

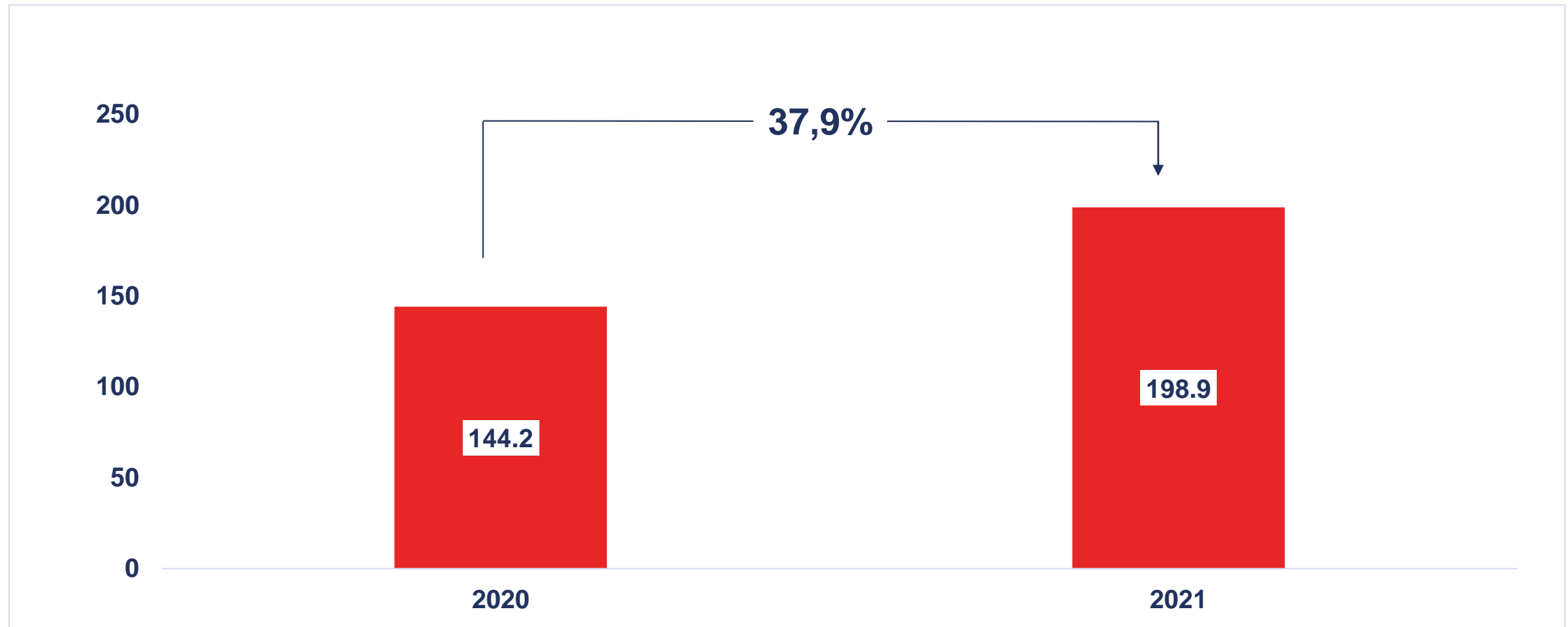


**IAB Bulgaria
Digital Ad Spend Report
2021**

198,9

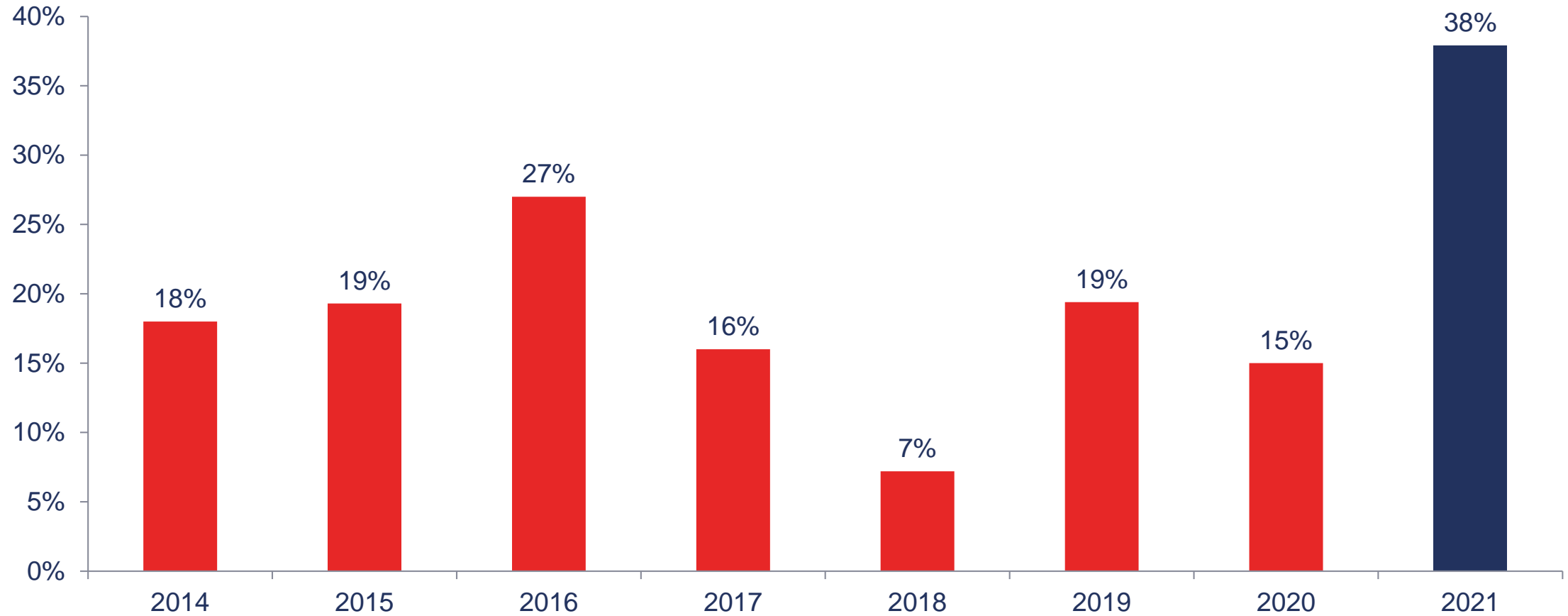
Net Market 2021 (Millions BGN)

