Sensor Tower

Q1 2024

—

Digital Market Index

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

Sensor Tower | Our Customers

10 out of the 10 top publishers trust Sensor Tower insights to grow their business

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

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Q1 2024:
Mobile Market Overview

About this Data:
Mobile App Methodology

- Sensor Tower's Insights team compiled the download and consumer spend estimates provided in this report using the Sensor Tower Store Mobile App Insights platform.

- Figures cited in this report reflect App Store and Google Play download and consumer spend estimates for January 1, 2024 through March 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.

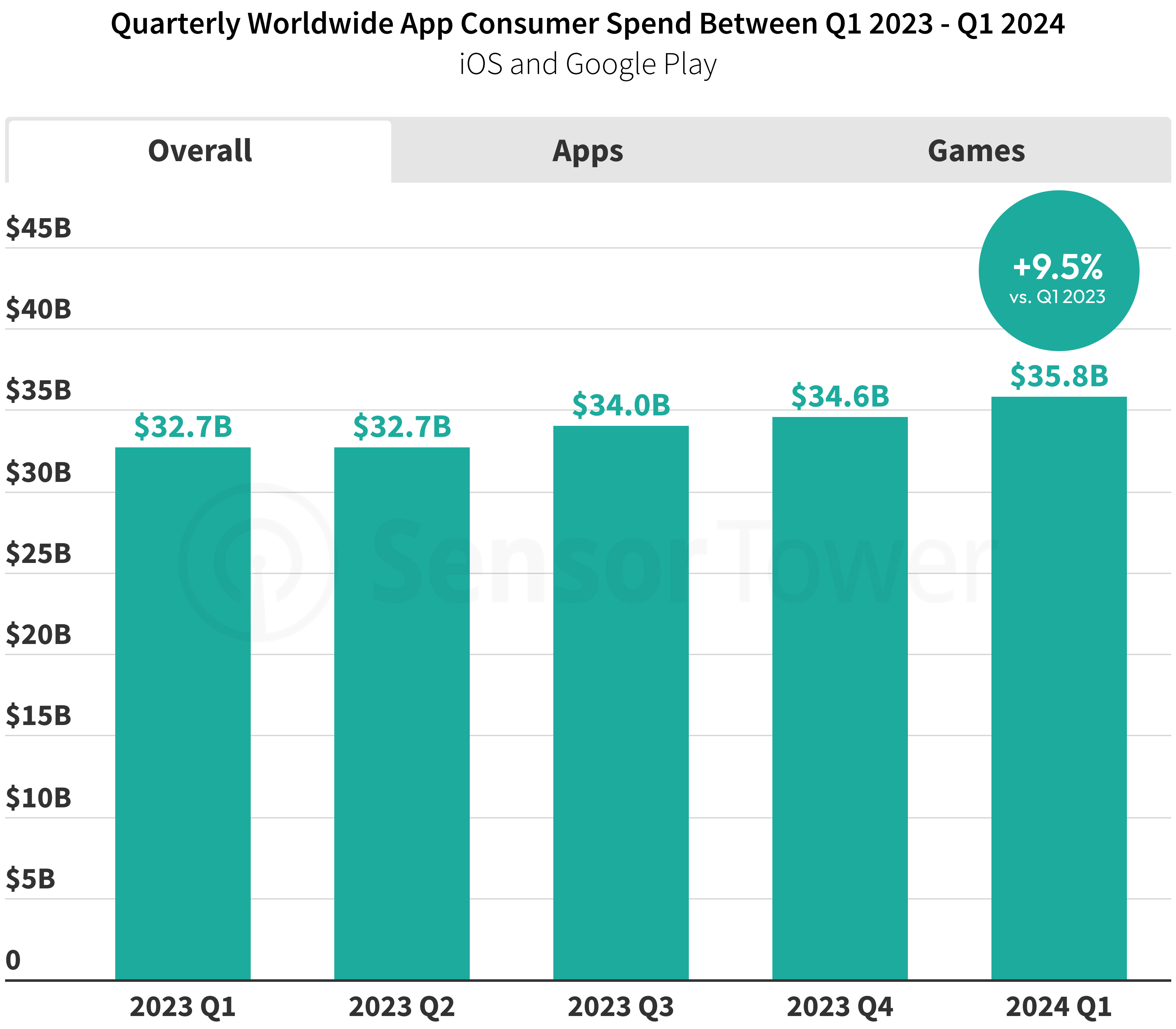
- Android app install and consumer spend estimates represent downloads and spend from the Google Play Store only. Sensor Tower does not provide download estimates for third-party Android stores.

- Consumer spend estimates are gross — inclusive of any percent taken by the app stores.

Strong Consumer Spend on Mobile Continued at the Start of 2024 — Up Nearly 10% Year-over-Year

The strong bounce back on mobile has only accelerated as we enter 2024; with economic and regulatory headwinds fading further into the past. Global consumer spend across iOS and Google Play surpassed $35 billion in a quarter for the first time ever in Q1 2024, an increase of 9.5% year-over-year and 3.4% higher than the previous record from Q4 2023.

The recovery for mobile gaming has been slower than for apps, though even game spend showed positive signs. Mobile game spend broke the $20 billion barrier for the first time in two years with nearly 3% YoY growth. For comparison, non-games combined for $15.5 billion in consumer spend, up 19.4% YoY.

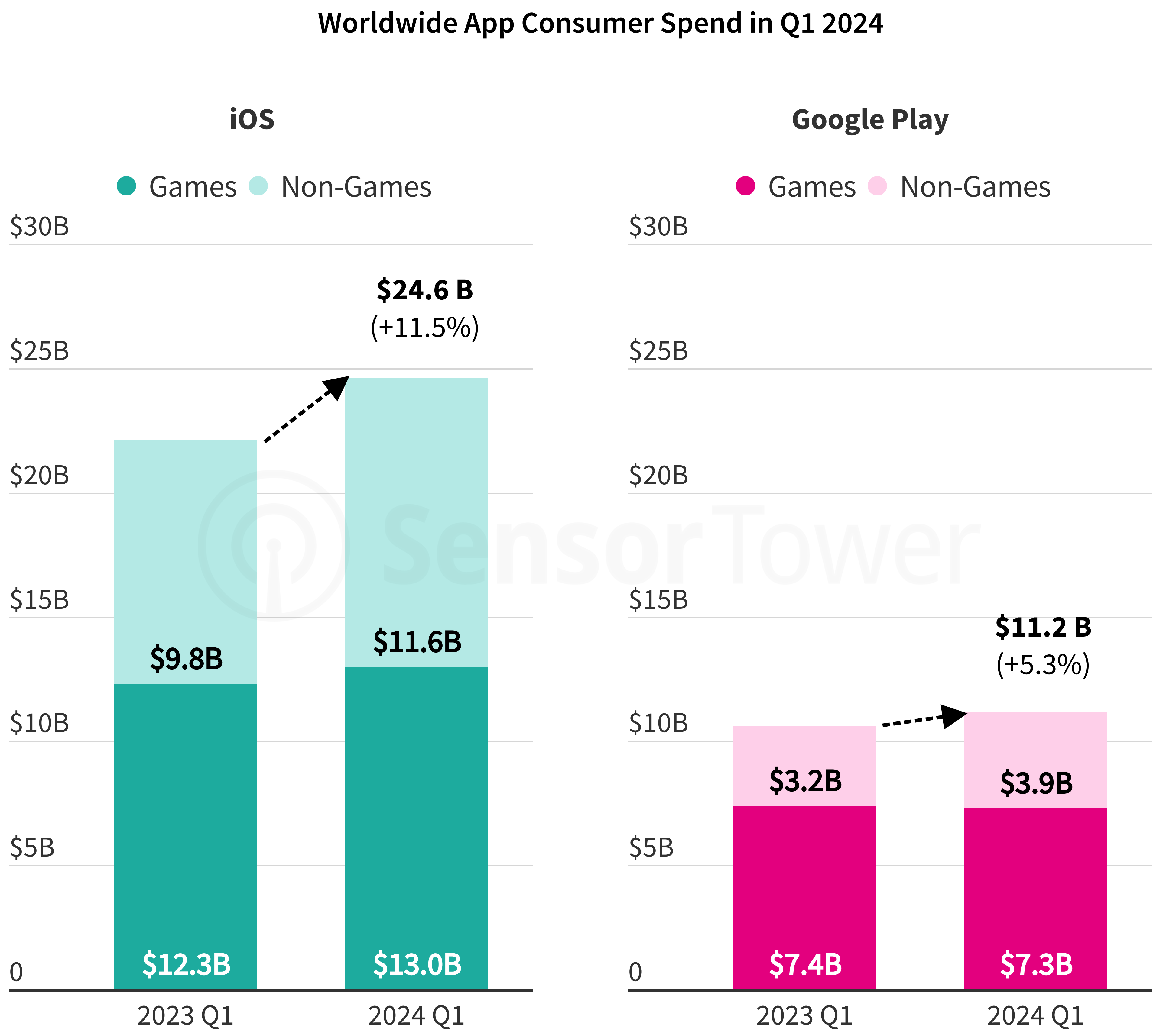


Source: Sensor Tower
Note: iOS and Google Play combined. iOS only for China. Excludes third-party Android.

iOS Remains the Leading Platform for Spend with more than Double the Total Spend (and Growth) vs. Google Play

Year-over-year consumer spend growth on iOS was more than double that on Google Play (11.5% and 5.3%, respectively). Interestingly, non-games actually saw higher growth on Google Play though apps still monetize much better with in-app purchases on iOS.

Positive mobile game spend growth has fully returned on iOS at nearly 6% YoY. The bounce back has yet to reach Google Play where consumer spend was roughy flat compared to a year prior.

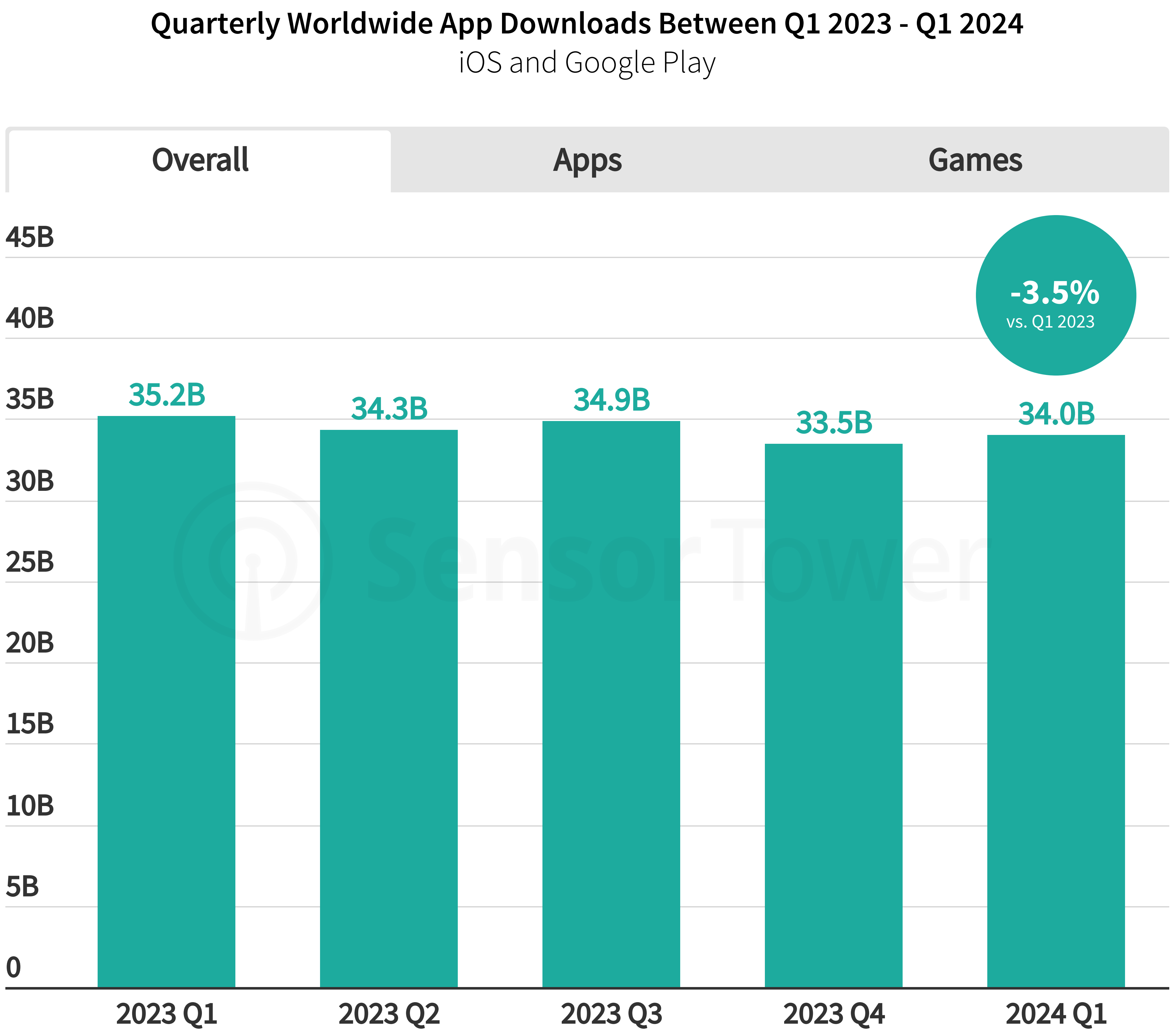


Source: Sensor Tower
Note: iOS and Google Play combined. iOS only for China. Excludes third-party Android.

App Downloads Decline Slightly as Demand Slows Following Pandemic-Related Surge

App downloads fell 3.5% in Q1 2024 — the third straight year of first quarter declines since their peak in Q1 2021. While demand has steadily declined during the past three years, downloads are still up more than 20% compared to Q1 2019 before the pandemic-related spike in 2020.

Mobile games saw the bigger decline in Q1 2024 with downloads falling nearly 7% YoY. Much of this decline was driven by continued challenges for casual games in an increasingly competitive market.

