



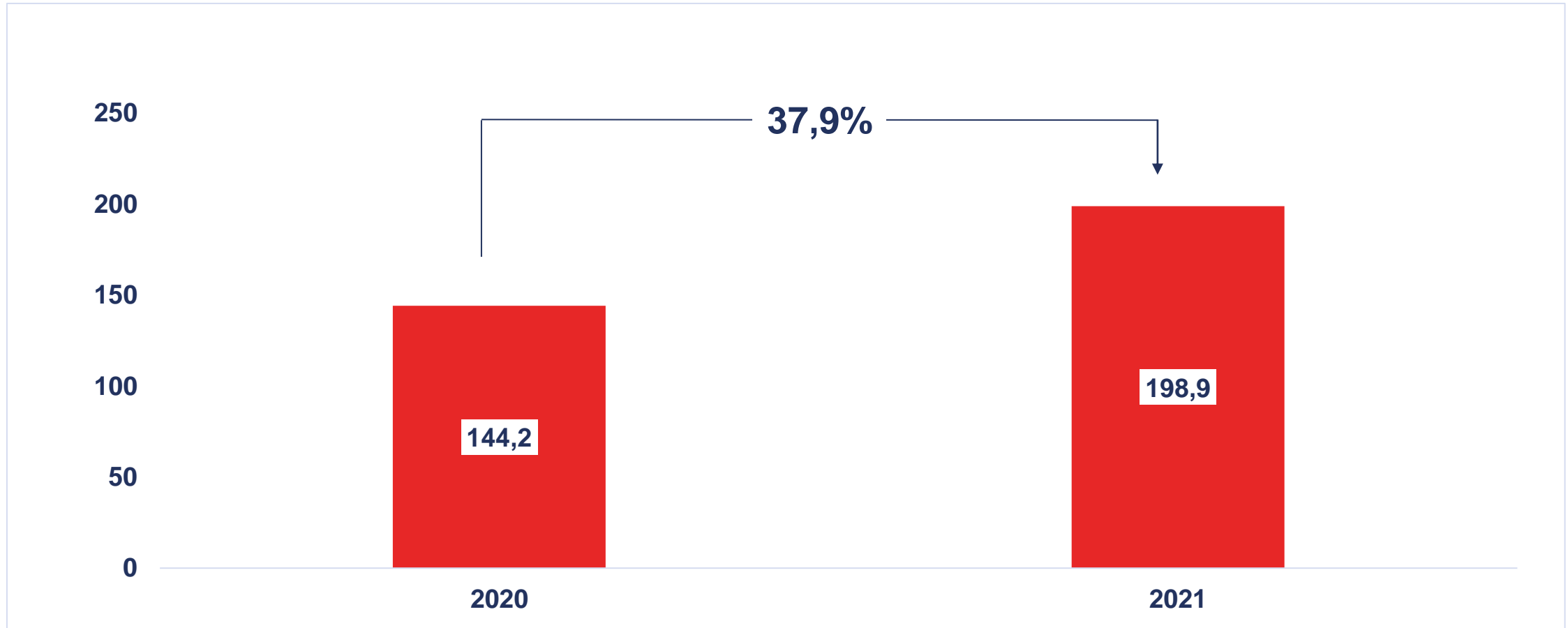
**IAB Bulgaria  
Digital Ad Spend Report  
2021**