adex **BULGARIA 2021** 37,9% Net Growth 2021 vs. 2020

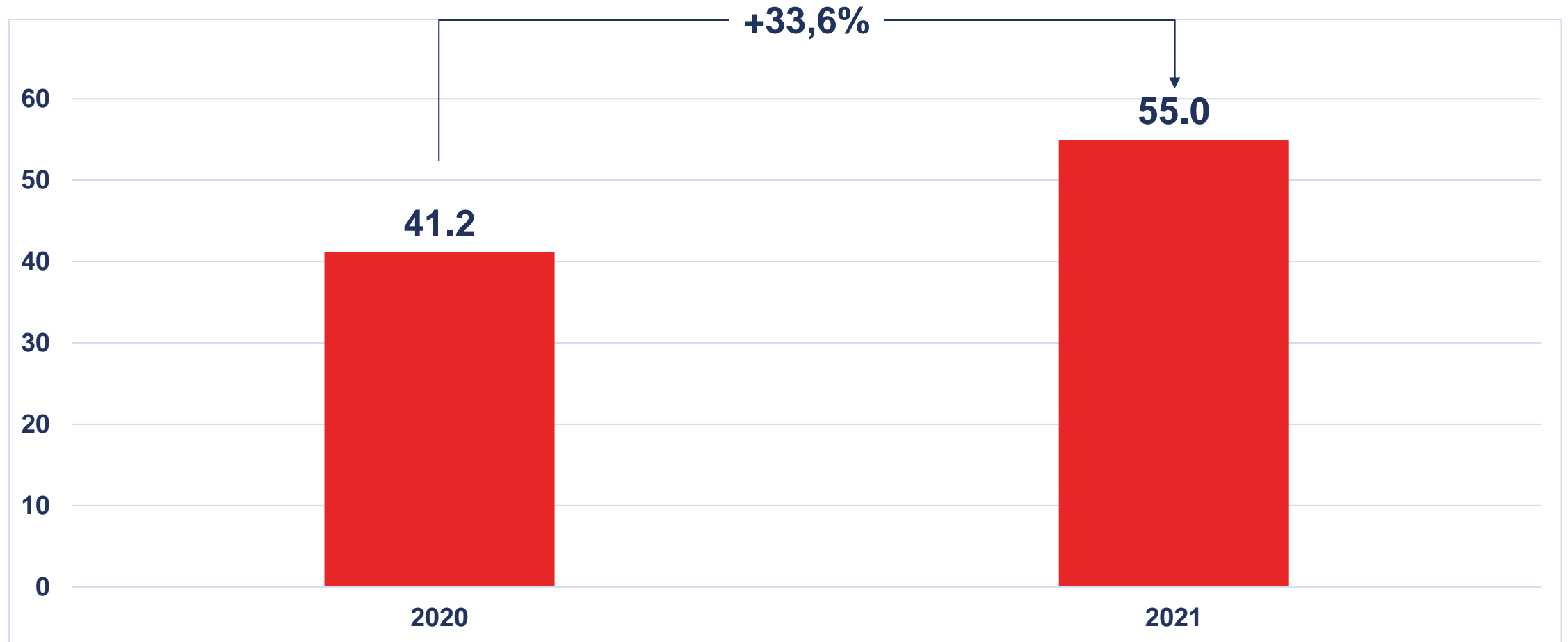


adex **BULGARIA** 2021

