

Yuliia Radzikhovska
*Candidate of Economic Sciences, Associate Professor,
Associate Professor at the Department of Entrepreneurship and Marketing
Bohdan Khmelnytsky National University of Cherkasy*

Радзіховська Ю.М.
*кандидат економічних наук, доцент,
доцент кафедри підприємництва і маркетингу
Черкаського національного університету
імені Богдана Хмельницького*

DOI: <https://doi.org/10.30525/978-9934-26-703-1-25>

**GLOBAL TRENDS IN DIGITAL MARKETING AND DYNAMICS
OF ADVERTISING SPENDING FOR ONLINE SALES**

**ГЛОБАЛЬНІ ТЕНДЕНЦІЇ ЦИФРОВОГО МАРКЕТИНГУ ТА
ДИНАМІКА ВИТРАТ НА РЕКЛАМУ ДЛЯ ОНЛАЙН-ПРОДАЖІВ**

Modern trends in business and entrepreneurship are influenced by digitalization and virtual reality. The implementation of the defined planned tasks of most companies lies in the area of digitalization of marketing and reduction of advertising costs across all possible channels for promoting products and services. Innovation and digitalization of marketing play a key role in the formation of a high-quality and effective component in online sales.

Current trends in global digital marketing spending have shown that in 2024–2025 alone, total advertising spending will reach \$1.16 trillion. Over the analyzed period, digital advertising spending grew by 0.9% and accounted for 74.4% of total advertising spending. Including search and social networks, digital advertising spending is estimated at \$862 billion.

Table 1
General trends in digital marketing spending in the world in 2024–2025

Selected digital advertising spending metrics	Indicator value
Total advertising spends, including online and offline channels (\$ trillions)	1,16
Change in total advertising spend year-on-year across all channels (%)	+6,5%
Digital advertising spends, including search and social (\$ billion)	862
Change in digital advertising spend year-on-year (%)	+9,0%
Digital advertising spends as a percentage of total advertising spend (%)	74,4%

Source: based on data from the source [1, p. 631]

The world is witnessing a deep digitalization of economic business relations and the online services market in the context of virtualization [2, pp. 41–42]. Thus, in 2025, advertising spending on all digital channels worldwide increased by \$408 billion compared to 2020. Moreover, the dynamics over six years were gradual and ranged from \$48 to \$4,143 billion (Figure 1).

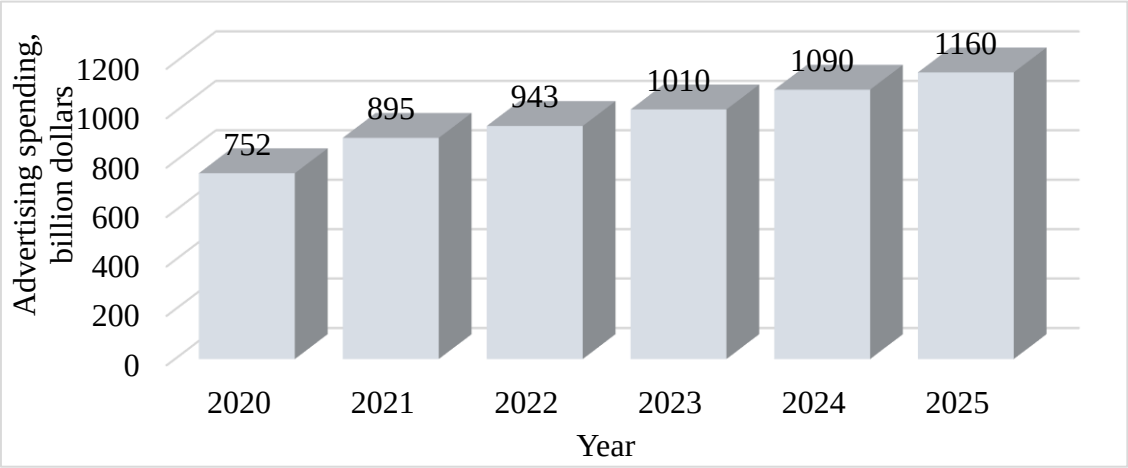


Fig. 1. Dynamics of changes in advertising spending on all digital channels worldwide for 2020–2025

Source: based on data from the source [1, p. 632]

It’s worth noting the analysis of advertising spending by distribution channel in the world in 2025, as the unprecedented amount of spending was accounted for by advertising in applications (\$390 billion), while spending on online ads was \$367.9 billion less, online banner advertising by \$205 billion, and advertising on social networks by \$113 billion (Figure 2). In total, advertising spending over six years on a global scale amounted to \$5,850 billion.