**198,9**

**Net Market 2021 (Millions BGN)**

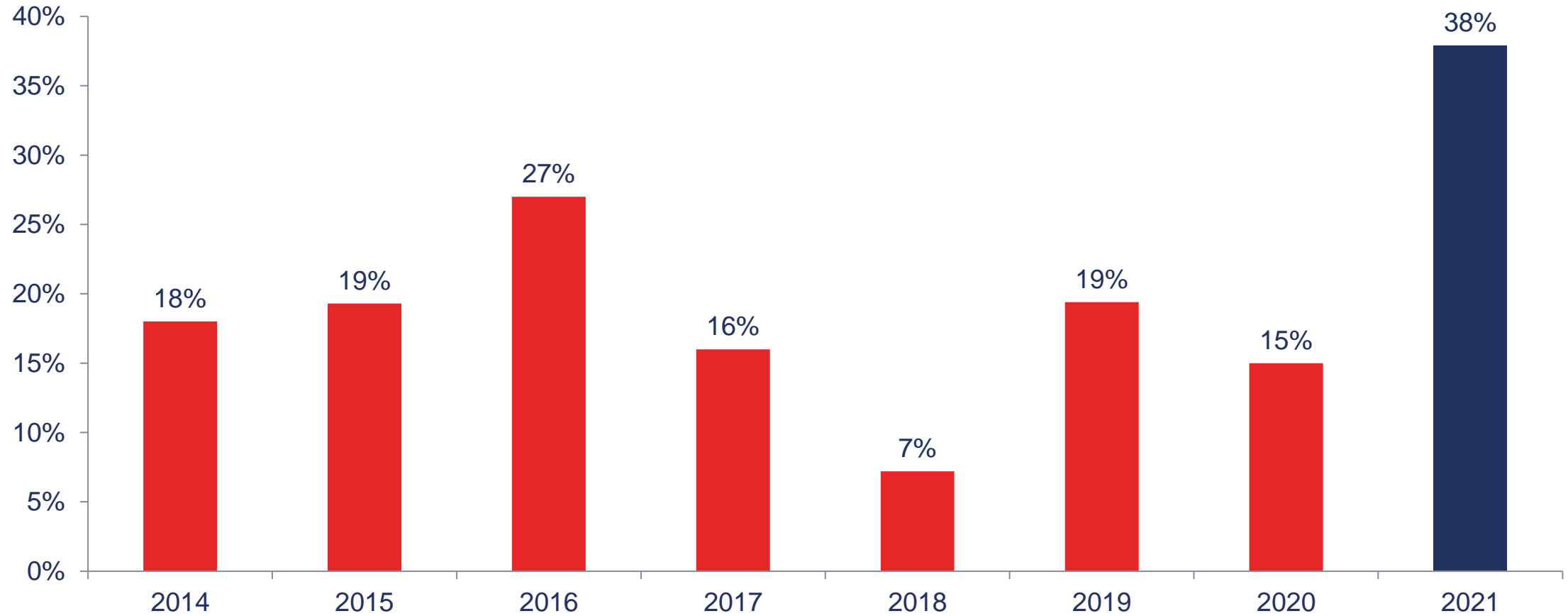
# adex **BULGARIA** 2021

## 37,9% Net Growth 2021 vs. 2020

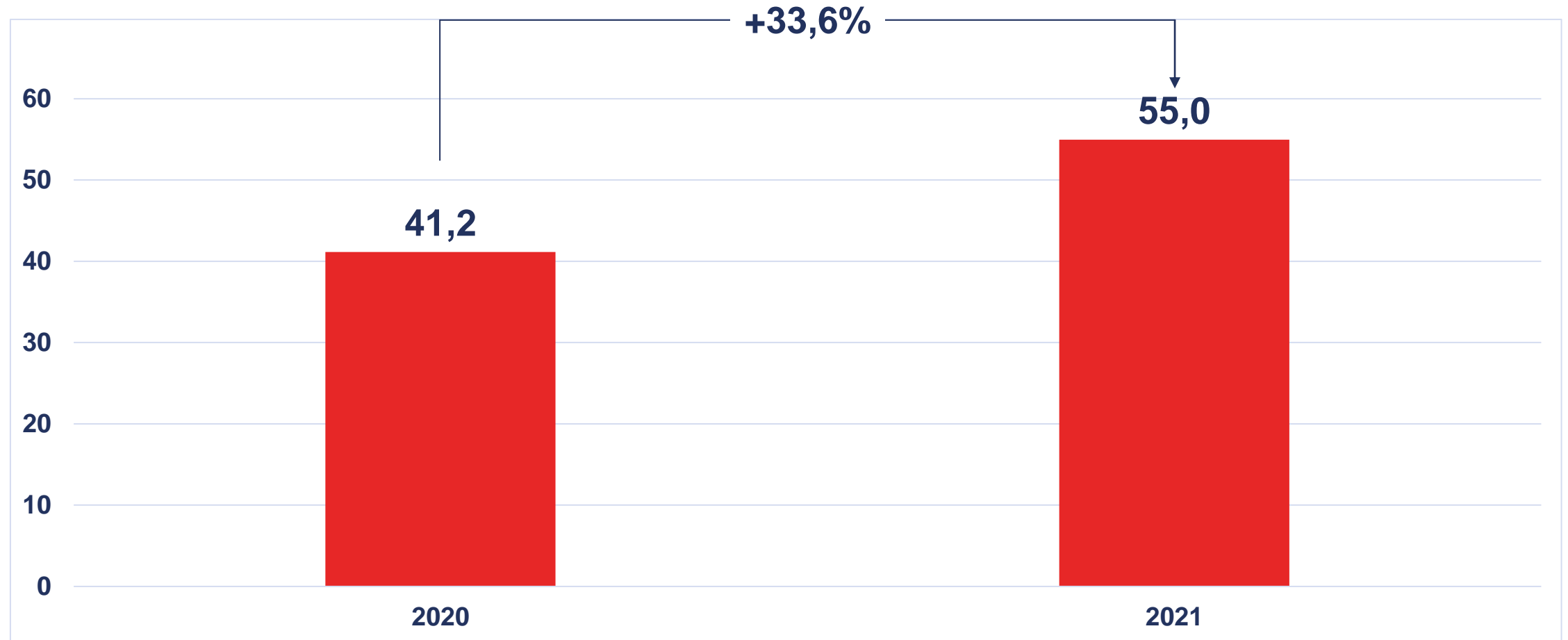


