

FOR IMMEDIATE RELEASE

March 5, 2026

2025 Advertising Expenditures in Japan

Advertising expenditures in Japan grew 5.1% year on year to a record high of 8,062.3 billion yen, reaching a record high for the fourth consecutive year; Internet advertising expenditures increased 10.8% year on year to 4,045.9 billion yen, exceeding 4,000 billion yen for the first time and also accounting for more than half of total advertising expenditures for the first time (50.2%); In promotional media advertising expenditures, “events/exhibitions/screen displays” recorded double-digit growth, buoyed by major events such as Expo 2025 Osaka, Kansai, Japan and the 2025 World Athletics Championships in Tokyo

Dentsu Inc. (President & CEO: Takeshi Sano; Head Office: Tokyo), announced today the completion of its calendar year 2025 annual report on advertising expenditures in Japan, which includes a breakdown of estimated expenditures by advertising medium and industry. The main findings of the report are as follows.

Overview of Japanese Advertising Expenditures throughout 2025

- Throughout 2025, advertising expenditures grew 5.1% year on year to 8,062.3 billion yen, marking five consecutive years of growth and the fourth consecutive year of record high expenditures. Strong corporate earnings served to accelerate digital investment, while major events also helped drive growth. Video and social media ads performed strongly, with internet advertising expenditures accounting for more than half of total advertising expenditures for the first time at 50.2%. Traditional media advertising expenditures remained flat, down 1.6% year on year at 2,298.0 billion yen.
- Internet advertising expenditures reached 4,045.9 billion yen, up 394.2 billion yen (10.8%) over the previous year and exceeding 4,000 billion yen for the first time since records began in 1996. Increasing demand for video ads, led by social media vertical video ads and connected TVs (internet-connected TVs) contributed to overall market expansion.
- Promotional media advertising expenditures grew for the third consecutive year, increasing 2.0% year on year to 1,718.4 billion yen, supported by rising inbound tourism-led demand and major events that increased mobility, with growth seen in fields relating to human movement and activity, such as outdoor, transit, POP, and events/exhibitions/screen displays, etc. Events/exhibitions/screen displays” alone recorded double-digit growth of 11.2%, reaching 474.8 billion yen, buoyed by major events Expo 2025 Osaka, Kansai, Japan and the 2025 World Athletics Championships in Tokyo.

Advertising Expenditures in Japan



Note: The categories of "Merchandise-related EC Platforms" and "Events" within Advertising Expenditures in Japan were added in 2019. Results up to 2018 have not been adjusted to reflect this change.

Overview of Advertising Expenditures by Medium

In Dentsu Inc.'s annual reports on advertising expenditures in Japan, expenditures are classified into three broad categories of advertising media: (1) Traditional media advertising expenditures (comprising advertising expenditures and their respective production costs for the categories of newspapers, magazines, radio, and television); (2) Internet advertising expenditures (comprising the categories of internet media costs, merchandise-related EC platforms within advertising expenditures in Japan, and internet advertising production costs); and (3) Promotional Media advertising expenditures (comprising advertising expenditures for the categories of outdoor, transit, flyers, direct mail, free newspapers, POP, and events/exhibitions/screen displays).

(1) Traditional media advertising expenditures amounted to 2,298.0 billion yen (down 1.6%)

Traditional media advertising expenditures, comprising newspaper, magazine, radio and television advertising expenditures remained overall at a similar level to the previous year, down 1.6% at 2,298.0 billion yen.

(2) Internet advertising expenditures amounted to 4,045.9 billion yen (up 10.8%)

With growth focused in video ads, internet advertising expenditures continued to expand, accounting for more than half of all expenditures for the first time ever, at 50.2%. Out of the total, internet media costs amounted to 3,309.3 billion yen, a double-digit growth rate of 11.8% year on year.

In terms of digital advertising derived from traditional media, television media-related video advertising expenditures continued their high growth rate, increasing 23.3% to 80.5 billion yen.

Advertising expenditures for merchandise-related EC platforms were up 12.5% year on year to 244.4 billion yen, on the back of further expansion of online sales. Internet advertising production costs increased 4.0% to 492.2 billion yen, driven by the expanding number of video advertising productions.