Net market growth trend



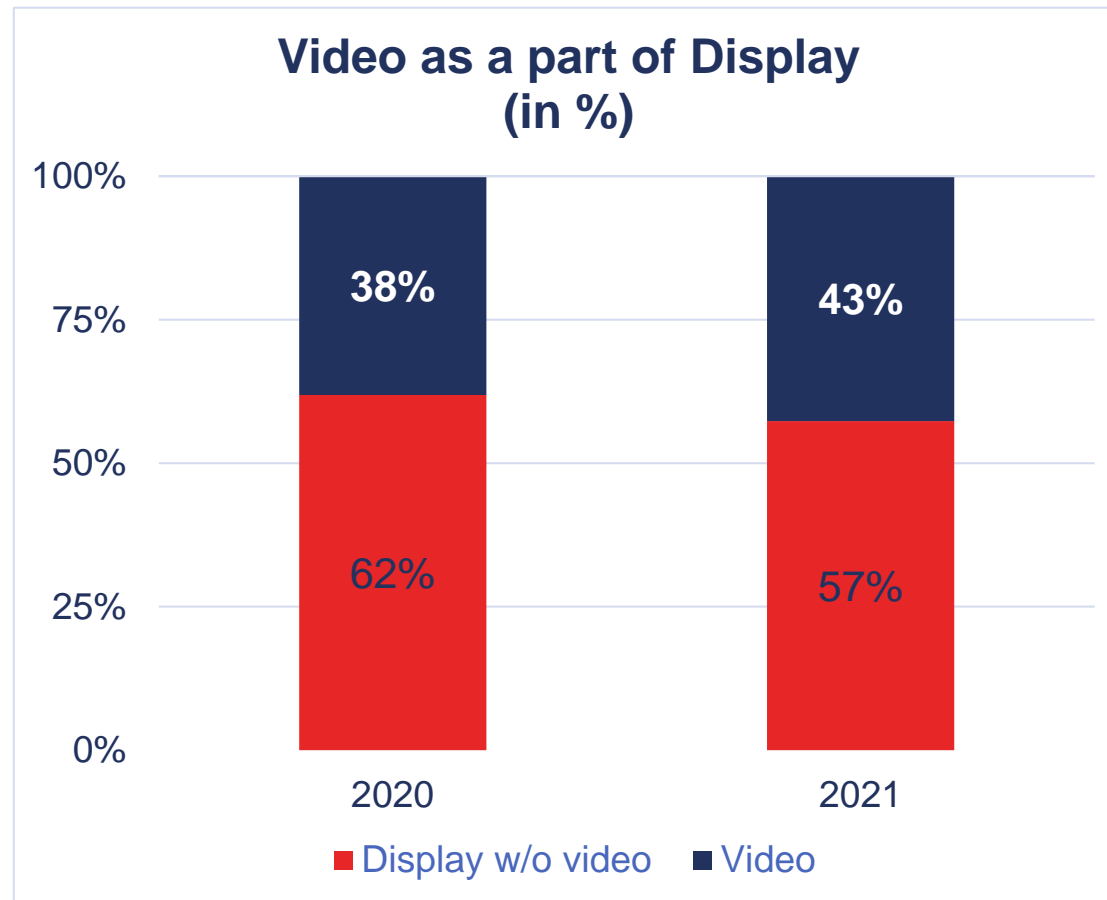
adex BULGARIA 2021 Local market (in millions BGN)