# adex **BULGARIA** 2021

## Net market growth trend



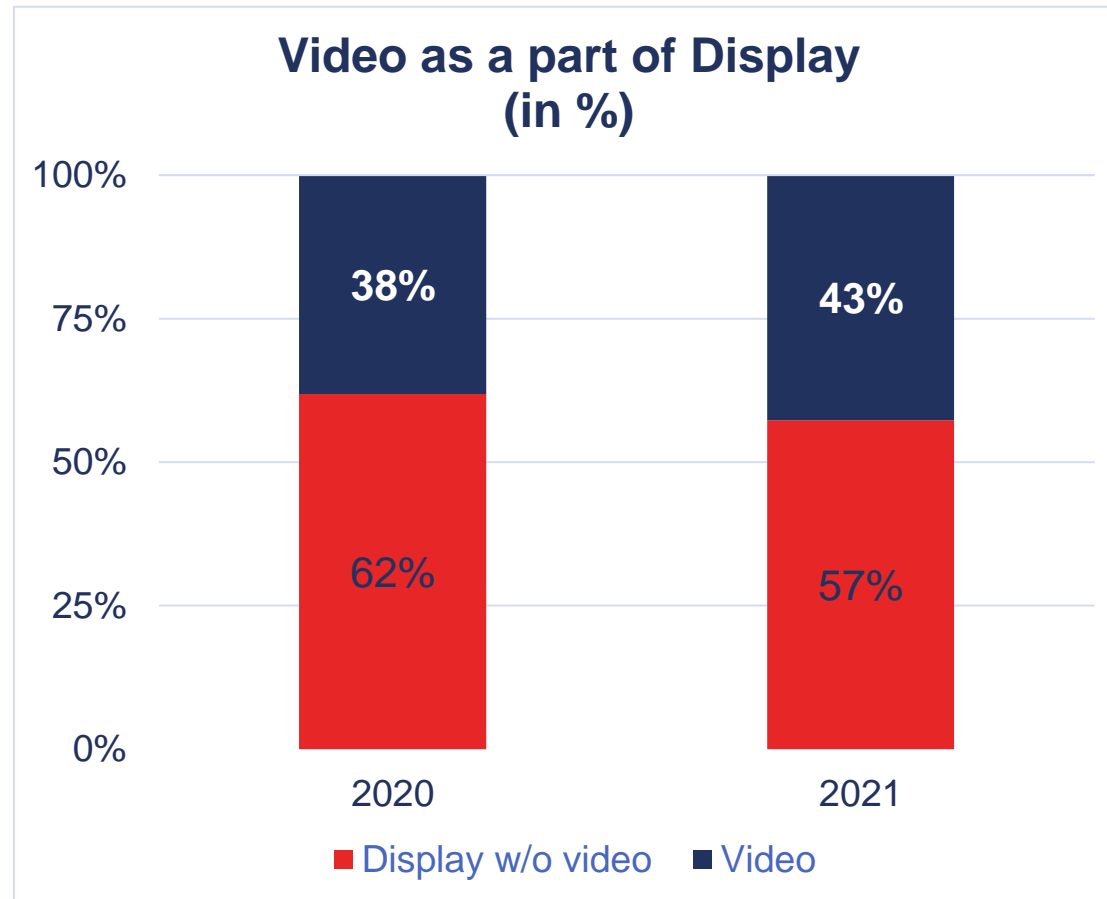
# adex BULGARIA 2021 Local market (in millions BGN)