(3) Promotional media advertising expenditures amounted to 1,718.4 billion yen (up 2.0%)

Burgeoning inbound tourism-related demand served to boost outdoor, transit and POP advertising. Major events such as the Expo 2025 Osaka, Kansai, Japan and the 2025 World Athletics Championships in Tokyo, along with positive factors including the opening or renovation of major commercial facilities and hotels and ongoing urban redevelopment, all helped to drive double-digit growth of 11.2% in expenditures on events/exhibitions/screen displays for a total of 474.8 billion yen, contributing to the overall expansion of promotional media advertising expenditures.

TABLE 1
Advertising Expenditures by Medium (2023-2025)

Media	Advertising Expenditures (¥ billion)			YoY Comparison Ratio (%)		Component Ratio (%)		
	2023	2024	2025	2024	2025	2023	2024	2025
Traditional Media								
Newspapers	351.2	341.7	313.6	97.3	91.8	4.8	4.5	3.9
Magazines	116.3	117.9	113.5	101.4	96.3	1.6	1.5	1.4
Radio	113.9	116.2	115.3	102.0	99.2	1.6	1.5	1.4
Television	1,734.7	1,760.5	1,755.6	101.5	99.7	23.7	22.9	21.8
Terrestrial Television	1,609.5	1,635.1	1,633.3	101.6	99.9	22.0	21.3	20.3
Satellite Media-related	125.2	125.4	122.3	100.2	97.5	1.7	1.6	1.5
Subtotal	2,316.1	2,336.3	2,298.0	100.9	98.4	31.7	30.4	28.5
Internet								
Media costs	2,687.0	2,961.1	3,309.3	110.2	111.8	36.7	38.6	41.0
Digital advertising carried by traditional media companies	129.4	152.0	165.1	117.5	108.6	1.8	2.0	2.0
Newspapers Digital	20.8	19.5	19.1	93.8	97.9	0.3	0.3	0.2
Magazines Digital	61.1	63.7	61.5	104.3	96.5	0.9	0.8	0.8
Radio Digital	2.8	3.4	3.8	121.4	111.8	0.0	0.0	0.0
Television Media Digita	44.7	65.4	80.7	146.3	123.4	0.6	0.9	1.0
Television media-related video advertising	44.3	65.3	80.5	147.4	123.3	0.6	0.9	1.0
Merchandise-related EC Platforms within Advertising Expenditures in Japan	210.1	217.2	244.4	103.4	112.5	2.9	2.8	3.0
Production Costs	435.9	473.4	492.2	108.6	104.0	5.9	6.2	6.1
Subtotal	3,333.0	3,651.7	4,045.9	109.6	110.8	45.5	47.6	50.2
Promotional Media								
Outdoor	286.5	288.9	304.2	100.8	105.3	3.9	3.8	3.8
Transit	147.3	159.8	173.6	108.5	108.6	2.0	2.1	2.2
Flyers	257.6	244.2	235.4	94.8	96.4	3.5	3.2	2.9
Direct Mail	310.3	286.3	270.8	92.3	94.6	4.2	3.7	3.4
Free Newspaper	135.3	130.6	105.6	96.5	80.9	1.9	1.7	1.3
POP	146.1	148.3	154.0	101.5	103.8	2.0	1.9	1.9
Events / Exhibitions / Screen Displays	384.5	426.9	474.8	111.0	111.2	5.3	5.6	5.9
Subtotal	1,667.6	1,685.0	1,718.4	101.0	102.0	22.8	22.0	21.3
Total	7,316.7	7,673.0	8,062.3	104.9	105.1	100.0	100.0	100.0