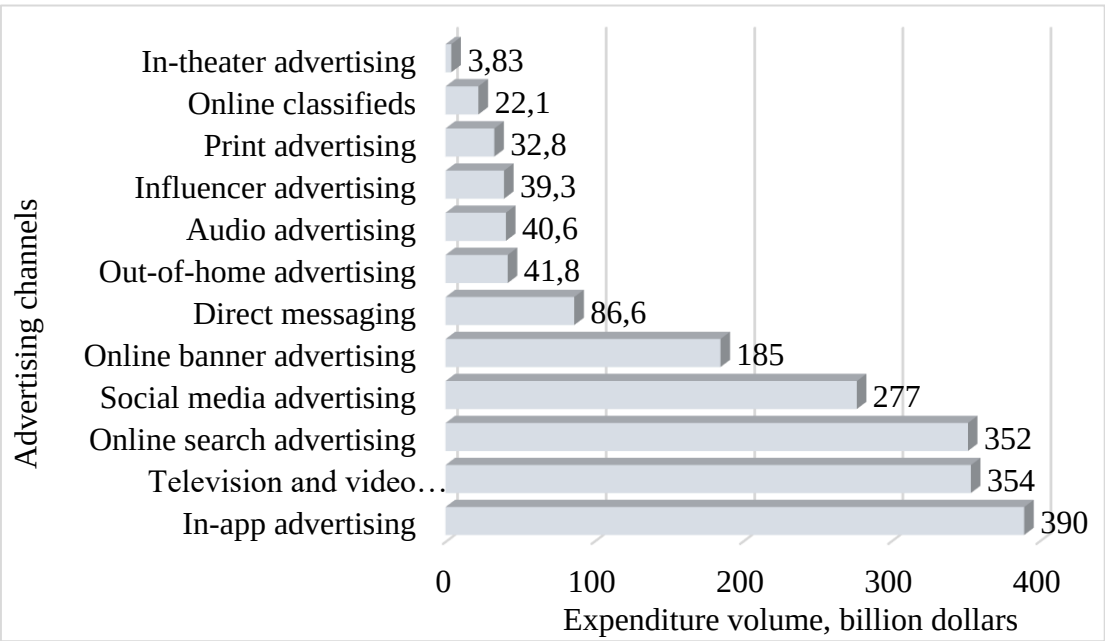


Fig. 2. Advertising spending by distribution channels in the world in 2025

Source: based on data from the source [1, p. 633]

Figure 3 presents advertising spending as a percentage of GDP for some countries in 2025. The data shows that the UK spent 0.16% more on advertising than the US. New Zealand and Sweden had similar spending in 2025. Thailand (0.92%) and South Korea (0.97%) spent less than 1% of GDP.