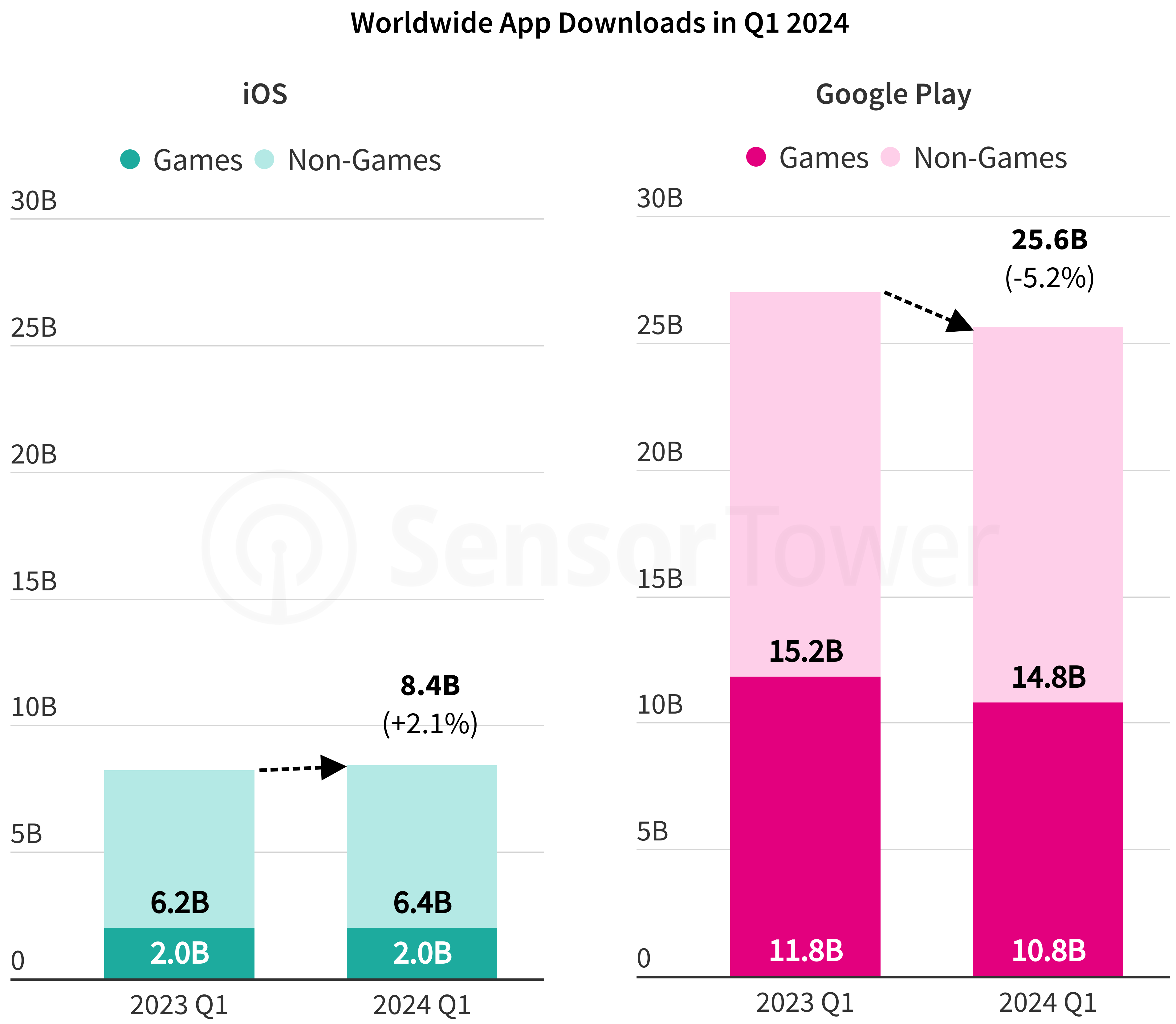


Source: Sensor Tower
Note: iOS and Google Play combined. iOS only for China. Excludes third-party Android.

iOS Has its Best First Quarter for Downloads Since 2020 While Google Play Downloads Decline

iOS has seen steady, albeit modest, positive download growth in recent years. Q1 2024 downloads approached 8.4 million on the platform, the best total since Q2 2020.

Google Play, on the other hand, had yet another decline in Q1 2024 at -5.2% YoY. This appears to be largely a correction from the outsized growth on the platform in 2020 as people turned to their mobile devices to adapt during the start of the pandemic. Q1 2024's total of 25.6 billion downloads was 25% above the 20.5 billion downloads on the platform in Q1 2019 before the pandemic. Google Play remains the much larger of the two platforms with 75% of the total downloads.



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

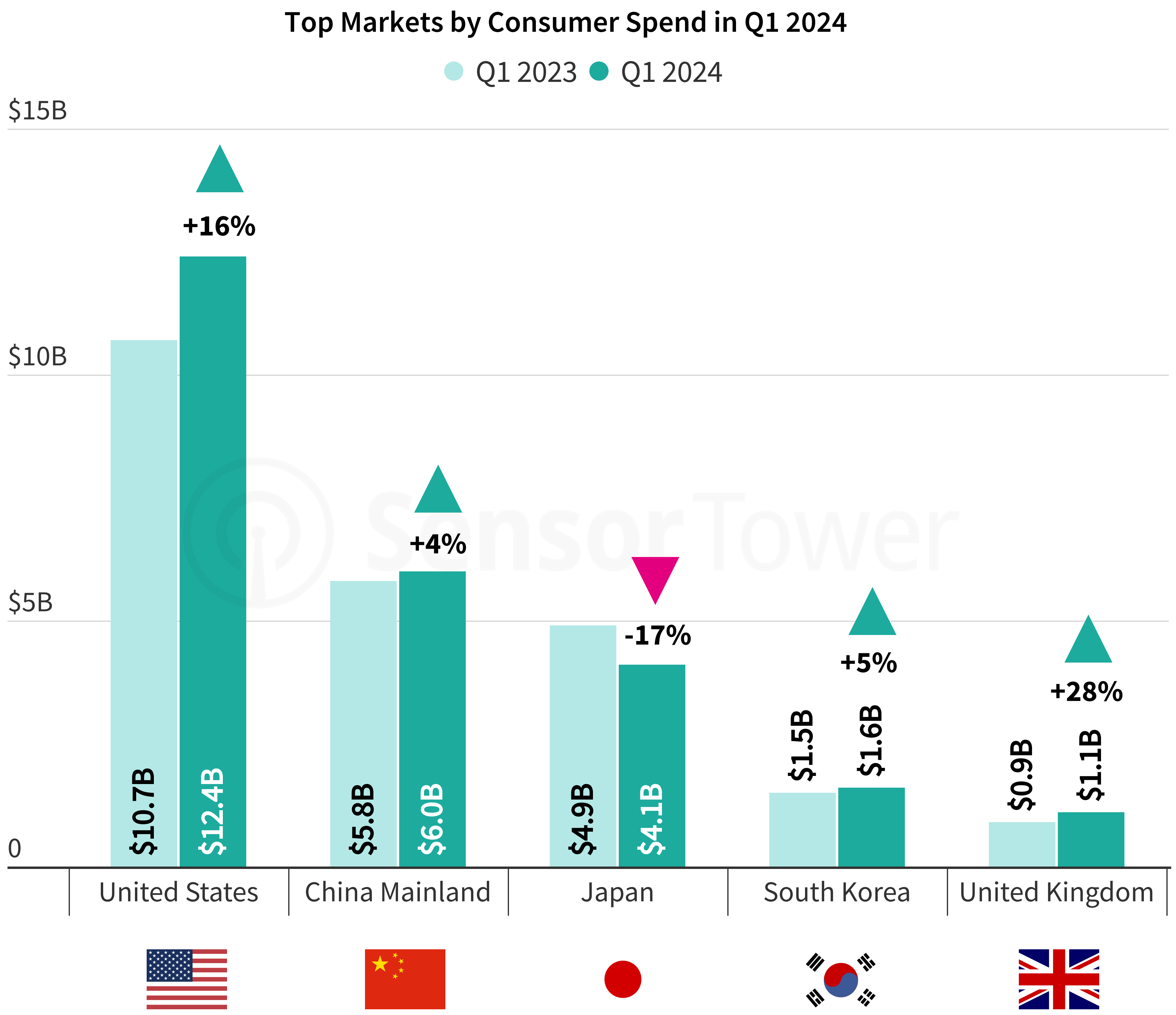
Q1 2024:

Top Markets

Top Markets Show Strong Growth in Q1 2024 with Japan as a Notable Exception

The United States was once again the top market for consumer spend across iOS and Google Play with $12.4 billion spent in Q1 2024. China Mainland ranked second with $6 billion in consumer spend on iOS alone (since Google Play is not available in the market).

Top markets in Asia did not see the same growth as the US and the UK, including a 17% YoY decline in Japan. Overall, consumer spending in Asia fell 2.5% compared to 16% growth in North America and 24% growth in Europe.

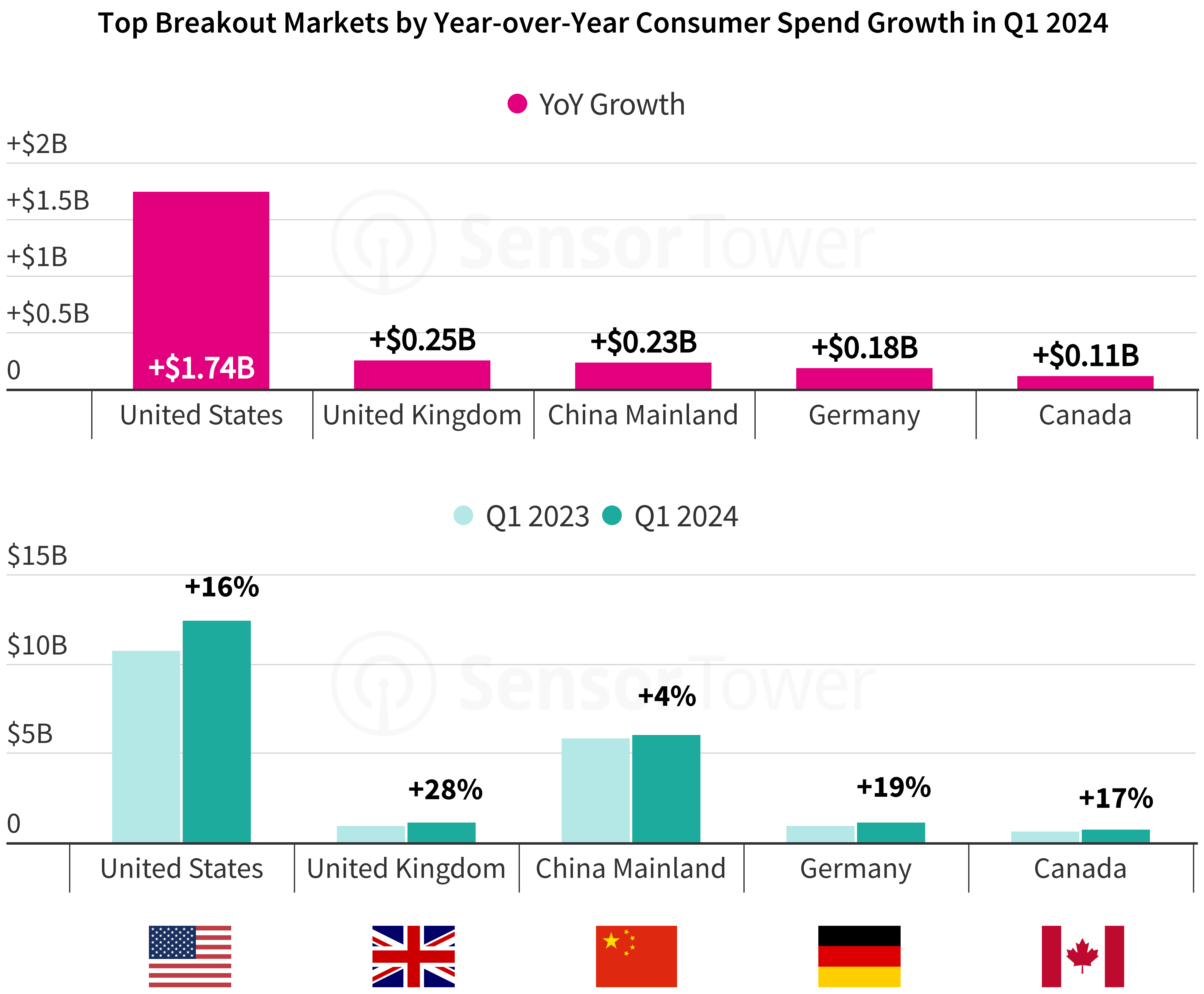


Source: Sensor Tower
Note: iOS and Google Play combined. iOS only for China. Excludes third-party Android.

North America and Europe Provide Growth Opportunities for Mobile Publishers in Q1 2024

The United States was a huge driver of consumer spend growth in Q1 2024, gaining more than $1.7 billion in consumer spend compared to Q1 2023. This was more than half of the growth seen globally.

Other markets saw strong growth in the $100 million to $250 million range, including the UK and Germany. The UK had the highest growth rate in the group at 28% YoY including an impressive 20% growth rate for mobile games.

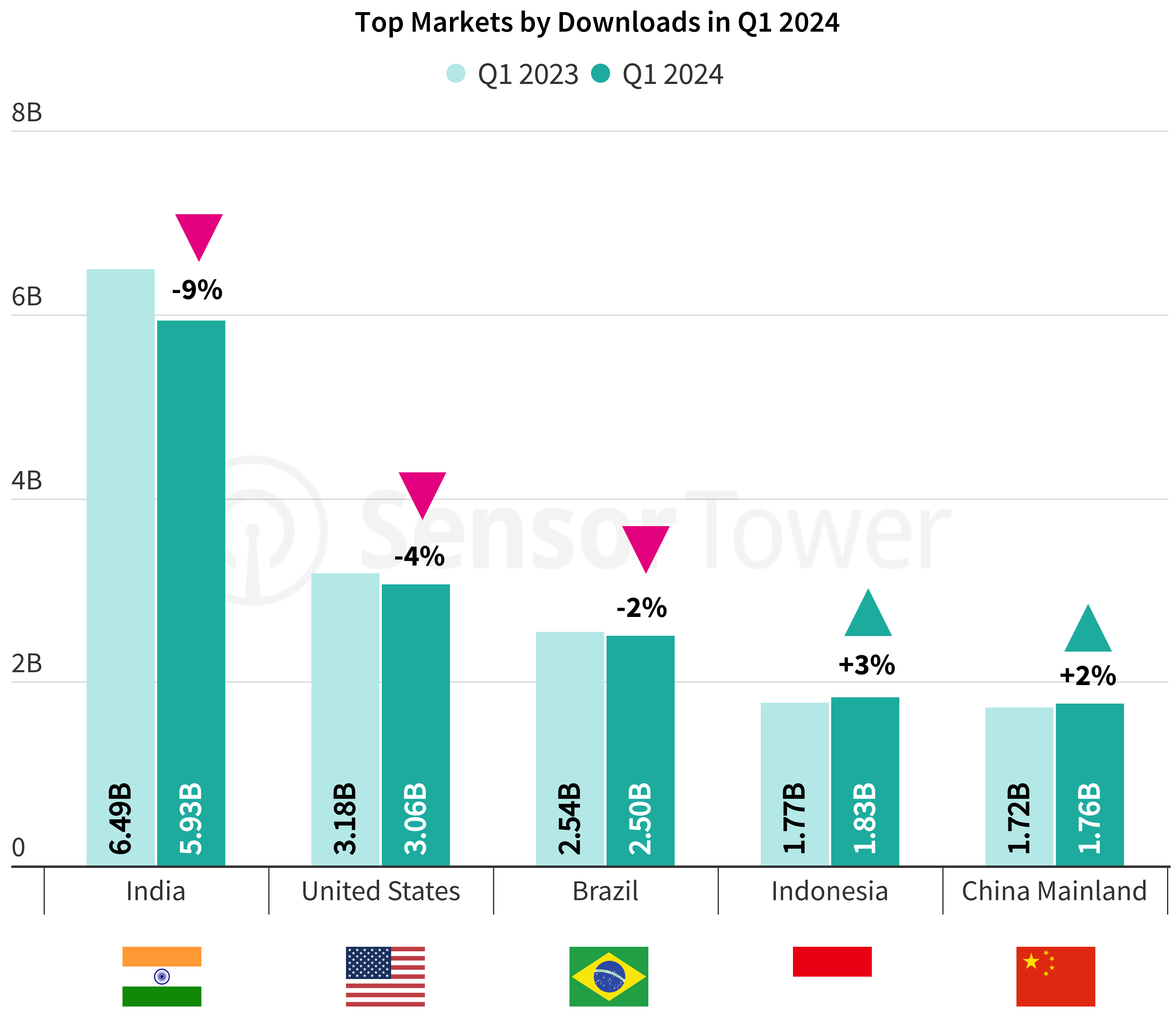


Source: Sensor Tower
Note: iOS and Google Play combined. iOS only for China. Excludes third-party Android.

