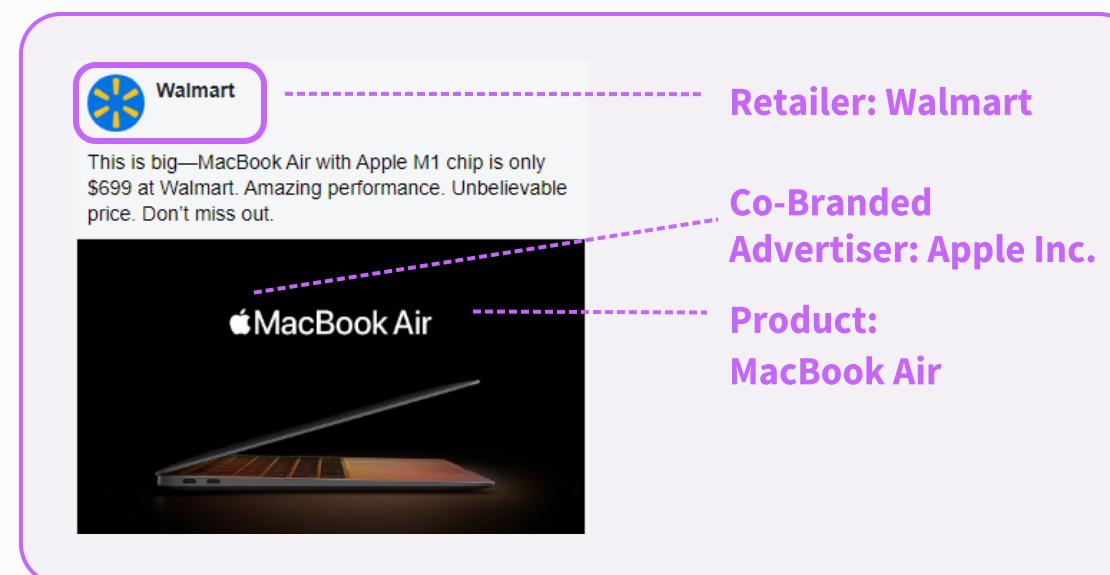
Q4 2024



# Dig Deeper into Co-Branded Advertising Partnerships and Opportunities

Samsung diversified their approach beyond Best Buy when it came to their retail media strategy for the holiday season. Samsung was not only the #1 co-branded advertiser at Best Buy, but was also #4 at Lowe's, and #5 at Walmart and Home Depot.

Meanwhile, some brands focus on specific retailers. For example, Rare Beauty is regularly a top advertiser with Sephora given their exclusive partnership.



Source: Sensor Tower

Note: Includes a selection of top US retailers. Excludes advertising for retailer's own products. Top product is based on number of impressions where the creative was captured.

## Top Co-Branded Advertisers for United States Retailers by Impressions

Q4 2024

<      Retailer: Walmart Inc.      >

Rank	Co-Branded Advertiser	Top Product	Example Creative
1	Star brite, Inc	Star brite, Inc	Photo Post
2	The Kraft Heinz Company	Heinz HomeStyle Gravy	Video Post
3	Procter & Gamble	Olay Regenerist Micro-Sculpting Cream	Video Post
4	The LEGO Group	LEGO Star Wars	Banner
5	Samsung	Galaxy Note	Photo Post
6	Mattel, Inc.	Mattel Hot Wheels	Reel Post
7	Moose Enterprise Pty Ltd.	Moose Enterprise Bluey	Video
8	JazWares, Inc	JazWares Squishmallows	Video Post
9	The Coca-Cola Company	The Coca-Cola Company	Banner
10	Keurig Dr Pepper Inc.	All Keurig Brewers	Video

# Appendix:

## Digital Advertising Ad Channels by Market

Data includes select channels in each market. Figures in this report represent the totals for these channels only, not across all digital formats.

- At this time, our technology allows us to report down to six individual streaming services: Hulu, Netflix, Peacock, Paramount+, tubi and PlutoTV. All other OTT campaigns outside of these six services are grouped into a single OTT Streaming Services (General) bucket.
- Reddit ad coverage was added starting January 2024 and was excluded from year-over-year comparisons.
- Instagram, TikTok, and YouTube ad coverage was recently added in certain markets and these channels are excluded from year-over-year comparisons in these markets.
- Sensor Tower digital advertising estimates in South Korea have become available in the past year and year-over-year comparisons are not yet available.

### Included Ad Channels by Market

Key:



Included ad channel



Recently added channel  
(only included in select slides)



Ad channel not included in market

Ad Channel	United States	Australia	Brazil	Canada	France	Germany	Italy	Japan	Mexico	New Zealand	South Korea	Spain	United Kingdom
Facebook	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Instagram	✓	✓	★	✓	✓	✓	✓	✓	★	★	✓	✓	✓
LinkedIn	✓	○	○	★	○	★	○	○	○	○	○	○	★
Pinterest	✓	○	○	★	○	★	★	○	○	○	○	○	★
Reddit	★	★	○	★	○	★	★	★	○	○	○	○	★
Snapchat	✓	✓	○	✓	✓	✓	✓	✓	○	○	○	✓	✓
TikTok	✓	✓	★	✓	✓	✓	✓	✓	★	○	○	✓	✓
X	✓	○	○	○	○	○	○	○	★	○	○	○	★
YouTube	✓	✓	○	✓	★	✓	✓	★	★	✓	○	○	✓
Desktop Display	✓	✓	○	✓	○	✓	○	○	○	✓	○	○	✓
Mobile Display	✓	✓	○	✓	○	✓	○	○	○	✓	○	○	✓
OTT	✓	○	○	○	○	○	○	○	○	○	○	○	○
Desktop Video	✓	✓	○	✓	○	✓	✓	○	○	✓	○	○	✓



Sensor Tower

# About Sensor Tower

Sensor Tower is the leading source of mobile app, digital advertising, retail media, and audience insights for the largest brands and app publishers across the globe.

With a mission to measure the world's digital economy, Sensor Tower's award-winning platform delivers unmatched visibility into the mobile app and digital ecosystem, empowering organizations to stay ahead of changing market dynamics and make informed, strategic decisions.

Founded in 2013, Sensor Tower's mobile app insights have helped marketers, app, and game developers demystify the mobile app landscape with visibility into usage, engagement, and paid acquisition strategies. Today, Sensor Tower's digital market insights platform has expanded to include Audience, Retail Media, and Pathmatics Digital Advertising Insights, helping brands and advertisers understand their competitor's advertising strategies and audiences across web, social, and mobile.

**Press Inquiries:** [press@sensortower.com](mailto:press@sensortower.com)





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