

H U
D I

DIGITAL ADEX

2025





Analiza ukupnih ulaganja u digitalni marketing u Hrvatskoj

Istraživanje medijskog zakupa kroz sve oblike kanala i tehnologija koje provode agencije Momentum i Ipsos, a temelji se na točnim iznosima oglašavanja izdavača (Internetskih portala), marketinških agencija te izvještajima medijskih platforma.

Također, HUDI, u suradnji s Ipsosom, provodi dodatno B2B AdEx istraživanje kojim se prikupljaju podaci oglašivača o ulaganjima u digitalni marketing kako bi se analiziralo oglašivačko ulaganje hrvatskih kompanija na digitalnim kanalima.



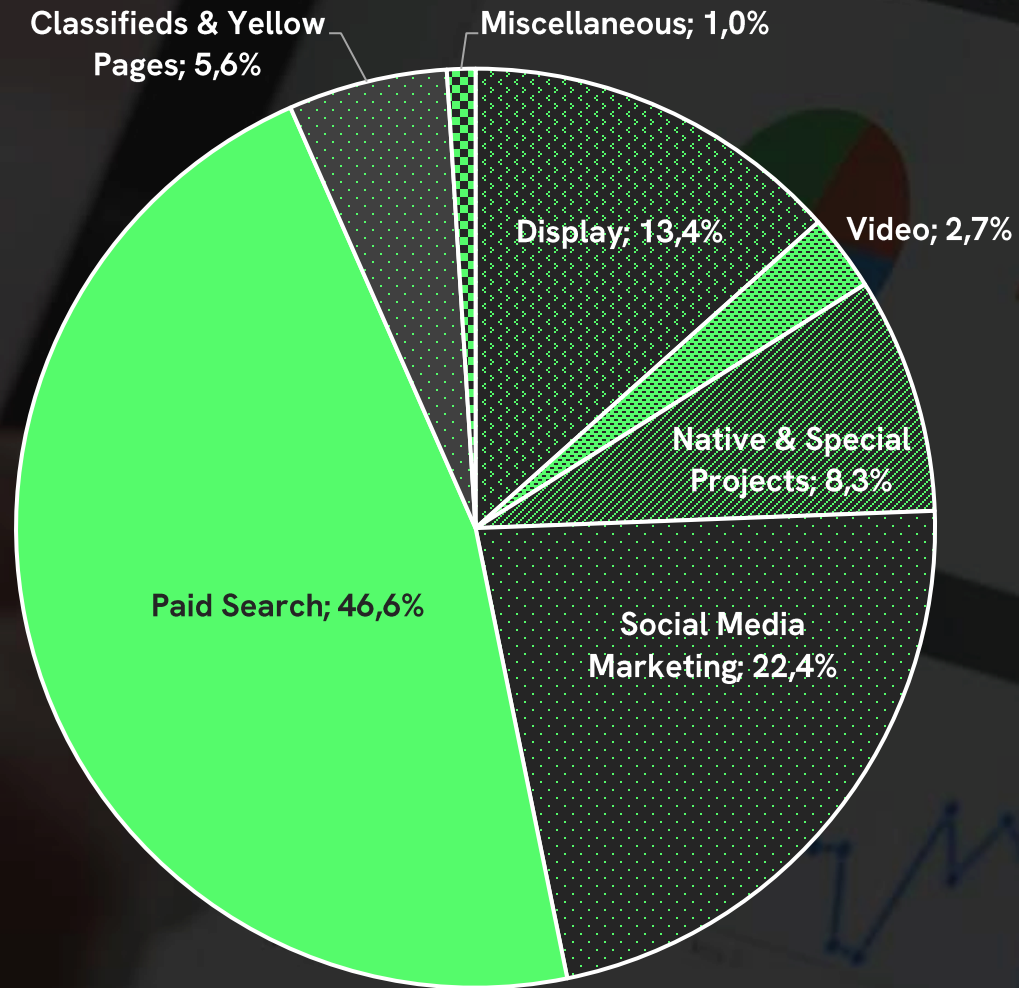
TOTAL ONLINE ADVERTIZING REVENUE (NET SPENDING)