Top Mobile Markets Show Signs of Saturation as Download Growth Stagnates

India's downloads continued to decline in Q1 2024, falling below 6 billion for the first time since Q1 2020. While this is well below the peak of 7.8 billion in Q3 2023, it is still up 13% from the start of the pandemic.

Download growth for other top markets was mixed. Indonesia and China Mainland had modest growth, while demand in the US and Brazil declined slightly.



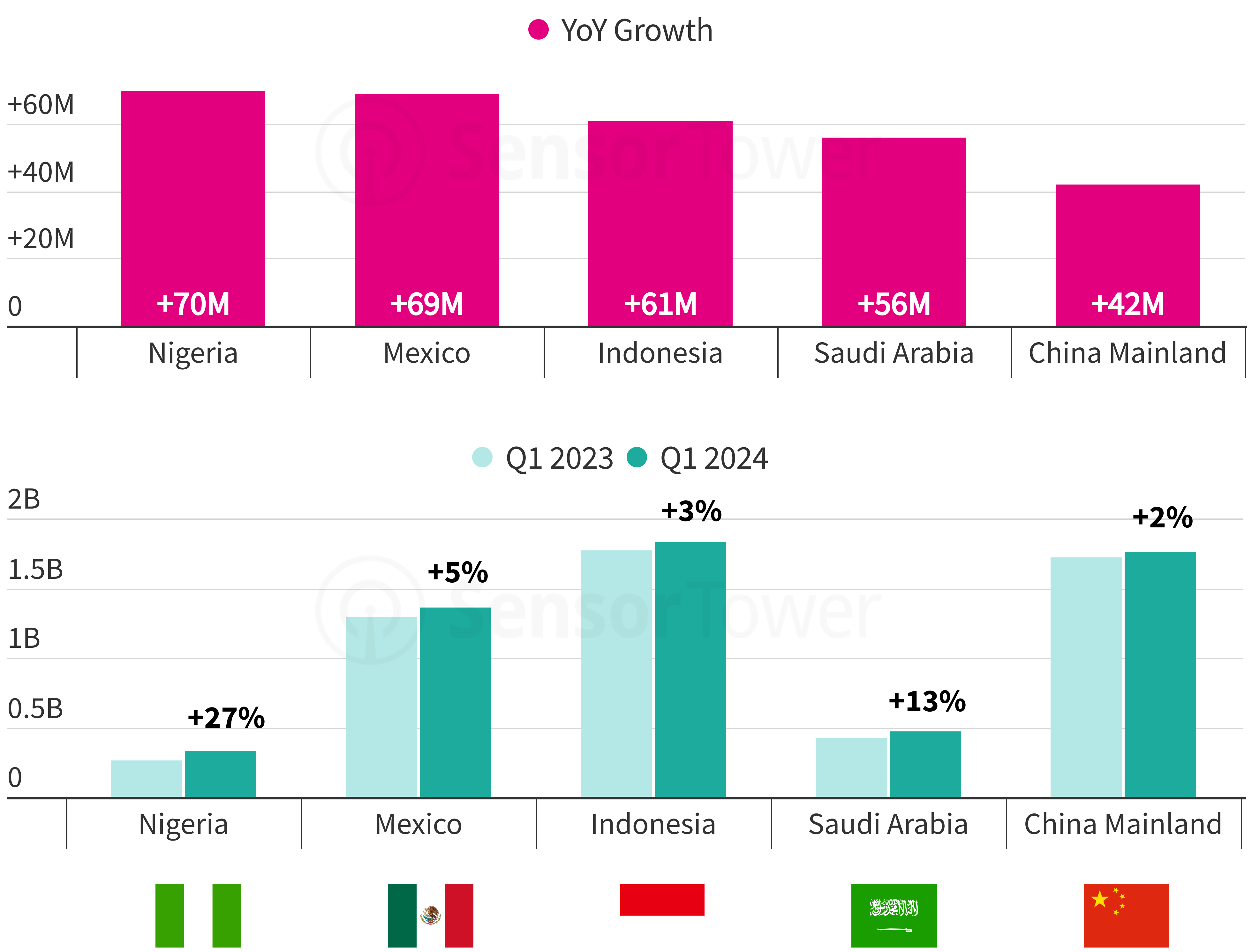
Source: Sensor Tower
Note: iOS and Google Play combined. iOS only for China. Excludes third-party Android.

Look for Pockets of Download Growth Across the Globe

Top markets by download growth were spread across the globe, including Africa (Nigeria), North America (Mexico), Asia (Indonesia and China Mainland), and the Middle East (Saudi Arabia).

OPay was the top app in Nigeria with more than 5 million downloads in the quarter. Temu also helped drive growth, ranking as the top app in Mexico and Saudi Arabia. In fact, the top three apps in Saudi Arabia in Q1 2024 were all shopping apps, with SHEIN and Trendyol joining Temu.

Top Breakout Markets by Year-over-Year Download Growth in Q1 2024



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

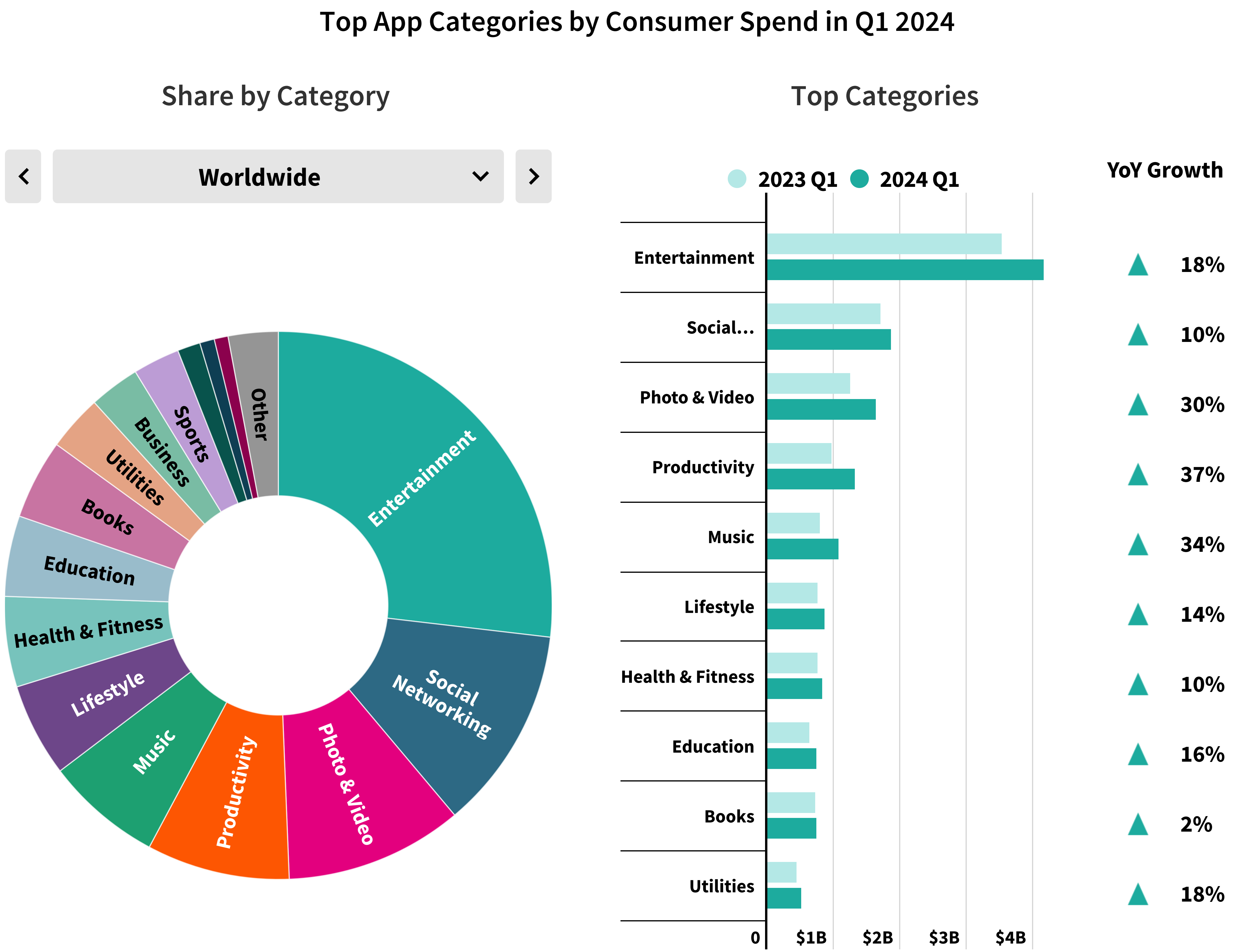
Q1 2024:

Top Categories

Consumer Spend Increased in All Top App Categories — With Several Rising More than 30% Year-over-Year

Consumer spend in Entertainment apps surpassed $4.1 billion in Q1 2024, up 18% YoY. This included apps like TikTok as well as video streaming apps like Disney+ and Max.

Productivity, Music, and Photo & Video each saw spend grow by at least 30% year-over-year. Google One remained the leader among Productivity apps, while the category was also boosted by excitement around generative AI apps including ChatGPT.



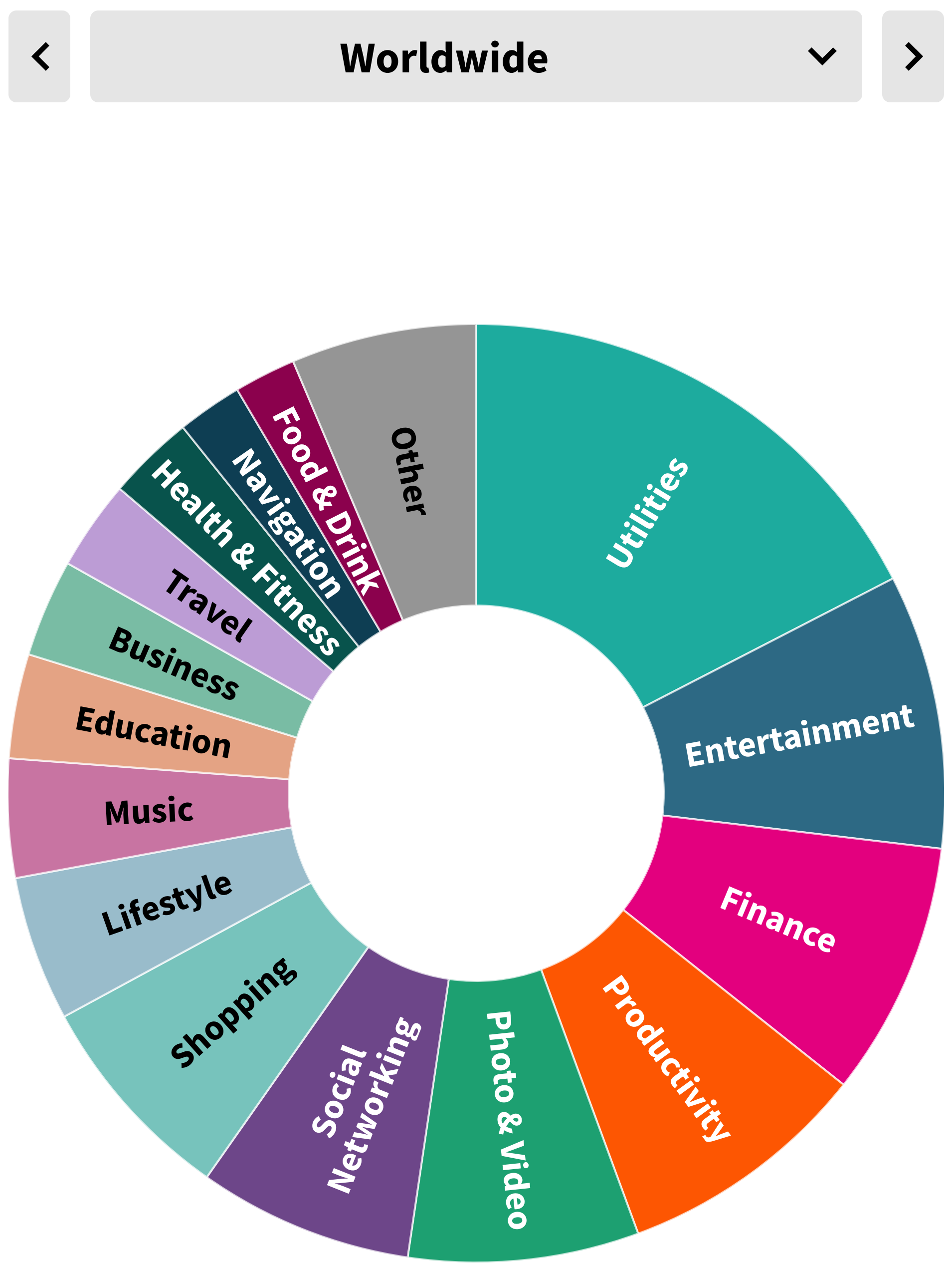
Source: Sensor Tower
Note: iOS and Google Play combined. iOS only for China. Excludes third-party Android
Categories classified by the iOS App Store and Google Play categories for each app..