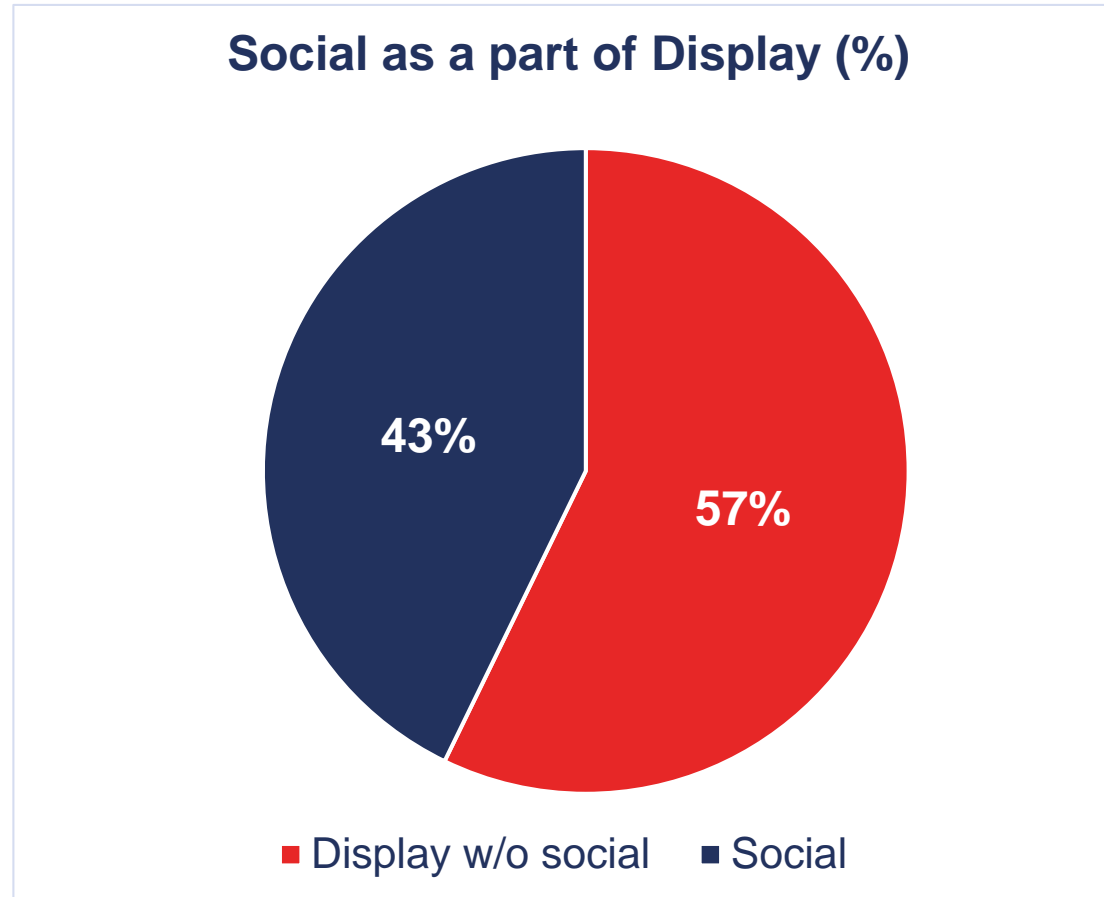


Net market by main market categories (2021 vs. 2020, millions BGN)

	2020	2021	Growth
Display	102,0	137,5	34,8%
Search	33,9	46,4	36,9%
Native and PR	4,3	5,9	39,7%
Talent & Influence marketing	2,5	6,1	142,8%
Other	1,6	3,0	92,0%
Total	144,2	198,9	37,4%

Video as a part of Display







Thank you!

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