TABLE 2

Sources Of Media Expenditures

Traditional Media	Advertising spending in the traditional media of newspapers, magazines, radio, and television.
Newspapers	Advertising rates of national daily and trade newspapers, and advertising production costs.
Magazines	Advertising rates of national monthly, weekly, and specialized magazines, and advertising production costs.
Radio	Time rates and production costs of private broadcasting stations nationwide, and commercial production costs (but not including event-related costs).
Television	
Terrestrial Television	Time rates and production costs of private terrestrial broadcasting stations nationwide, and commercial production costs (but not including event-related costs).
Satellite Media-related	Advertising expenditures for satellite broadcasts, CATV, and teletext (placement and production costs).
Internet	Total of ad placement costs (media costs) of Internet sites, Merchandise-related EC Platforms, and Internet-related production costs.
Media costs	Ad placement costs (media costs) of Internet sites and apps (including Merchandise-related EC Platforms).
Digital advertising carried by traditional media companies	Total of Newspapers Digital, Magazine Digital, Radio Digital, and Television Digital ads.
Newspapers Digital	Internet advertising expenditures for digital ad space offered by newspaper companies. (Not included in newspaper advertising expenditures.)
Magazines Digital	Internet advertising expenditures for digital ad space offered by magazine companies. (Not included in magazine advertising expenditures.)
Radio Digital	Internet advertising expenditures for digital ad space offered by radio media companies. (Not included in radio advertising expenditures.)
Television Media Digital	Internet advertising expenditures for digital ad space offered by television media companies (including satellite media-related expenditures). (Not included in television media advertising expenditures.)
Television Media-related Video Advertising	Internet advertising expenditures for video streaming-type media, including catch-up TV services and simulcast services.
Merchandise-related EC Platforms within Advertising Expenditures in Japan	Internet advertising expenditures for advertisers with stores and advertising transactions carried out by those advertisers for products on Merchandise-related EC Platforms. These expenditures do not comprise the overall Internet advertising expenditures in the EC platforms category.
Production costs	Production costs of advertising on Internet sites and apps (including Merchandise-related EC Platforms) and related production costs (banner ads, video ads, advertorials on social media platforms, etc.).
Promotional Media	Advertising expenditures for sales promotion-related media.
Outdoor	Production and placement costs for short- and long-term billboards, neon signs, LED signs, outdoor video screens, etc.
Transit	Placement costs for airports, as well as for transit advertisements in trains, buses, taxis, and other public transportation.
Flyers	Insertion costs for flyers in newspapers nationwide.
Direct Mail	Postage and private delivery costs for direct mail.
Free Newspapers	Advertising costs in free newspapers, magazines, and telephone directories.
POP	Production costs for point-of-purchase displays.
Events / Exhibitions / Screen Displays	Production costs for sales promotion, pop-up stores, sports events, PR events, exhibitions, expositions, and PR venues; production and screening costs for cinema advertising and promotional videos, etc.

TABLE 3

Advertising Expenditures and Japan's Nominal GDP (2005–2025)

Calendar Year		Advertising Expenditures (A)		Nominal Gross Domestic Product (B)		A / B (%)
		Advertising Expenditures (¥ billion)	Compared with Previous Year (%)	GDP (¥ billion)	Compared with Previous Year (%)	
2005	Before revision	5,962.5	101.8	537,385.2	100.5	1.11
2006		5,995.4	100.6	540,566.0	100.6	1.11
2005	After revision	6,823.5	102.9	537,385.2	100.5	1.27
2006		6,939.9	101.7	540,566.0	100.6	1.28
2007		7,019.1	101.1	544,571.1	100.7	1.29
2008		6,692.6	95.3	533,355.4	97.9	1.25
2009		5,922.2	88.5	499,361.7	93.6	1.19
2010		5,842.7	98.7	510,139.6	102.2	1.15
2011		5,709.6	97.7	501,142.0	98.2	1.14
2012		5,891.3	103.2	505,377.1	100.8	1.17
2013		5,976.2	101.4	514,553.3	101.8	1.16
2014		6,152.2	102.9	528,215.6	102.7	1.16
2015		6,171.0	100.3	548,866.7	103.9	1.12
2016		6,288.0	101.9	555,970.6	101.3	1.13
2017		6,390.7	101.6	565,119.0	101.6	1.13
2018		6,530.0	102.2	569,153.5	100.7	1.15
2019		6,938.1	106.2	571,838.0	100.5	1.21
2020		6,159.4	88.8	554,074.4	96.9	1.11
2021		6,799.8	110.4	573,568.8	103.5	1.19
2022		7,102.1	104.4	584,900.6	102.0	1.21
2023		7,316.7	103.0	616,033.0	105.3	1.19
2024		7,673.0	104.9	634,226.0	103.0	1.21
2025		8,062.3	105.1	662,788.5	104.5	1.22

Notes:

1. The GDP figures are taken from the Cabinet Office's "Annual Report on National Accounts" and "Quarterly Estimates of GDP."
2. The method for estimating advertising expenditures in Japan was modified in 2007, and the data for 2005 and 2006 have been retroactively revised.
3. Since 2018, digital advertising carried by traditional media companies has been added to estimates for Internet Advertising Expenditures.
4. Since 2019, advertising expenditures for Merchandise-related EC Platforms within Advertising Expenditures in Japan have been added to estimates for Internet Advertising Expenditures, and Events advertising expenditures have been added to estimates for Exhibitions/Screen Displays.