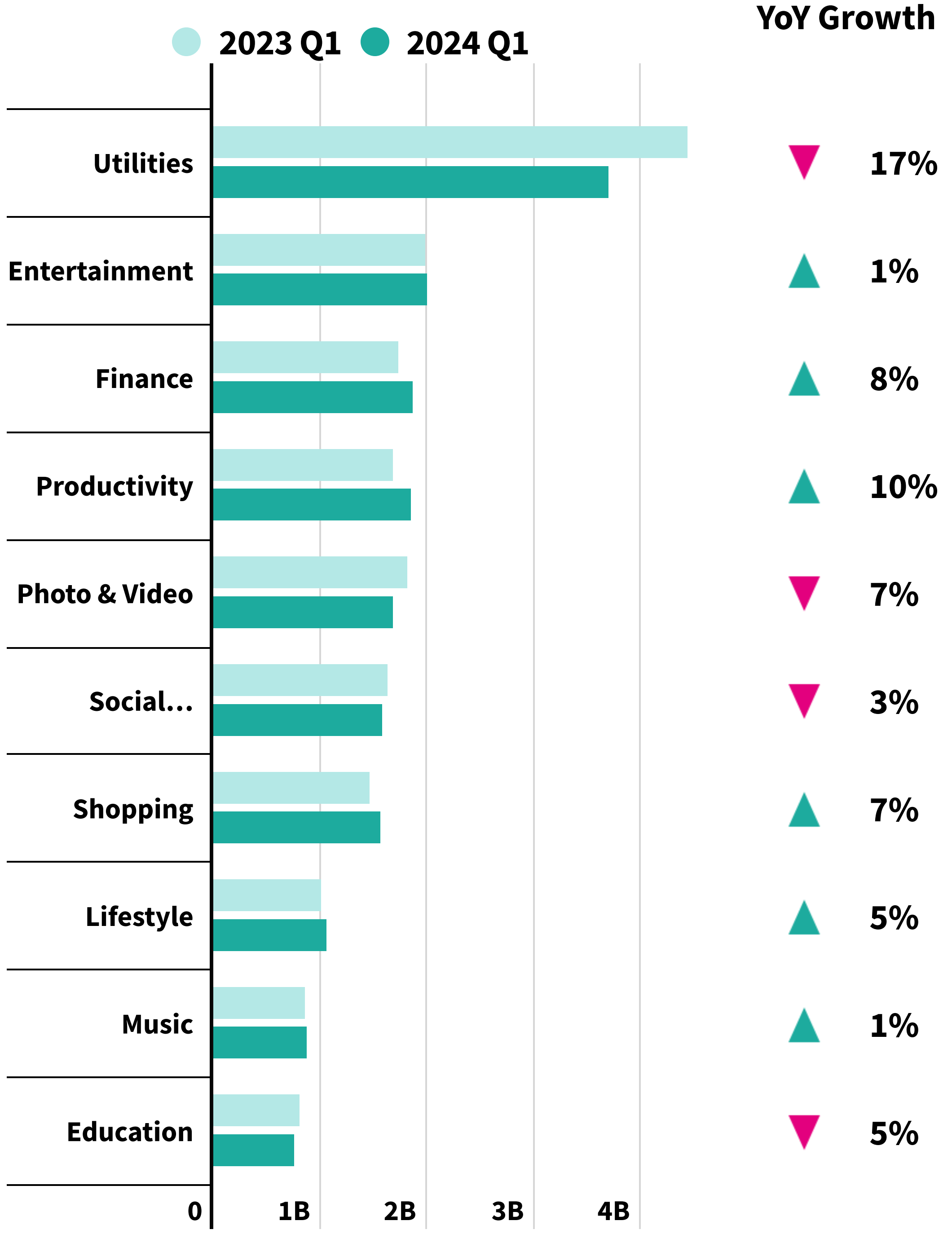
Generative AI Apps Help Fuel 10% Download Growth for the Productivity Category

Worldwide download growth for top categories was mixed. Half of the top 10 saw YoY increases, while the rest declined. Utilities remained the top category despite a 17% drop.

Productivity experienced the highest YoY growth among top categories, boosted by generative AI apps like ChatGPT and apps adding AI features like Bing.

Top App Categories by Downloads in Q1 2024





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..

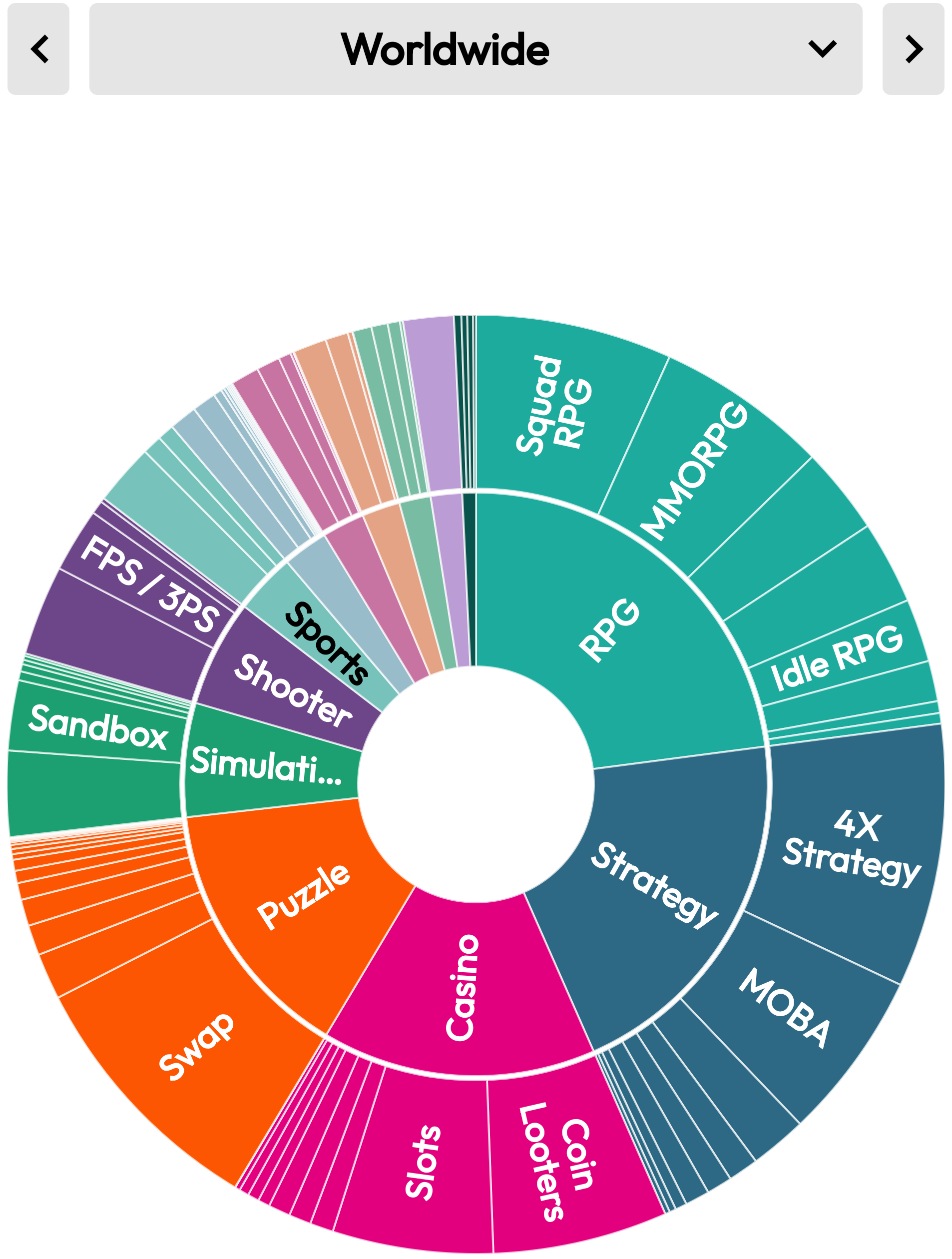
Top Game MONOPOLY GO Boosts Casino Consumer Spend While RPGs Decline

Consumer spend in RPGs declined in most major markets in Q1 2024, including falling 24% in Japan, 10% in the US, 9% in China Mainland, and 3% in South Korea. Consumers still spent more than $9 billion in RPGs in Q1 2024, and miHoYo had two RPGs among the top 10 games overall in the quarter (Honkai: Star Rail and Genshin Impact).

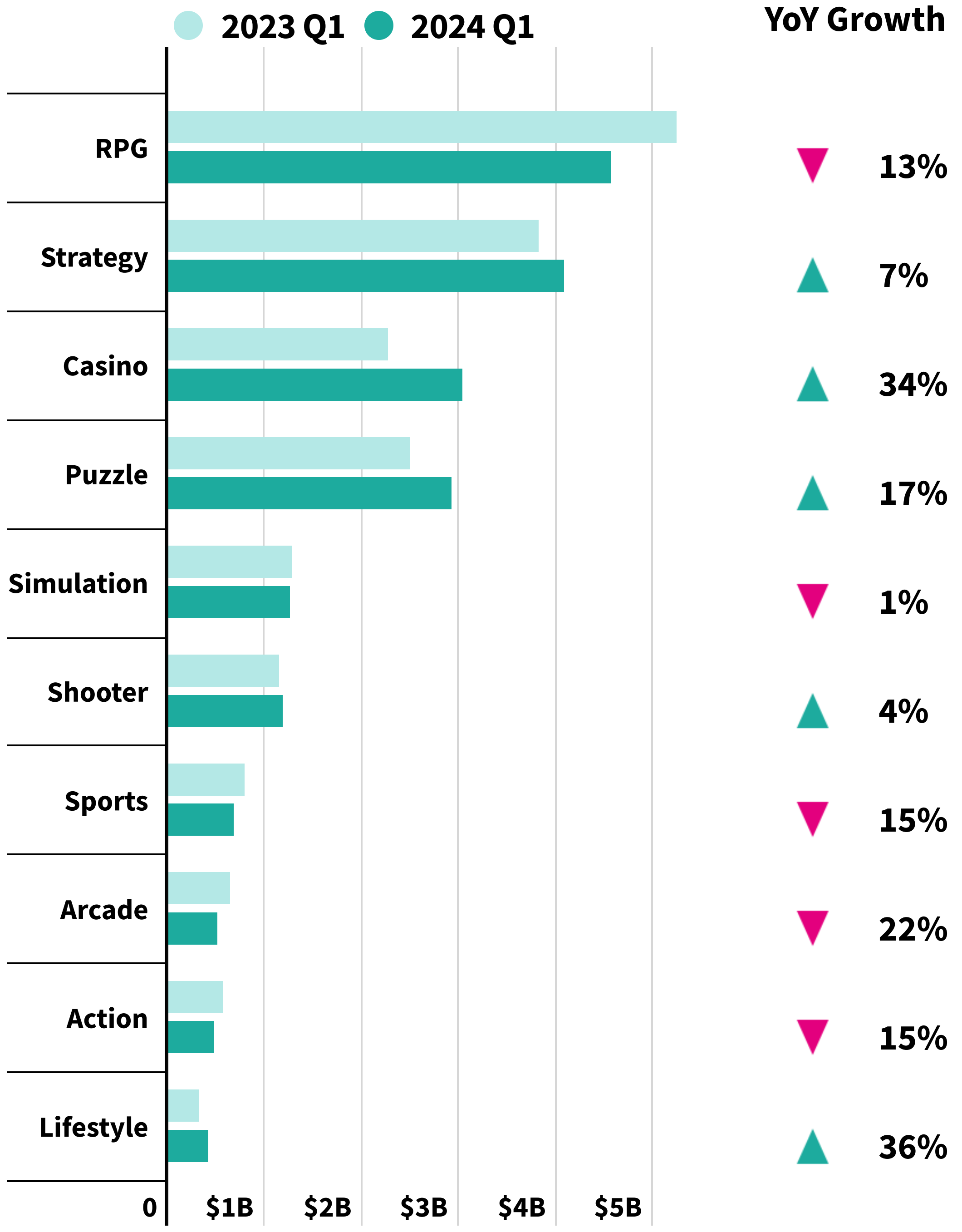
The massively successful launch of Scopely's MONOPOLY GO helped boost Casino genre's revenue by 34% YoY. MONOPOLY GO was the top mobile game by consumer spend in Q1 2024, and another Casino / Coin Looter game, Coin Master, ranked #6.

Top Game Genres by Consumer Spend in Q1 2024

Share by Genre / Subgenre



Top Genres

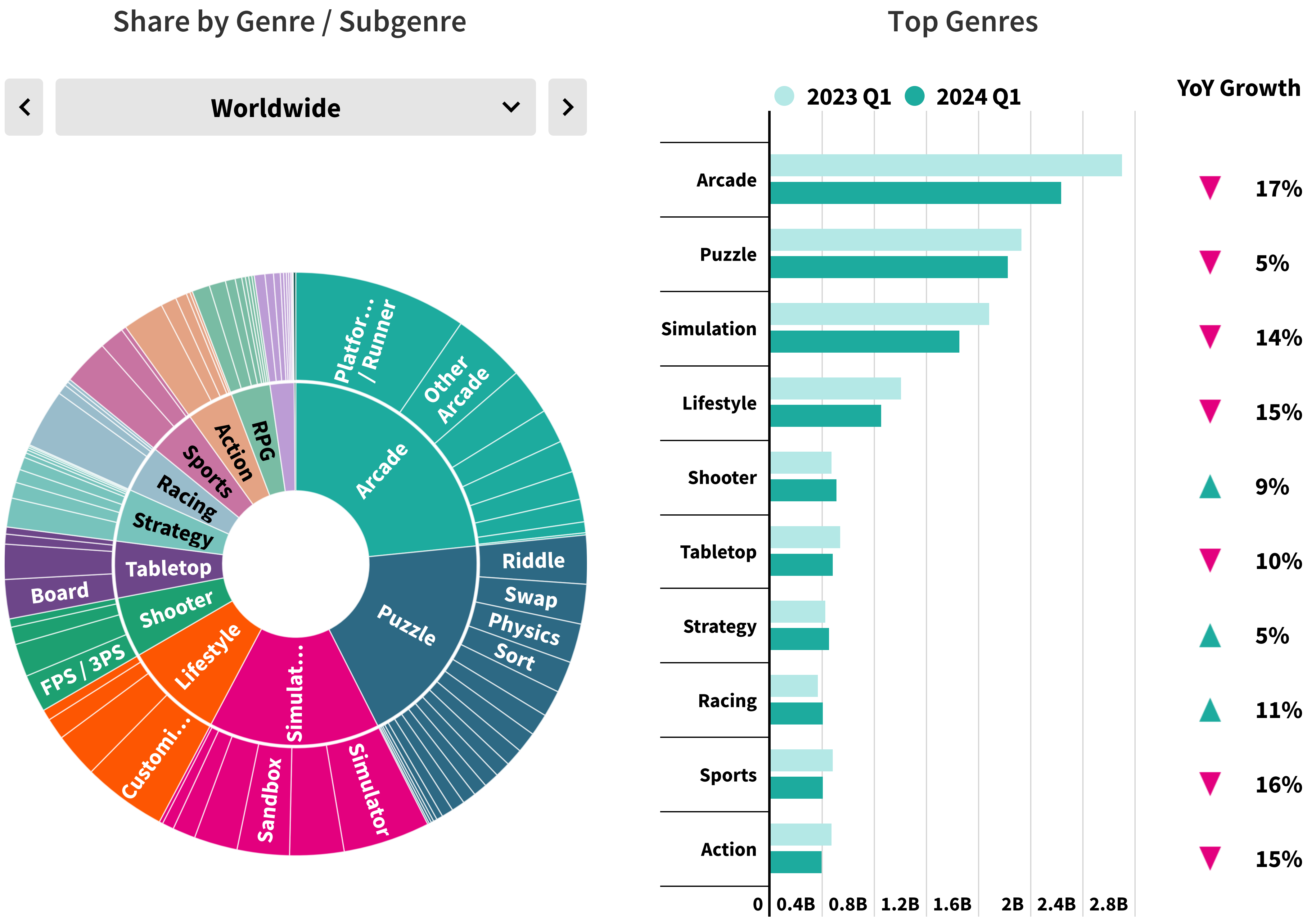


Source: Sensor Tower
Note: iOS and Google Play combined. iOS only for China. Excludes third-party Android
Games classified by Sensor Tower's Game Taxonomy as of May 13, 2024.

The Hypercasual Game Market Contracts While Shooter, Strategy, and Racing Downloads Grow

Casual game genres like Arcade, Simulation, and Lifestyle continued to decline. All of these genres saw downloads fall by more than 10% year-over-year. However, performance varied significantly by market — Arcade downloads declined across top markets while Simulation and Lifestyle were able to find pockets of growth in select countries.

Top Game Genres by Downloads in Q1 2024



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 May 13, 2024.

