Meta is Quietly Becoming a Bigger Ad Business Than Google

Meta is poised to surpass Google in digital ad revenue for the first time this year. According to Emarketer, Meta is projected to generate $243.46 billion in global ad revenue in 2026, edging past Google’s $239.54 billion. The social media network is also expected to take a larger share of global ad spend—26.8% compared to Google’s 26.4%—a reversal from just a few years ago.

The milestone would mark the first time Google has ceded the top spot, as advertisers increasingly prioritize platforms that pair scale with automation and measure return on ad spend.

Google’s ad business, encompassing Google Ad Network (search and display ads) and YouTube, is still growing, albiet at a slower pace.

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