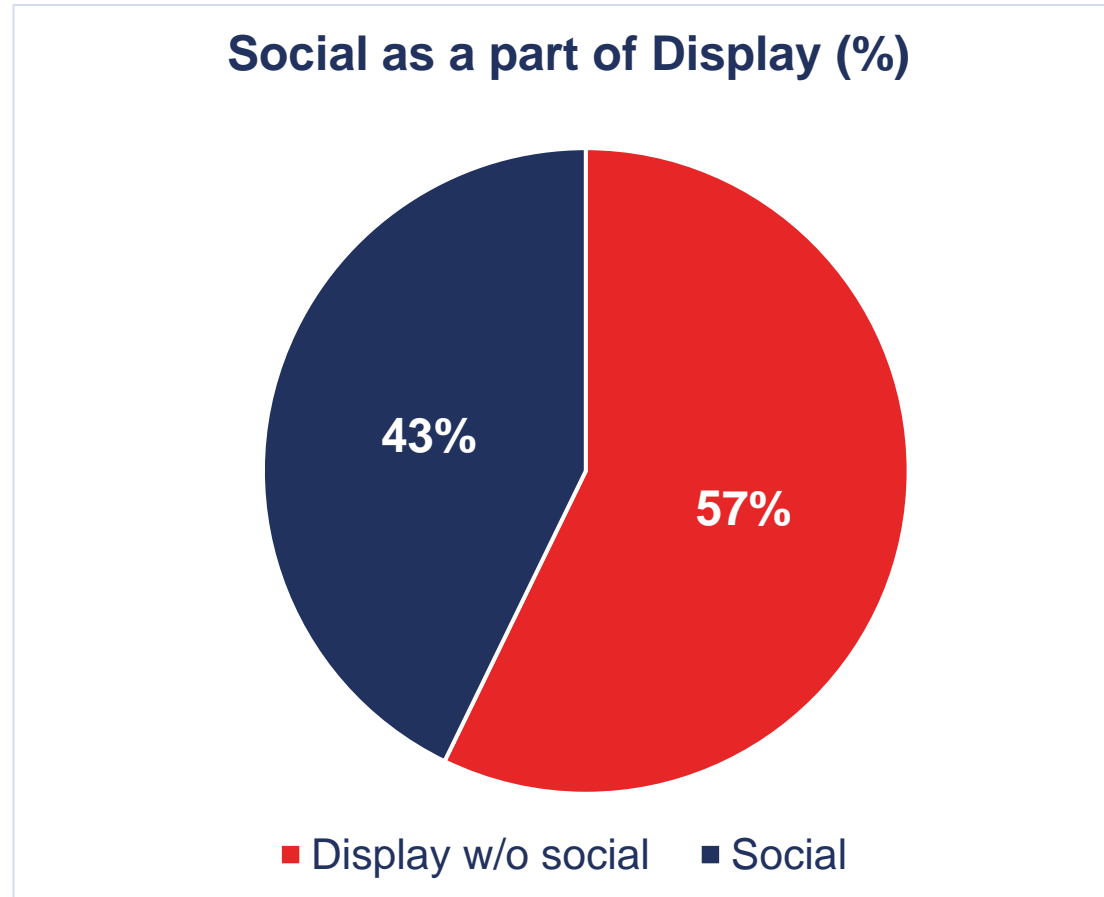


## Net market by main market categories (2021 vs. 2020, millions BGN)

	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%
<b>Total</b>	<b>144,2</b>	<b>198,9</b>	<b>37,4%</b>

# Video as a part of Display









**Thank you!**

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