Q1 2024:

Top Apps

TikTok was Once Again the Top App by Global Consumer Spend in Q1 2024, Falls to #2 by Downloads

TikTok held its spot as the top app by consumer spend in Q1 2024, completing a four-year stretch where it has ranked atop the chart every quarter. It earned more than $1.2 billion in the quarter, well ahead of YouTube with around $500 million.

Instagram and TikTok have battled for the top spot by global downloads in recent quarters, with Instagram winning out in Q1 2024. Instagram was joined by four other Meta-owned apps in the top 10, including Facebook, WhatsApp Messenger, and WhatsApp Business. Two other Meta apps, Threads and Messenger, ranked just outside the top 10 at #11 and #12, respectively.

Source: Sensor Tower
Note: iOS and Google Play combined. iOS only for China. Excludes third-party Android
Change is vs. the previous quarter (Q4 2023).

Top Apps Across iOS and Google Play
Q1 2024

Worldwide

CONSUMER SPEND			DOWNLOADS		
Rank	Change	App Name	Rank	Change	App Name
1	=	TikTok	1	▲ 1	Instagram
2	=	YouTube	2	▼ 1	TikTok
3	=	Google One	3	=	Facebook
4	=	Disney+	4	=	WhatsApp Messenger
5	=	Tinder	5	▲ 1	CapCut
6	=	Tencent Video	6	▲ 1	Telegram
7	▲ 1	Max	7	▼ 2	Temu
8	▼ 1	iQIYI	8	▲ 1	Spotify
9	▲ 2	LinkedIn	9	▼ 1	Snapchat
10	▼ 1	Bumble	10	=	WhatsApp Business

Short-Form Dramas are Breaking Out on Mobile

Short-form drama streaming apps, already popular in China, are starting to gain steam in the United States. ReelShort, DramaBox, and ShortMax each ranked among the top 10 breakout apps by global revenue growth, and GoodShort was in the top 10 in the United States.

Meta had the top three apps by breakout downloads in Q1 2024. These apps had a nice bounce back in some of the largest mobile markets like India, Indonesia, and Pakistan.

Top Breakout Apps Across iOS and Google Play

Growth in Q1 2024 vs. Q4 2023

Worldwide

CONSUMER SPEND GROWTH

Breakout Rank	Spend Rank	Change	App Name
1	3	=	Google One
2	48	▲ 38	ReelShort
3	67	▲ 139	DramaBox
4	43	▲ 22	ChatGPT
5	89	▲ 295	Hallow
6	90	▲ 109	F1 TV
7	29	▲ 6	CapCut
8	47	▲ 9	Amazon Shopping
9	31	▲ 5	BOSS直聘
10	119	▲ 259	ShortMax

DOWNLOAD GROWTH

Breakout Rank	Download Rank	Change	App Name
1	3	=	Facebook
2	1	▲ 1	Instagram
3	4	=	WhatsApp Messenger
4	48	▲▲	BHIM
5	63	▲▲	Control Center Simple
6	11	▲ 4	Threads
7	35	▲ 111	Max
8	72	▲▲	Don't touch phone
9	95	▲▲	Refer Earn
10	91	▲▲	X PhotoKit

Source: Sensor Tower
Note: iOS and Google Play combined. iOS only for China. Excludes third-party Android
Change is vs. the previous quarter (Q4 2023).

Q1 2024:
Top Games

MONOPOLY GO Breaks Revenue Record for Mobile Games in Q1 2024

MONOPOLY GO set a new high for revenue for a mobile game in a quarter with more than $770 million spent in the game in Q1 2024. This broke the previous record of $765 million earned by Honor of Kings (王者荣耀) in Q2 2021. This is all the more impressive considering Honor of King's long reign as the top mobile game. No other game had even surpassed $600 million in gross revenue in a quarter, and only seven have reached the $500 million mark (including Royal Match joining the club this quarter).

Garena Free Fire held its position as the top mobile game by downloads in Q1 2024. The game was boosted by downloads for Free Fire MAX, its version with higher quality graphics and smoother gameplay.

Source: Sensor Tower
Note: iOS and Google Play combined. iOS only for China. Excludes third-party Android
Change is vs. the previous quarter (Q4 2023).

Top Games Across iOS and Google Play
Q1 2024

Worldwide

CONSUMER SPEND			DOWNLOADS		
Rank	Change	App Name	Rank	Change	App Name
1	=	MONOPOLY GO!	1	=	Garena Free Fire
2	=	Honor of Kings	2	=	Roblox
3	=	Royal Match	3	▲ 5	Royal Match
4	=	Roblox	4	▼ 1	Subway Surfers
5	=	Candy Crush Saga	5	▲ 1	Ludo King
6	▲ 1	Coin Master	6	▼ 1	Block Blast!
7	▲ 1	Game for Peace	7	▲ 299	Wood Nuts & Bolts Puzzle
8	▲ 6	Whiteout Survival	8	▲ 122	Pizza Ready!
9	=	Honkai: Star Rail	9	▲ 1	Build A Queen
10	▼ 4	Genshin Impact	10	▲ 1	8 Ball Pool

Established Titles were Common Among the Top Games by Growth, Though a Few New Releases also Emerged

Many of the top games by quarter-over-quarter growth are familiar leaders on mobile, such as Honor of Kings (王者荣耀), MONOPOLY GO, and Whiteout Survival. Love and Deepspace (恋与深空) was a notable new release with more than $83 million in gross revenue in Q1 2024, good enough to rank among the top 50 in the quarter.

Last War, a 4X Strategy game from FirstFun, was the top breakout game by consumer spend and also ranked among the top 10 breakout games by downloads.

Call of Duty: Warzone was a much-anticipated release in Q1 2024. It ranked as the #4 game by download growth (and #23 overall) despite not launching globally until the last few weeks of the quarter.

Source: Sensor Tower
Note: iOS and Google Play combined. iOS only for China. Excludes third-party Android
Change is vs. the previous quarter (Q4 2023).

Top Breakout Games Across iOS and Google Play
Growth in Q1 2024 vs. Q4 2023

Worldwide

CONSUMER SPEND GROWTH

Breakout Rank	Spend Rank	Change	App Name
1	11	▲ 180	Last War:Survival Game
2	17	▲ 183	Legend of Mushroom
3	20	▲ 116	CrossFire: Legends
4	14	▲ 41	Brawl Stars
5	2	=	Honor of Kings
6	41	NEW	Love and Deepspace
7	16	▲ 13	Teamfight Tactics
8	1	=	MONOPOLY GO!
9	8	▲ 6	Whiteout Survival
10	31	▲ 21	DRAGON BALL Z DOKKAN BATTLE

DOWNLOAD GROWTH

Breakout Rank	Download Rank	Change	App Name
1	7	▲ 299	Wood Nuts & Bolts Puzzle
2	8	▲ 122	Pizza Ready!
3	15	NEW	Help Me: Tricky Story
4	23	▲▲	Call of Duty: Warzone Mobile
5	1	=	Garena Free Fire
6	3	▲ 5	Royal Match
7	57	▲▲	Wood Nuts & Bolts, Screw
8	65	NEW	Left or right: Magic Dress up
9	32	▲ 299	Last War:Survival Game
10	76	▲▲	Water Sort Quest

Q1 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 the Sensor Tower Pathmatics platform.
- The figures mentioned in this report reflect estimated ad investments made by advertisers from January 1, 2024 through March 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 use 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+.

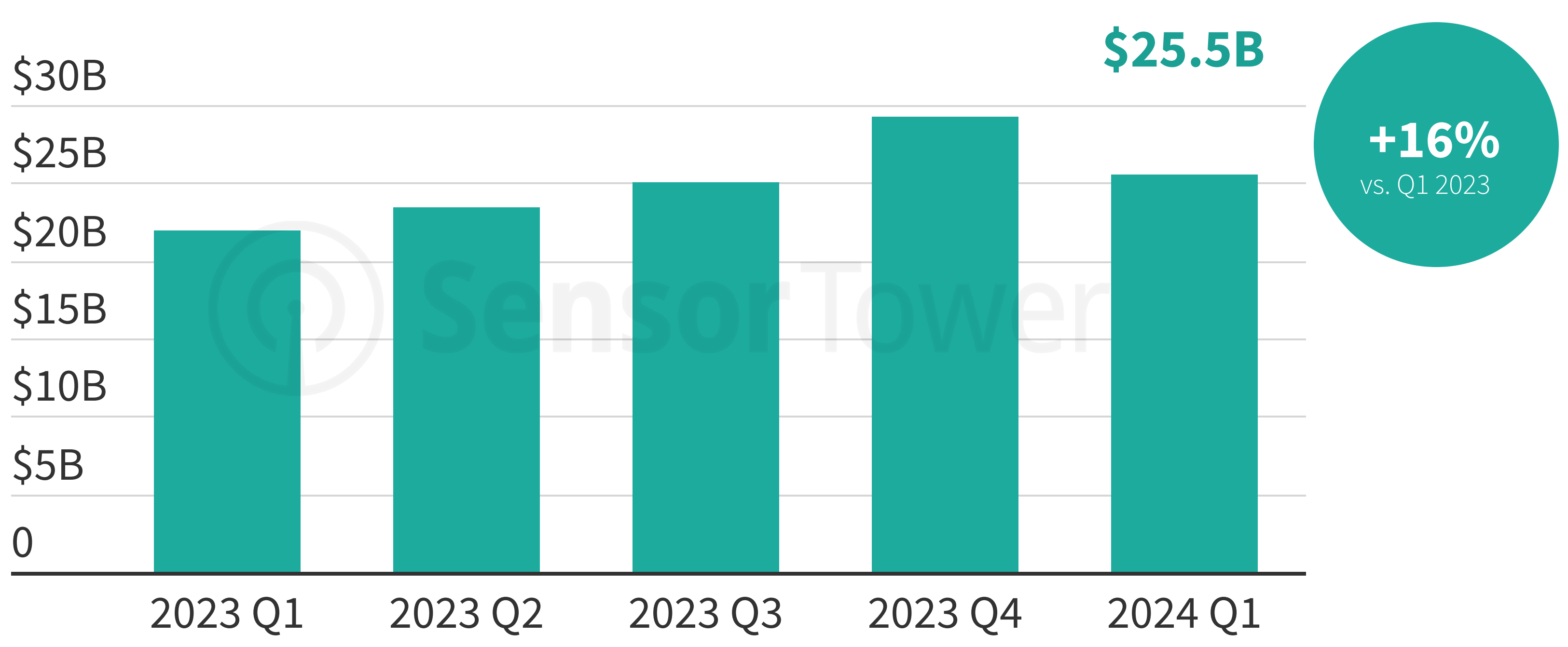
United States Digital Ad Spend Hits $25.5 Billion in Q1 2024, Up 16% Year-over-Year

US digital ad spend across mobile, desktop, and OTT surpassed $25 billion in Q1 2024 with 3.3 trillion impressions. While spend was down 13% compared to the previous quarter during the holiday season, it still showed strong growth over the past year, up 16% YoY.

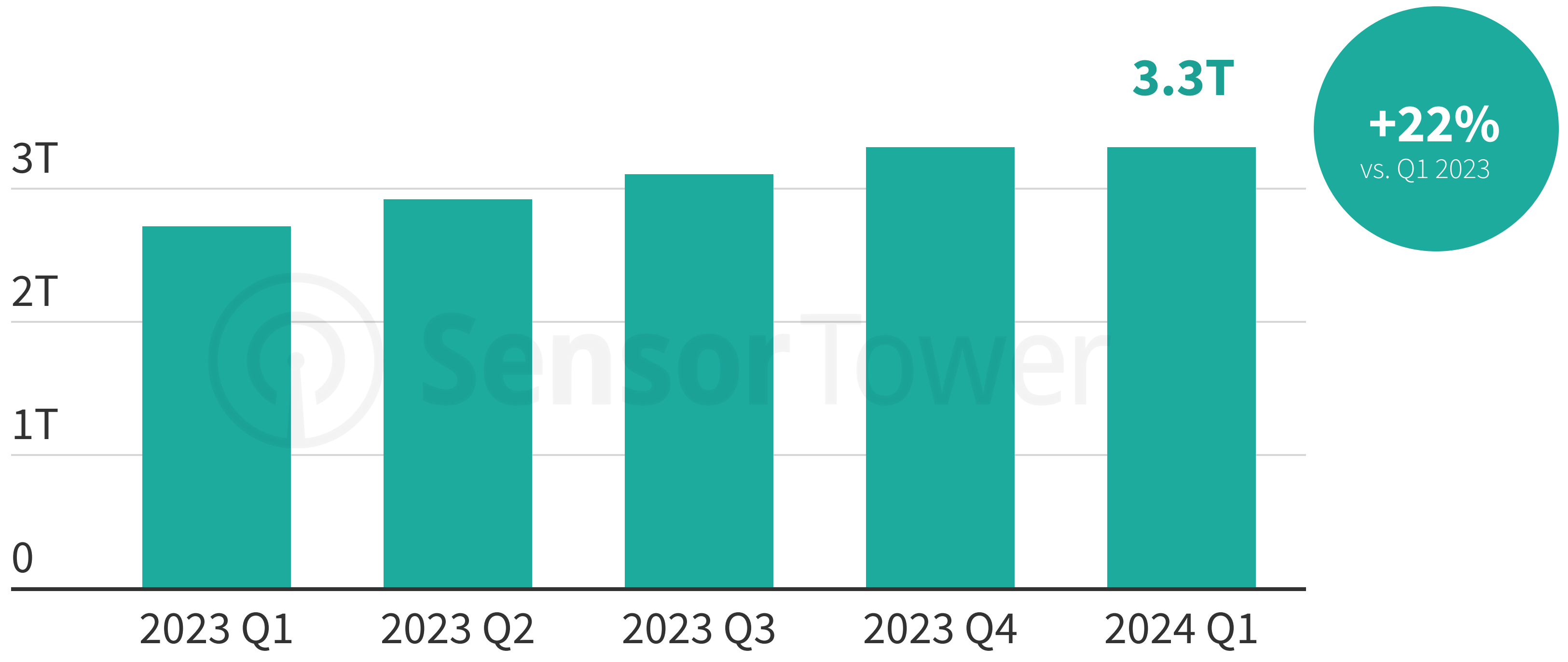
Other markets also had healthy growth for digital ad spend. New Zealand, Australia, Canada, and Mexico all saw ad spend rise by more than 30% vs. Q1 2023.

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	✓
Snapchat	✓
TikTok	✓
X	✓
YouTube	✓
Desktop Display	✓
Mobile Display	✓
OTT	✓
Desktop Video	✓

Source: Sensor Tower
Note: Includes a selection of advertising channels. Available ad channels vary by market.
*See **Appendix (page 41)** for list of ad channels included in each market.*

Social Ad Channels Remain the Primary Source for United States Ad Spend

Among included digital ad channels in the US, social networks like Facebook, Instagram and TikTok accounted for roughly three out of every 4 dollars in digital ad spend in Q1 2024. Video was next at nearly 17%, largely driven by OTT.