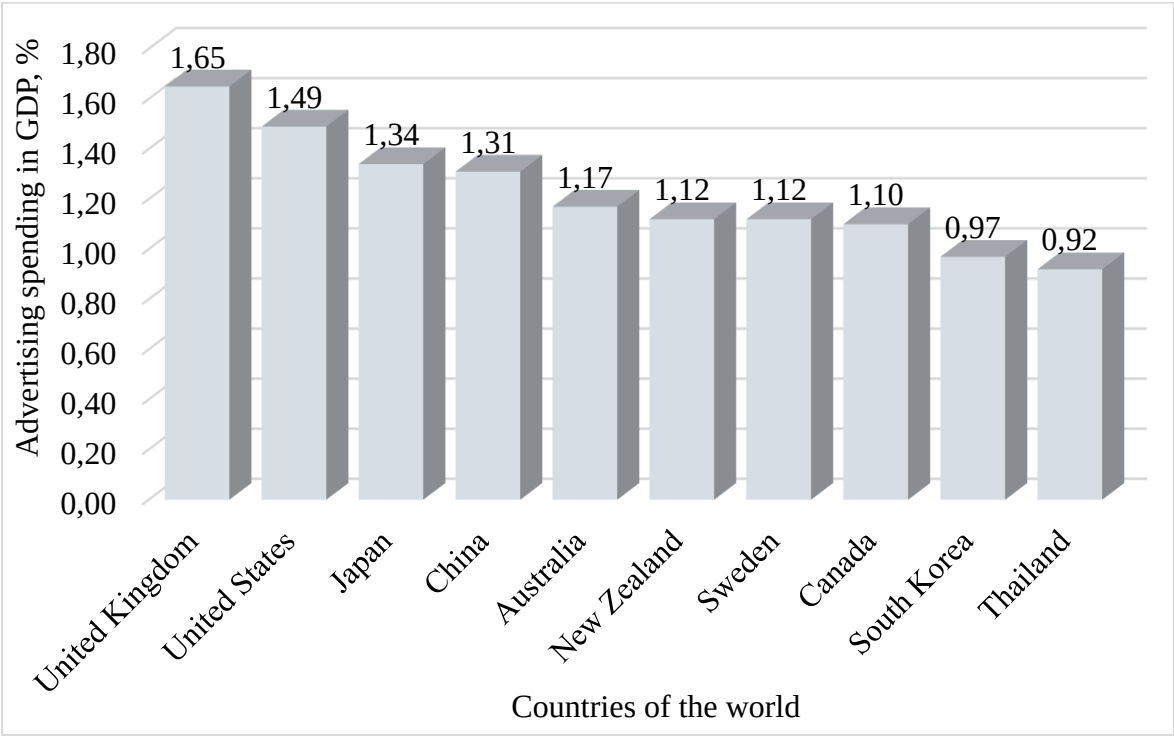


Fig. 3. Advertising spending in relation to GDP by individual countries of the world (TOP-10 countries with the highest spending) in 2025

Source: based on data from the source [1, p. 634]

For comparison, the cost of digital advertising per user in the group of countries studied also differs. For example, in the USA these costs are higher than in the UK by \$315, while in Singapore they are lower by \$708 (Figure 4). The cost of advertising per user is twice as low in Norway (\$514), Sweden (\$520), Switzerland (\$538). The cost of advertising in each country directly depends on the number of companies, the range of products they produce and services provided, the level of income of the population, that is, its solvency and the level of well-being in the country.

The marketing policy of companies, in all countries of the world without exception, is influenced by the system of taxation of e-commerce and digitized business in the conditions of global convergence of economies [3, pp. 193–204]. Qualitative and quantitative characteristics, sales volumes, pricing policy, and business organization structure are the factors that also determine the features of conducting digital marketing by a business entity. It should not be forgotten that the implementation of effective advertising is also facilitated by the high staffing of companies, their attitude to the sales tasks set before them, and the implementation of a quality policy of promoting goods to the market.