NET	2022	2023	2024	2025	2026 FC	GROWTH 23 VS 22	GROWTH 24 VS 23	GROWTH 25 VS 24	GROWTH 26 VS 25
TOTAL	248.100.000 €	279.400.000 €	339.930.000 €	372.300.000 €	396.400.000 €	12,6%	21,7%	9,5%	6,5%
DISPLAY	40.400.000 €	41.900.000 €	47.400.000 €	49.900.000 €	51.900.000 €	3,7%	13,1%	5,3%	4,0%
VIDEO	8.600.000 €	9.300.000 €	9.900.000 €	10.000.000 €	10.300.000 €	8,1%	6,5%	1,0%	3,0%
NATIVE & SPECIAL PROJECTS	18.600.000 €	22.900.000 €	29.000.000 €	30.900.000 €	33.600.000 €	23,1%	26,6%	6,6%	8,7%
SOCIAL MEDIA MARKETING	61.900.000 €	66.300.000 €	79.400.000 €	83.300.000 €	86.100.000 €	7,1%	19,8%	4,9%	3,4%
PAID SEARCH	105.600.000 €	124.000.000 €	156.000.000 €	173.500.000 €	186.000.000 €	17,4%	25,8%	11,2%	7,2%
CLASSIFIEDS & YELLOW PAGES	12.400.000 €	14.400.000 €	17.300.000 €	20.800.000 €	24.500.000 €	16,1%	20,1%	20,2%	17,8%
MISCELLANEOUS¹	600.000 €	600.000 €	930.000 €	3.970.000 €	4.000.000 €	0,0%	55,0%	319,4%	2,6%

¹ All other forms of advertising that are not listed separately (including Email & Newsletter, Influencer Marketing and Unassignable).
High growth in miscellaneous due to changed categorization of spendings by a publisher



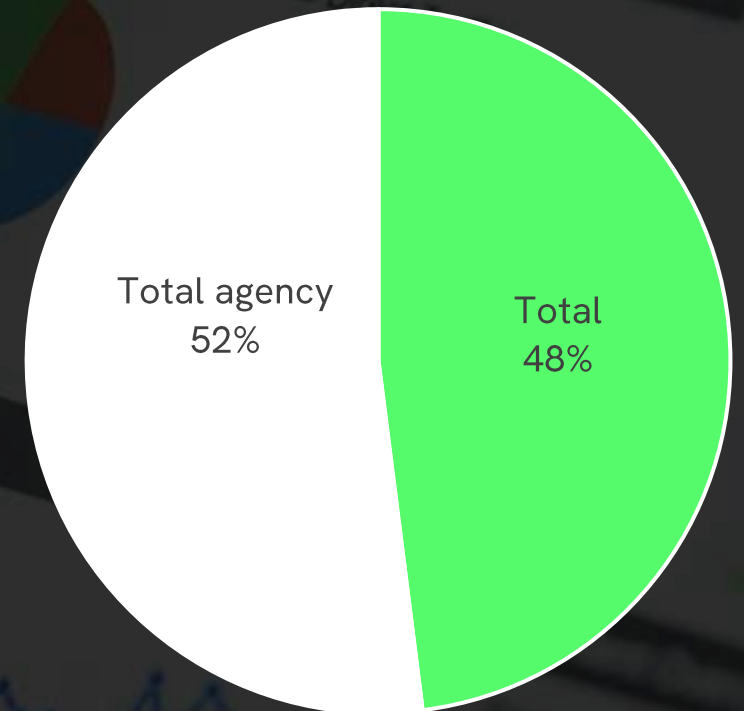
TOTAL ONLINE ADVERTIZING REVENUE (NET SPENDING)





AGENCY CLIENTS ADVERTISING SHARE ESTIMATE IN TOTAL REVENUE

NET	2024	2025	2026 FC
TOTAL	339.930.000 €	372.300.000 €	396.400.000 €
TOTAL AGENCY*	184.125.000 €	193.700.000 €	204.300.000 €
SHARE	54%	52%	51%
GROWTH		5,2%	5,5%



* Estimated via HUDI B2B AdEx research

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PRIDRUŽITE NAM SE!

DI

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