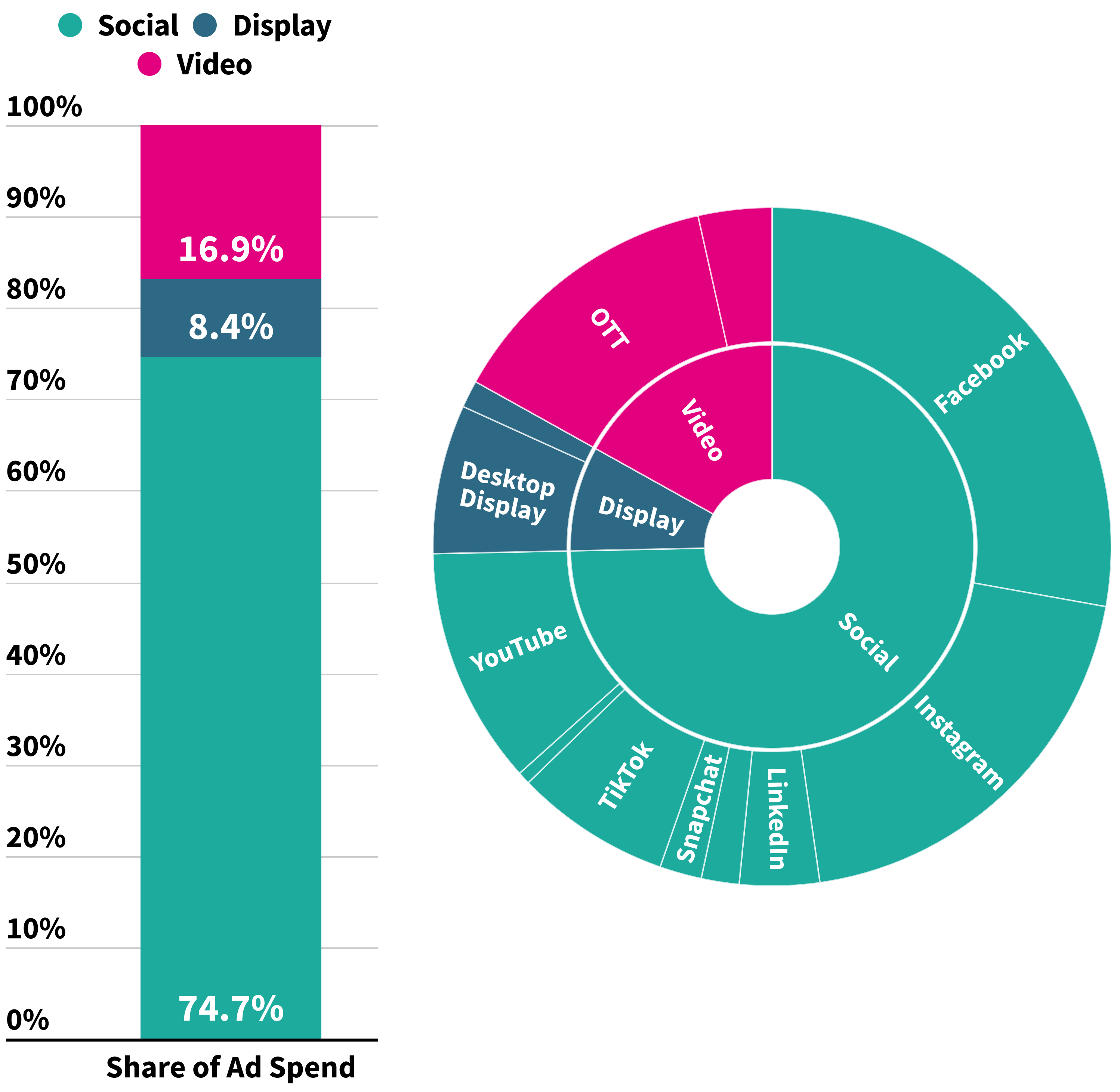
LinkedIn and Pinterest are the latest two ad channels added to Sensor Tower's coverage in the United States. These channels combined for a bit more than 5% of US ad spend.

Source: Sensor Tower

Note: Includes a selection of advertising channels. Available ad channels vary by market.
See ***Appendix (page 41)*** *for list of ad channels included in each market.*

Share of Digital Ad Spend by Channel in Q1 2024

United States



Included Ad Channels

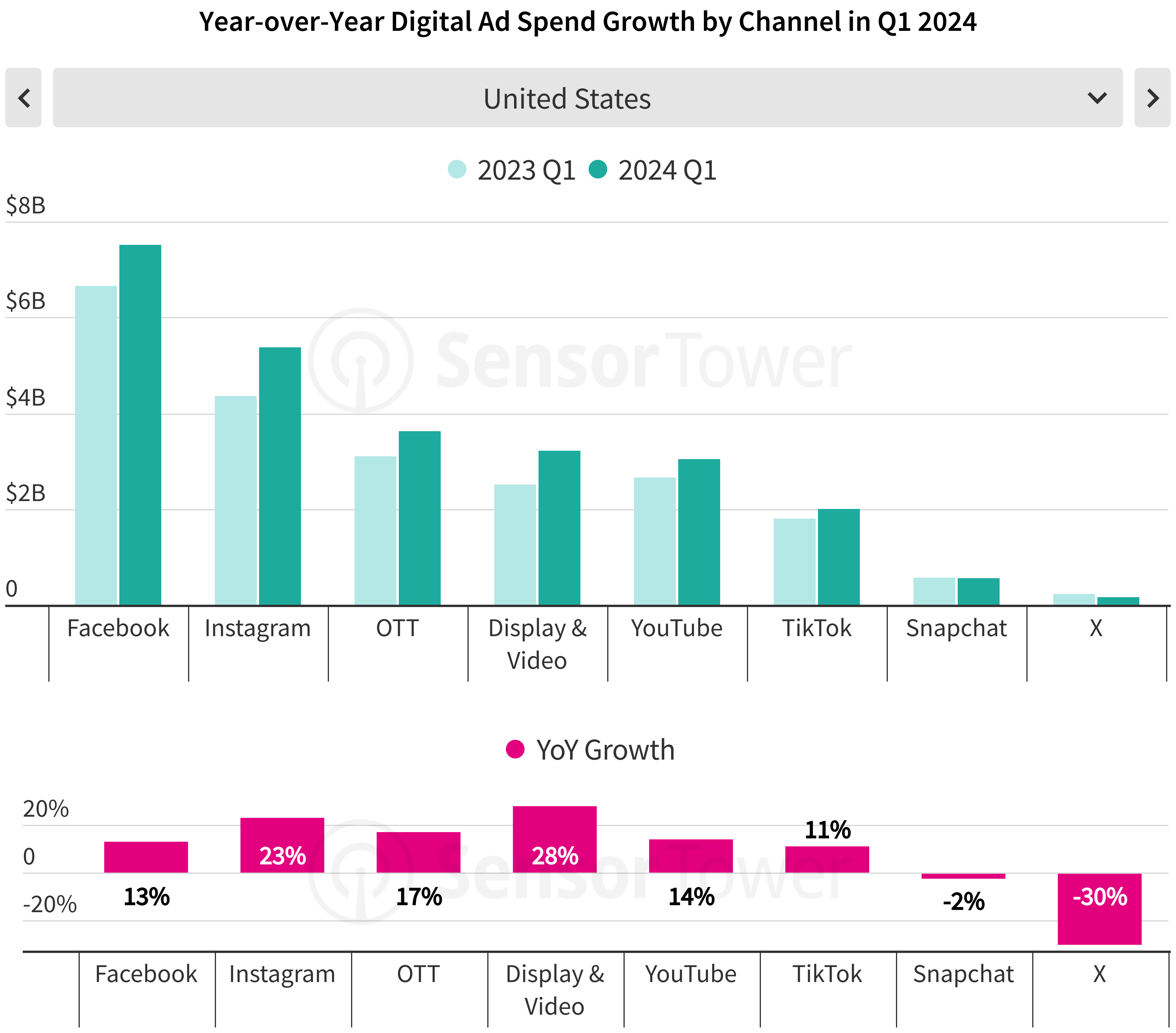
Only select ad channels are available in each market

Ad Channel	Included?
Facebook	✓
Instagram	✓
LinkedIn	✓
Pinterest	✓
Snapchat	✓
TikTok	✓
X	✓
YouTube	✓
Desktop Display	✓
Mobile Display	✓
OTT	✓
Desktop Video	✓

Meta's Top Ad Networks Continue to Lead by Digital Ad Spend in the United States

Meta's Facebook and Instagram were the top two digital ad channels in the US. Instagram also had the highest year-over-year growth among the social ad channels at 23%. YouTube, Facebook, and Instagram also had double-digit growth.

Display & Video ad spend grew 28% vs. a year prior, largely driven by Desktop Video ads. Top advertisers using Desktop Video included Progressive Casualty Insurance Company, Procter & Gamble, and Expedia.



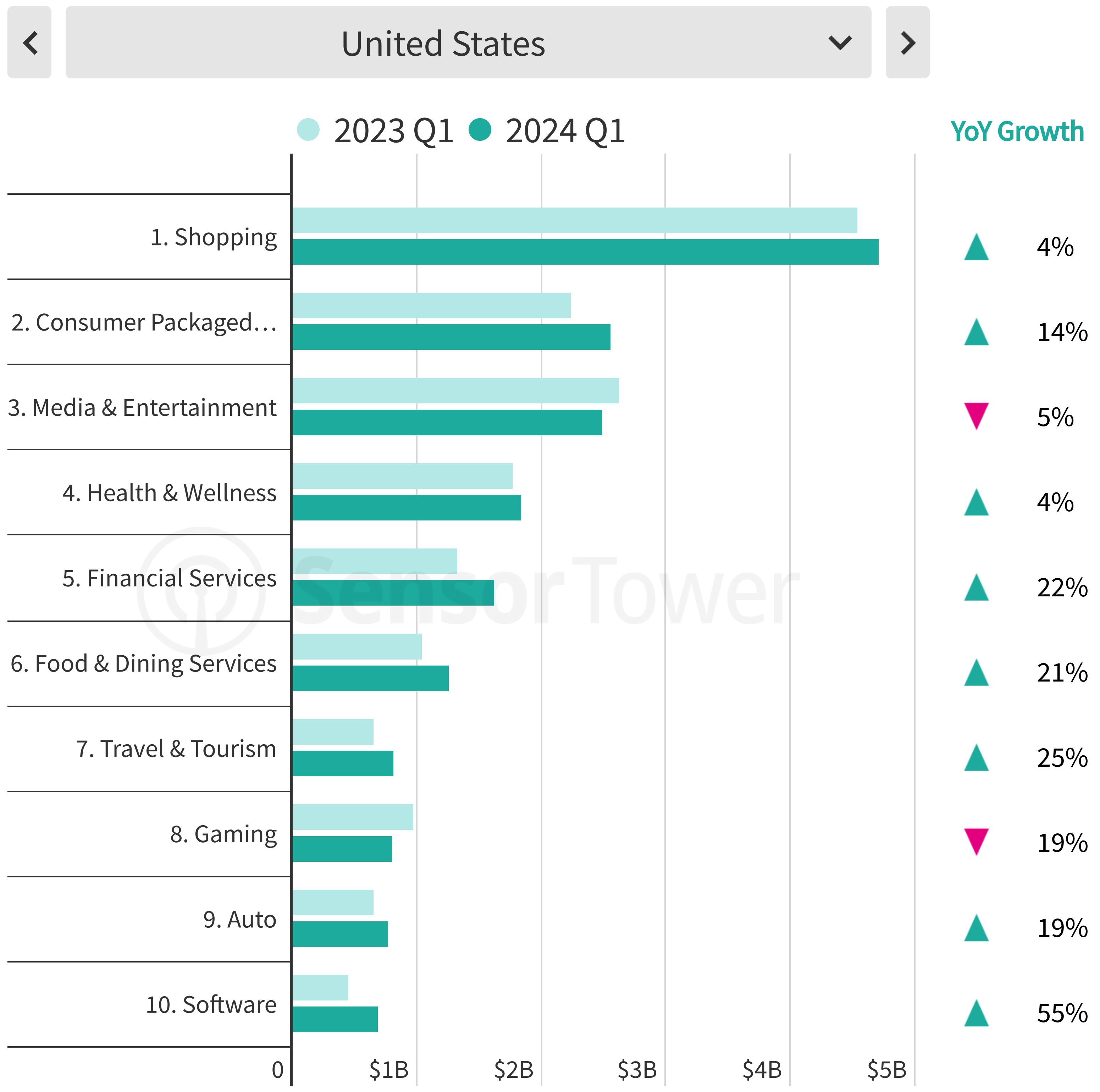
Source: Sensor Tower
Note: Includes a selection of advertising channels. Available ad channels vary by market.
See ***Appendix (page 41)*** *for list of ad channels included in each market.*

Ad Spend for Most Categories Climbed in Q1 2024, Though Media & Entertainment and Gaming Declined

United States digital ad spend on Shopping remained strong in Q1 2024, climbing 4%. Travel & Tourism has also maintained its momentum over the past few years, with ad spend up 25% YoY.

Software had the highest growth in US ad spend, breaking into the top 10. Six software advertisers had higher ad spend in Q1 2024 than any software advertiser had in Q1 2023, including Shopify, Adobe Creative Cloud, and Grammarly. AI also helped boost interest in software — Microsoft Copilot ranked among the top five software advertisers by US ad spend.

Top Categories by Digital Ad Spend in Q1 2024



Included Ad Channels

Only select ad channels are available in each market

Ad Channel	Included?
Facebook	✓
Instagram	✓
Snapchat	✓
TikTok	✓
X	✓
YouTube	✓
Desktop Display	✓
Mobile Display	✓
OTT	✓
Desktop Video	✓

Source: Sensor Tower
Note: Includes a selection of advertising channels. Available ad channels vary by market.
*See **Appendix (page 41)** for list of ad channels included in each market. Ad categories classified as of April 25, 2024.*

Procter & Gamble Leaned Into Deodorant Ads in Q1 2024 in the United States

Procter & Gamble passed Amazon.com to take the top spot among digital advertisers in the US. It relied heavily on video creatives, with YouTube as its top ad channel (36% of its ad spend) followed by OTT (28%). The top two Procter & Gamble brands by ad spend were both for deodorants and personal care — Native Deodorant and Old Spice.

Unsurprisingly, TurboTax skyrocketed up the ad spend rankings in the US with tax season approaching. It ranked as the sixth advertiser by spend in Q1 2024, though this was down slightly from a year prior when it ranked fourth in Q1 2023.

Top Advertisers by Digital Ad Spend in Q1 2024

United States

Rank	Advertiser	Change vs. Q4 2023
1	Procter & Gamble	▲ 1
2	Amazon.com	▼ 1
3	NBC Universal Television (nbc.com)	▲ 4
4	Expedia, Inc.	▲ 18
5	Temu (Whaleco Inc.)	▼ 2
6	TurboTax	▲
7	SheIn Group Limited	▲ 5
8	Deutsche Telekom	▲ 1
9	Home Box Office, Inc. (HBO)	▲ 20
10	The Hershey Company	▲ 21

Included Ad Channels

Only select ad channels are available in each market

Ad Channel	Included?
Facebook	✓
Instagram	✓
Snapchat	✓
TikTok	✓
X	✓
YouTube	✓
Desktop Display	✓
Mobile Display	✓
OTT	✓
Desktop Video	✓

Source: Sensor Tower
Note: Includes a selection of advertising channels. Available ad channels vary by market.
*See **Appendix (page 41)** for list of ad channels included in each market.*

Breakout Advertisers Reveal Seasonal Trends and Intensifying Competition

Some of the breakout advertisers are explained by seasonal trends. For example, TurboTax (#1) H&R Block (#3), and Intuit (#7) began running their main campaigns leading into tax season in the US.