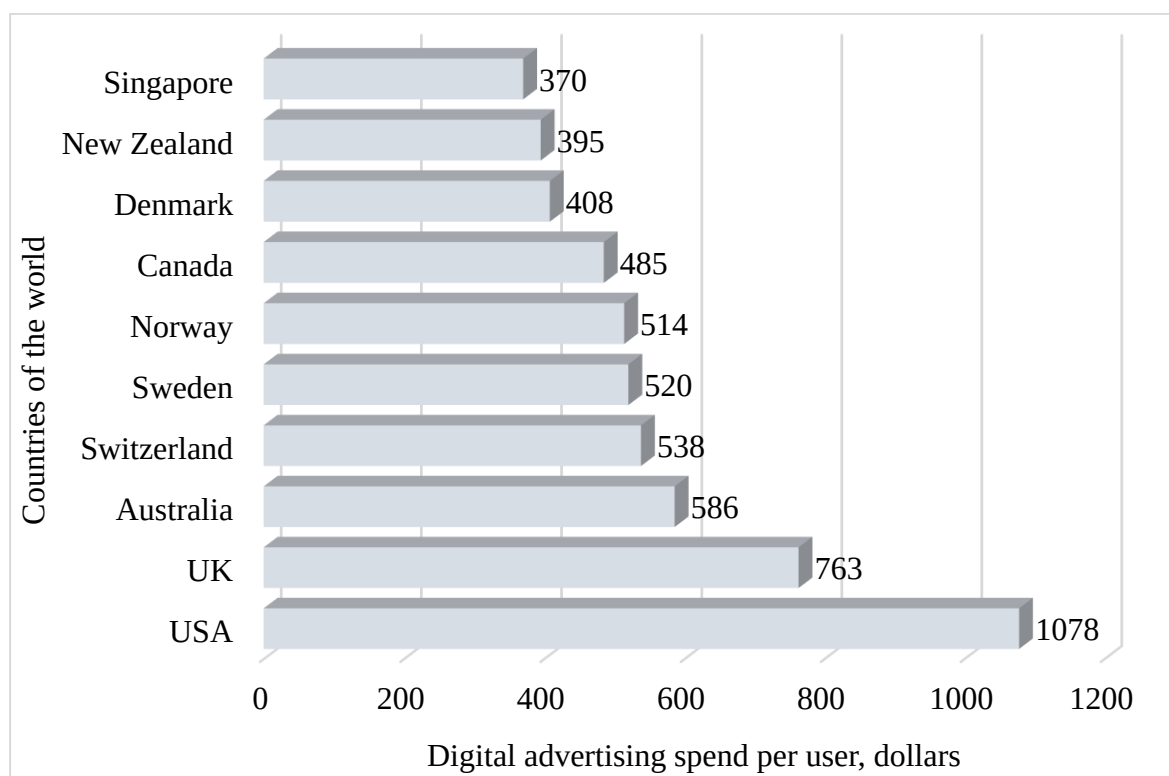


Fig. 4. Digital advertising spending per user by individual countries of the world (TOP-10 countries with the highest spending) in 2025

Source: based on data from the source [1, p. 637]

Thus, the digital model of organizing marketing policy requires modern approaches to digitizing advertising, requires new proposals from those who run an advertising company, those who are direct business owners and strive to receive maximum profits. If the practice of digital marketing is consistent, then the profits of companies grow exponentially, consumers receive the desired product quickly and in full with its expected characteristics.

Summing up the analysis of the dynamics of digital advertising spending in different countries according to GDP and per user, it becomes obvious that the more innovatively progressive a country is, the richer it's, the higher its GDP per capita and the more giant companies it has, the more aggressive the advertising company is, the more funds are allocated for it. We believe that Ukrainian enterprises should adopt the examples of post-industrial, innovative countries of the world in the implementation of digital marketing policies by their corporations in order to learn to build their own high-quality digital policies and conduct digital advertising activities based on this knowledge.

References:

1. Digital 2026. Global overview report. Edition by Simon Kemp. *We are Social. Meltwater*, October 15, 2025. URL: <https://datareportal.com/reports/digital-2026-global-overview-report> (accessed 27.04.2026).
2. Kraus K.M. (2025) In-depth digitization of economic relations and the online services market in virtualization conditions. *International Scientific Conference "Economic Transformation in the Face of Global Challenges: Current Issues"* (7–8 February 2025).

Lithuania: Klaipeda University, pp. 40–43. Available at: <http://www.baltijapublishing.lv/omp/index.php/bp/catalog/view/568/15372/32427-1> (accessed 28.04.2026).

3. Kraus K., Kraus N. (2025) Taxation of electronic commerce and digital business in the conditions of global convergence economics. *Business, Management and Economics Engineering*, vol. 23, iss. 1, pp. 189–208. DOI: <https://doi.org/10.3846/bmee.2025.22155>.