TABLE 4

Advertising Expenditures by Industry in Traditional Media for 2025

(Traditional Media Only, Excluding Satellite Media-related Spending)

(Unit: ¥ 10 million)

Industry	Newspapers			Magazines			Radio			Terrestrial Television			Total		
	Advertising Expenditure	Component Ratio (%)	Comparison Ratio (%)	Advertising Expenditure	Component Ratio (%)	Comparison Ratio (%)	Advertising Expenditure	Component Ratio (%)	Comparison Ratio (%)	Advertising Expenditure	Component Ratio (%)	Comparison Ratio (%)	Advertising Expenditure	Component Ratio (%)	Comparison Ratio (%)
Energy / Materials / Machinery	416	1.3	103.5	110	1.0	96.5	271	2.3	114.3	3,719	2.3	115.7	4,516	2.1	113.9
Foodstuffs	2,931	9.3	85.3	644	5.7	84.6	1,097	9.5	110.5	14,960	9.1	91.2	19,632	9.0	90.9
Beverages / Cigarettes	822	2.6	85.7	475	4.2	102.8	316	2.7	72.6	15,328	9.4	93.6	16,941	7.8	92.9
Pharmaceuticals / Medical Supplies	1,714	5.5	95.0	223	2.0	90.7	761	6.6	93.1	10,451	6.4	98.8	13,149	6.0	97.8
Cosmetics / Toiletries	1,676	5.3	84.3	1,124	9.9	92.5	458	4.0	99.6	14,830	9.1	94.6	18,088	8.3	93.5
Apparel / Fashion, Accessories / Personal Items	590	1.9	94.4	2,524	22.2	97.8	51	0.4	96.2	2,430	1.5	116.8	5,595	2.6	104.8
Precision Instruments / Office Supplies	301	1.0	109.1	636	5.6	92.2	40	0.3	100.0	462	0.3	89.9	1,439	0.7	94.7
Home Electric Appliances / AV Equipment	166	0.5	171.1	458	4.0	103.6	71	0.6	122.4	2,774	1.7	94.8	3,469	1.6	98.5
Automobiles / Related Products	320	1.0	103.6	293	2.6	90.4	614	5.3	104.6	7,033	4.3	94.7	8,260	3.8	95.5
Household Products	393	1.3	76.3	304	2.7	93.0	237	2.1	101.3	4,659	2.8	101.9	5,593	2.6	99.0
Hobbies / Sporting Goods	370	1.2	83.3	660	5.8	99.5	228	2.0	99.6	4,604	2.8	98.3	5,862	2.7	97.4
Real Estate / Housing Facilities	1,311	4.2	95.3	408	3.6	91.1	710	6.2	100.9	8,453	5.2	100.9	10,882	5.0	99.8
Publications	3,487	11.1	94.6	100	0.9	93.5	227	2.0	85.7	1,222	0.7	82.4	5,036	2.3	90.9
Information / Communications	2,022	6.4	96.5	543	4.8	101.5	1,139	9.9	125.7	21,653	13.2	104.4	25,357	11.7	104.4
Distribution / Retailing	4,742	15.1	88.7	398	3.5	89.6	895	7.8	120.0	9,592	5.9	111.1	15,627	7.2	103.0
Finance / Insurance	837	2.7	94.5	336	3.0	112.4	528	4.6	88.4	11,873	7.3	94.1	13,574	6.2	94.3
Transportation / Leisure	4,943	15.8	94.9	1,164	10.2	100.7	974	8.4	97.7	8,923	5.5	108.2	16,004	7.4	102.5
Food Services / Other Services	1,085	3.5	91.3	312	2.7	101.0	1,751	15.2	84.8	13,685	8.4	104.3	16,833	7.7	100.9
Government / Organizations	1,057	3.4	99.8	240	2.1	103.9	590	5.1	93.9	2,124	1.3	158.9	4,011	1.8	123.2
Education / Medical Services / Religion	1,003	3.2	86.8	352	3.1	96.2	369	3.2	103.1	3,382	2.1	113.7	5,106	2.3	105.2
Classified Ads / Others	1,174	3.7	89.4	46	0.4	65.7	203	1.8	95.8	1,173	0.7	77.3	2,596	1.2	83.4
Total	31,360	100.0	91.8	11,350	100.0	96.3	11,530	100.0	99.2	163,330	100.0	99.9	217,570	100.0	98.4

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