Interestingly, vacation rentals & homestays competition also heated up in Q1 2024 despite the first quarter not coinciding with peak travel season in the US. Expedia's top brand was VRBO, and AirBnb also moved up more than 50 spots to rank 34th by ad spend in Q1 2024.

Top Breakout Advertisers by Digital Ad Spend Growth in Q1 2024 vs. Q4 2023

United States

Breakout Rank	Advertiser	Spend Rank in Q1 2024	Change vs. Q4 2023
1	TurboTax	6	▲
2	Expedia, Inc.	4	▲ 18
3	H&R Block	48	▲
4	Kenvue Inc.	15	▲ 70
5	Procter & Gamble	1	▲ 1
6	Progressive Casualty Insurance Company	18	▲ 45
7	Intuit, Inc.	45	▲ 84
8	The Hershey Company	10	▲ 21
9	Home Box Office, Inc. (HBO)	9	▲ 20
10	Airbnb, Inc.	34	▲ 55

Included Ad Channels

Only select ad channels are available in each market

Ad Channel	Included?
Facebook	✓
Instagram	✓
Snapchat	✓
TikTok	✓
X	✓
YouTube	✓
Desktop Display	✓
Mobile Display	✓
OTT	✓
Desktop Video	✓

Source: Sensor Tower
Note: Includes a selection of advertising channels. Available ad channels vary by market.
*See **Appendix (page 41)** for list of ad channels included in each market.*

Q1 2024:

Retail Media Advertising Overview

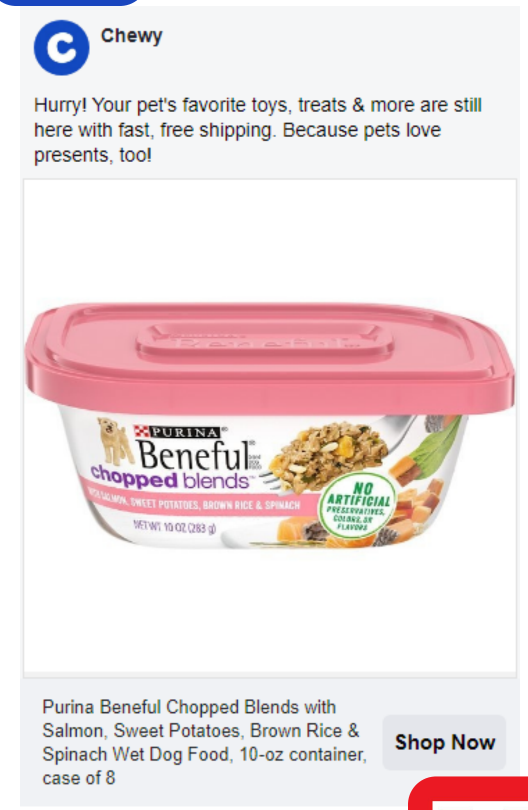
What is Retail Media Intelligence?

Pathmatics Retail Media Intelligence provides marketers with complete visibility into the co-branded digital advertising ecosystem and retail media networks. Your customized marketing Intelligence 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

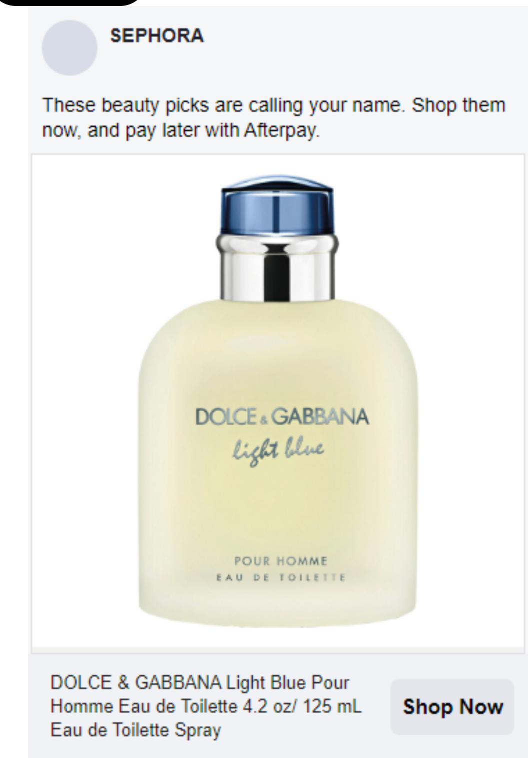
Learn More & Request a Demo Here

Retailer: Chewy



Advertiser: Purina

Retailer: Sephora



Advertiser: Dolce & Gabbana

Retailer: Walmart

Advertiser: PepsiCo

Retailer: Target

Advertiser: Coty Inc

Walmart and Target Dominate Co-Branded Digital Advertising in the US, Followed by More Specialized Retailers

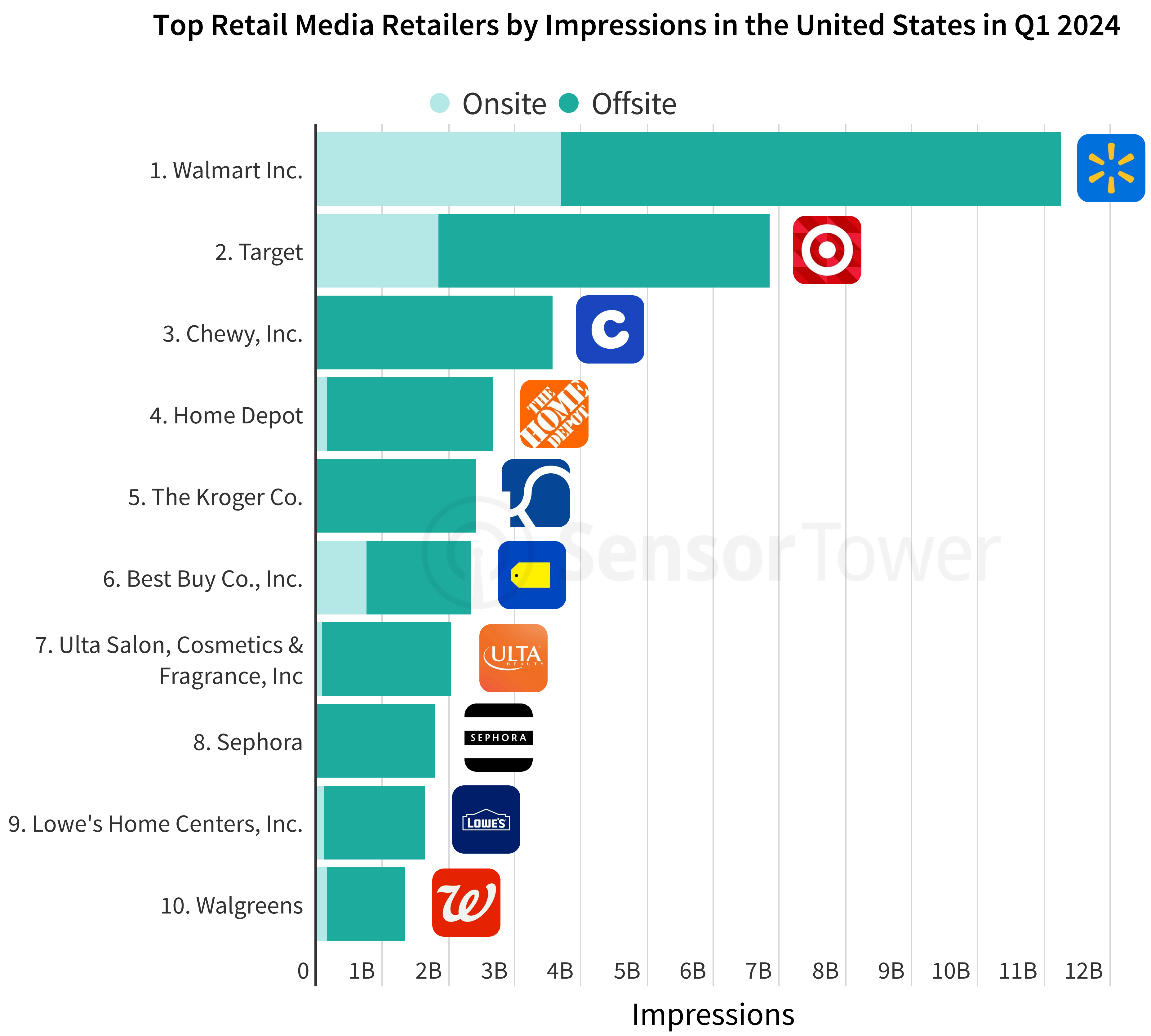
Walmart Inc. was the top US retailer by retail media ad impressions in Q1 2024, surpassing 11 billion impressions. This was well ahead of Target with nearly 7 billion impressions. Some of the other top retailers were more specialized, focusing on pet supplies (Chewy), home and garden supplies (Home Depot and Lowe's), or personal care and beauty (Ulta and Sephora).

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.



Retail Media Advertising Provides Opportunities Across a Broad Set of Categories

Personal Care was the top category by retail media impressions in the US in Q1 2024, with Ulta and Sephora as the leading retailers in the space. Ulta ads often included products from Coty and Estee Lauder while Sephora ads included Shiseido and Rare Beauty. Both retailers frequently advertised L'Oreal products.

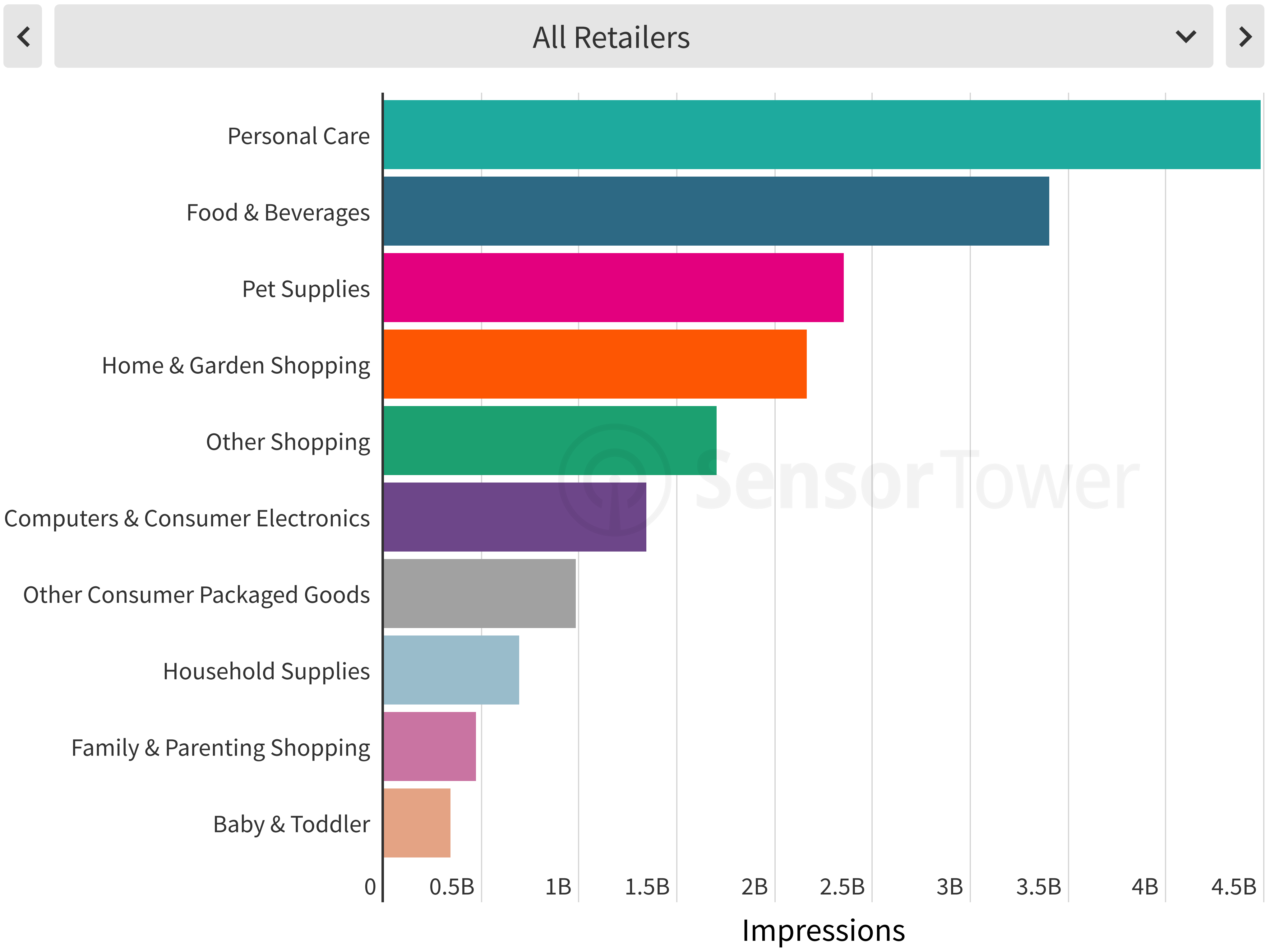
Top categories varied significantly between retailers. More general retailers like Walmart, Target, and Walgreens covered a diverse group of categories while specialized retailers like Chewy and Home Depot were more focused.

