

Advertising Trends Key Metrics

Bangladeshi Market Insights

▲ DIGITAL GROWTH

65%

Digital advertising spending increased by **65%** in 2025.



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GROWING IOFING MARKET MARKET

▲ SOCIAL MEDIA REACH

75%

75% of users engage with brands on social media.



▲ MOBILE ADVERTISING

50%

Mobile ad spending has risen by **50%** this year.

▲ VIDEO CONTENT

40%

Video ads account for **40%** of total ad spending in 2025.