Definitions:

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 in Q1 2024



Walmart and Target Competed Across Categories for Retail Media Advertising

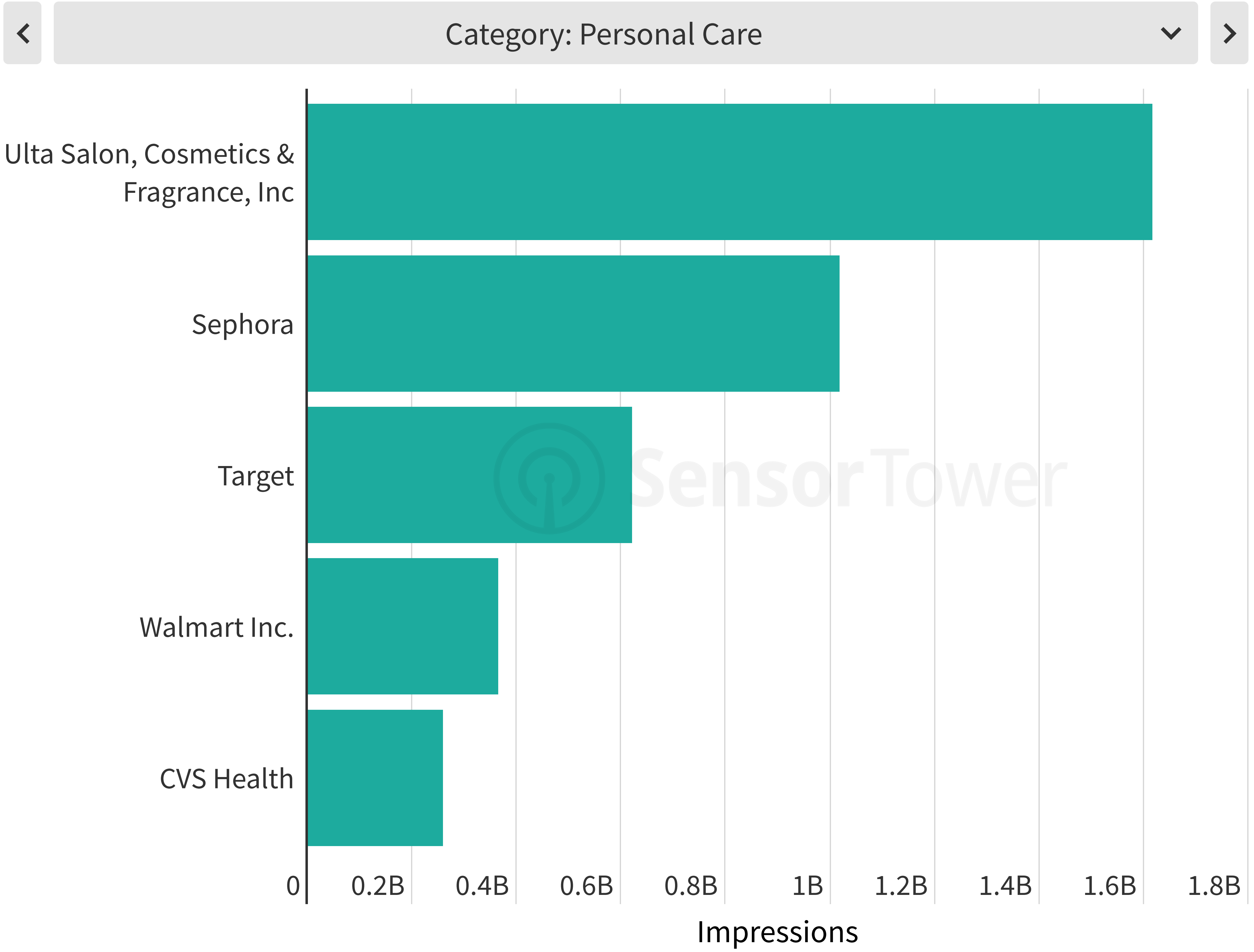
Walmart and Target were among the top five retailers across each of the top categories in Q1 2024, though they were far from the market leader in certain categories. Walmart had the most co-branded advertising impressions for Food & Beverages and Consumer Packaged Goods, while Target led the way for Shopping, Household Supplies, Family & Parenting Shopping, and Baby & Toddler.

Definitions:

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.

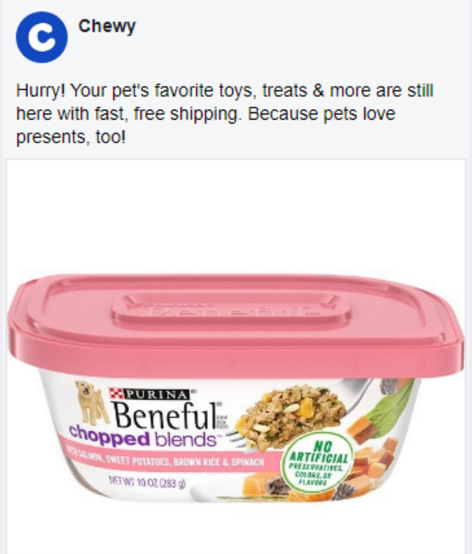
Top Retail Media Retailers by Category in the United States in Q1 2024



Discover Which Brands Worked Closely with Top US Retailers to Highlight their Products in Q1 2024

Many of Chewy's ads in Q1 2024 featured Purina PetCare products, with these co-branded ads combining for 900 million impressions.

Diane von Fursternberg, the top advertiser for Target, has a partnership with the retailer that includes an exclusive collection.

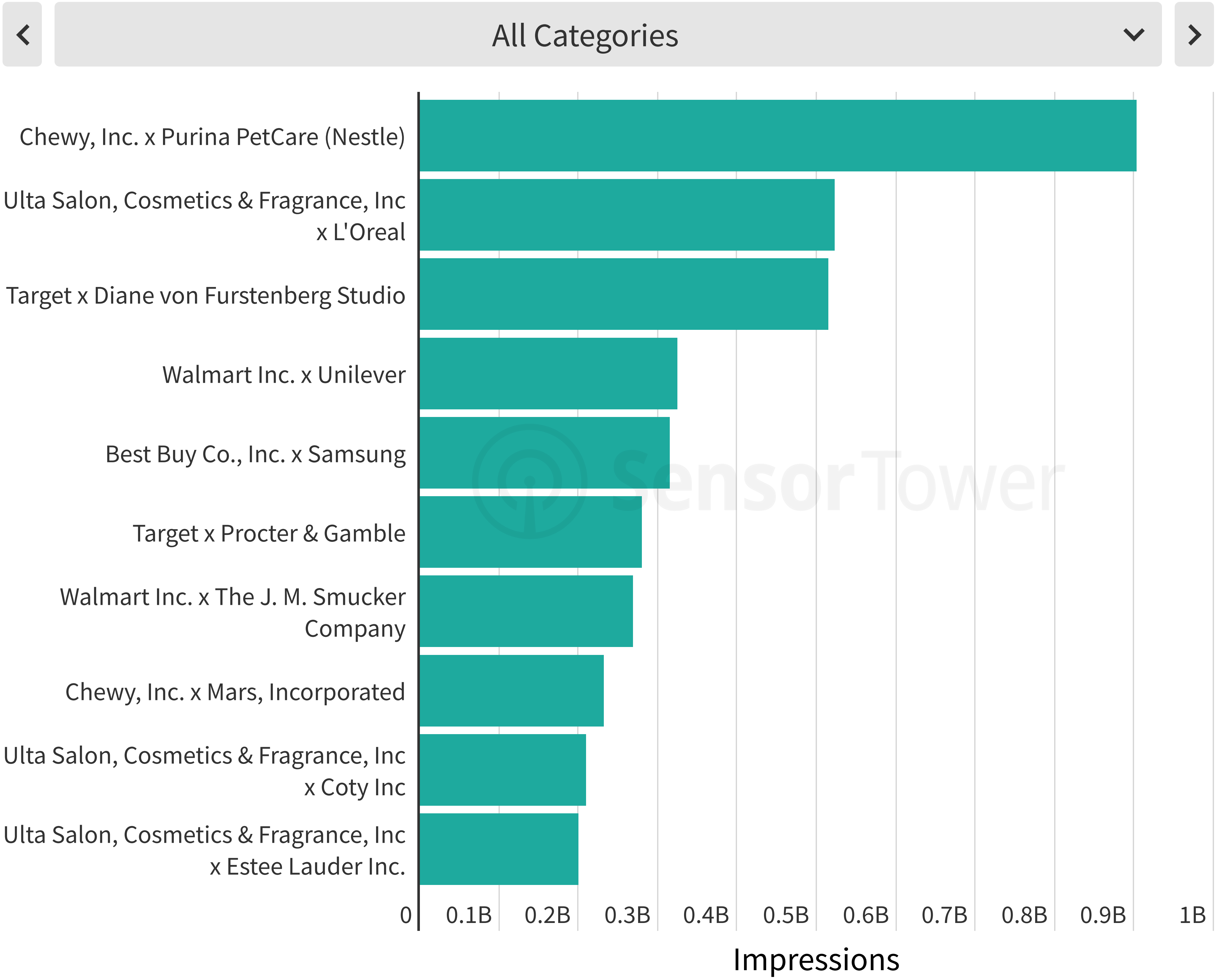


Retailer: Chewy

Advertiser: Purina

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

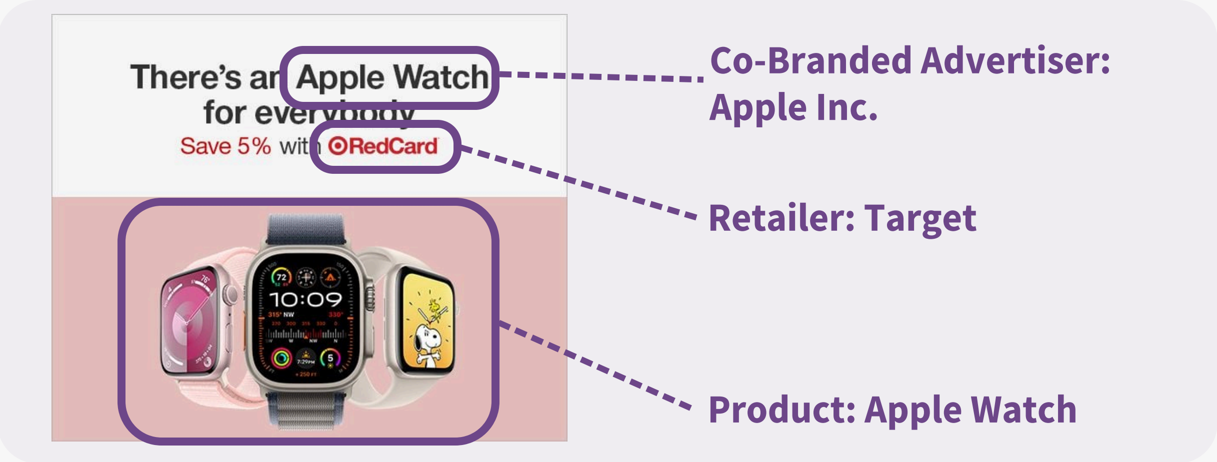
Top Co-Branded Retailer / Advertiser Combinations in the United States in Q1 2024



Dig Deeper into Co-Branded Advertising Partnerships and Opporunities with the Top Advertisers for Key Retailers

Top co-branded advertisers help reveal the benefits of partnerships between some of the largest brands in the US. For example, Apple is the #3 co-branded advertiser at Target and DoorDash ranks among the top 10 at The Kroger Co. with their partnership for flower and food delivery.

Other retailer / advertiser combinations provide a chance to see which brands are finding success at different retailers. For example, different beauty brands advertise with Ulta vs. Sephora.



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 in Q1 2024

Retailer: Walmart Inc.

Rank	Co-Branded Advertiser	Top Product	Example Creative
1	Unilever	Dove	Banner
2	The J. M. Smucker Company	Folgers	Image
3	McCormick & Company, Inc.	McCormick & Company, Inc.	Banner
4	Beiersdorf AG	Nivea Lip Care	Banner
5	Meredith Corporation	Better Homes and Gardens	Image
6	Grupo Bimbo	Ballpark Buns	Banner
7	Kenvue Inc.	Aveeno	Video
8	Kimberly-Clark Corporation	Pull-Ups	Video
9	Glanbia plc	Optimum Nutrition	Banner
10	Reckitt Benckiser	Reckitt Benckiser	Image

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.
- LinkedIn and Pinterest ad coverage was added in the United States in May 2023 and was excluded from year-over-year comparisons.

Included Ad Channels by Market

Key: ✓ Included ad channel ★ Recently added channel (only included on page 29) ○ Ad channel not included in market

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

Sensor Tower

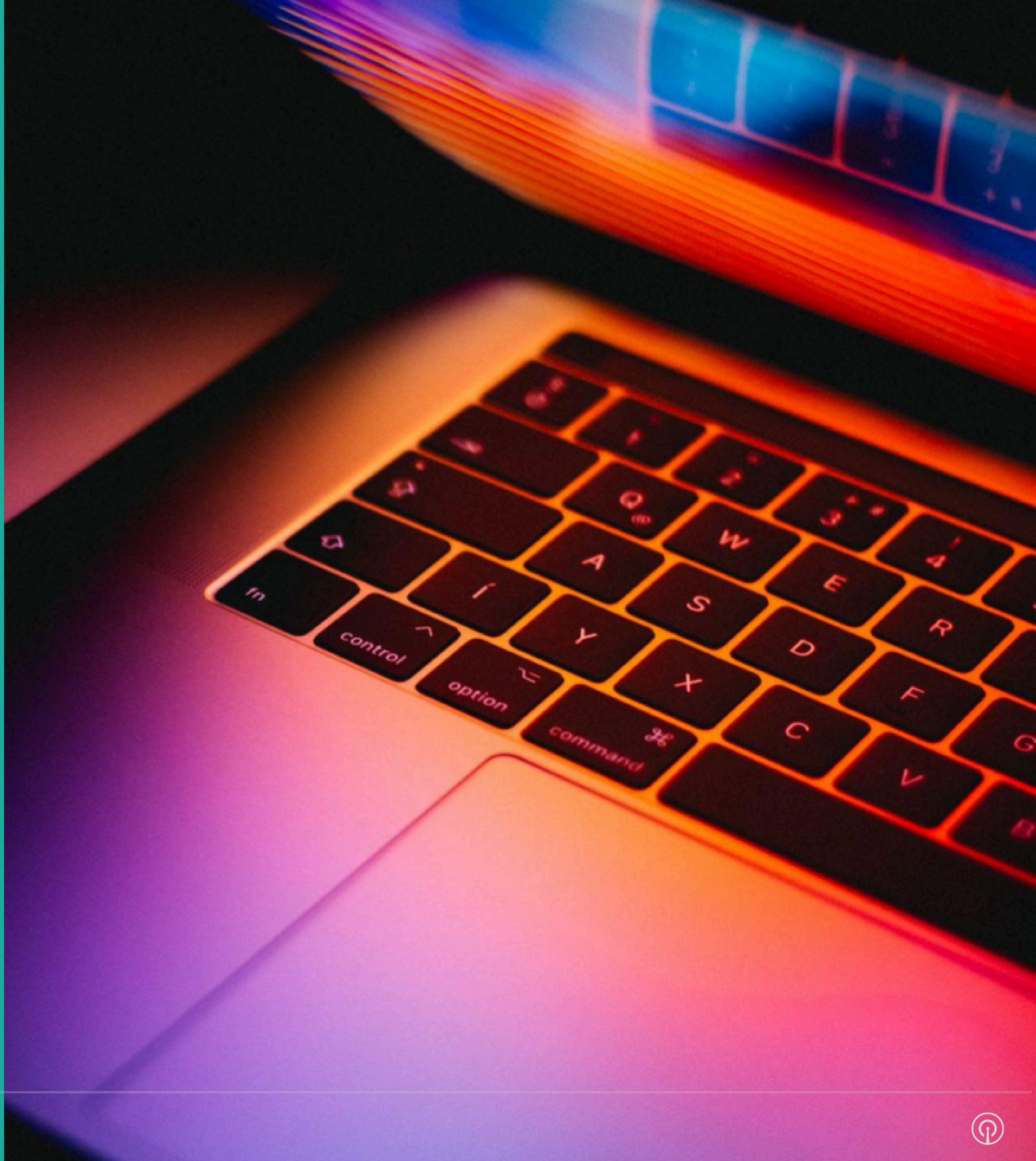
About Sensor Tower

Sensor Tower is the source of truth for mobile app, digital advertising, and audience insights. Since 2013 our digital data estate has grown into the largest and most trusted among the biggest brands, media companies, investment firms, and mobile game and app publishers across the Americas, Europe, Africa, Asia, Middle East and the Pacific. We deliver the most robust picture of the mobile app and digital advertising ecosystems in the most privacy safe way possible.

Sensor Tower mobile app insights help mobile marketers and app and game developers capture consumer mindshare where they spend their time – their mobile devices.

Pathmatics by Sensor Tower Digital Advertising Insights help demystify the digital ad ecosystem – helping marketers drive waste from their budgets and better position their campaigns.

Press Inquiries: press@sensortower.com



Sensor Tower

Interested in our Digital Market Insights Solutions?

If you want to learn more about Sensor Tower, please request a demo:

Request a free demo!

Get the latest insights on our blog: **sensortower.com/blog**