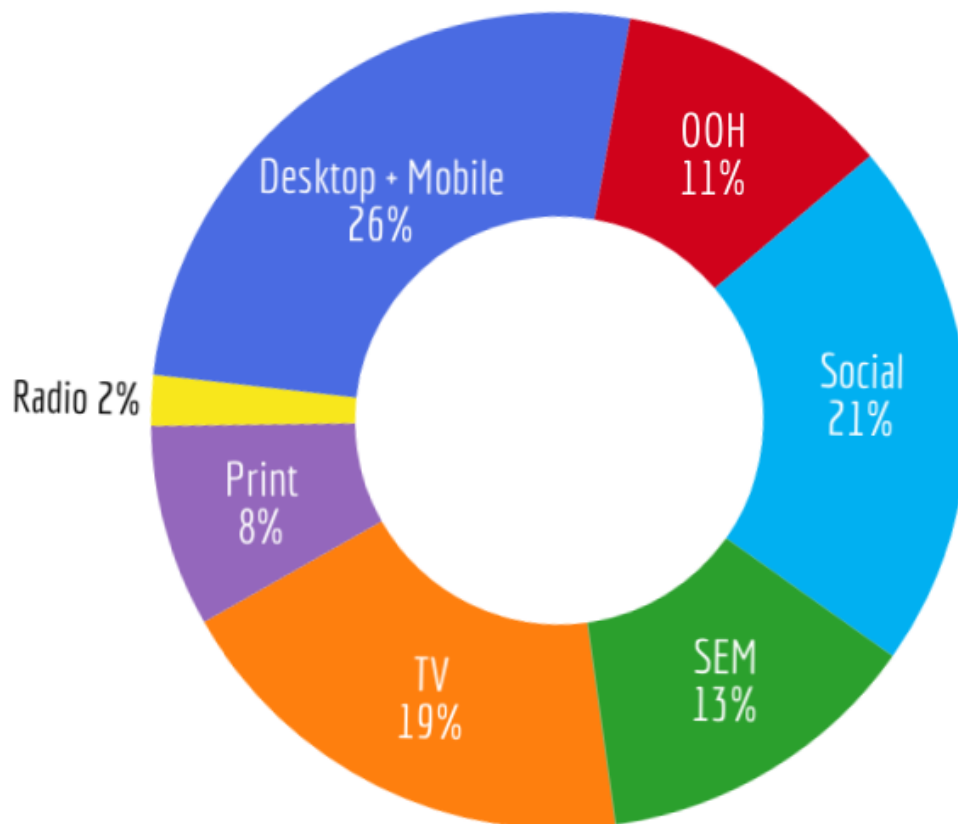


HK AD MARKET 香港廣告市場
SEM ADSPEND REPORT JAN-MAR 2025
KEYWORDS INTELLIGENCE

MEDIA SOV

媒體市場份額

MEDIA SOV (Jan-Mar 2025)



SEM adspend took up 13% of total Adspend in Hong Kong.

搜尋引擎行銷廣告開支佔香港總廣告開支 13%。

*A 75% off rate card rate discount assumption is applied to all media above except for Social Media and SEM.

SEM ADSPEND TRENDS

SEM 廣告開支趨勢

SEM adspend Trends (Jan-Mar 2025)



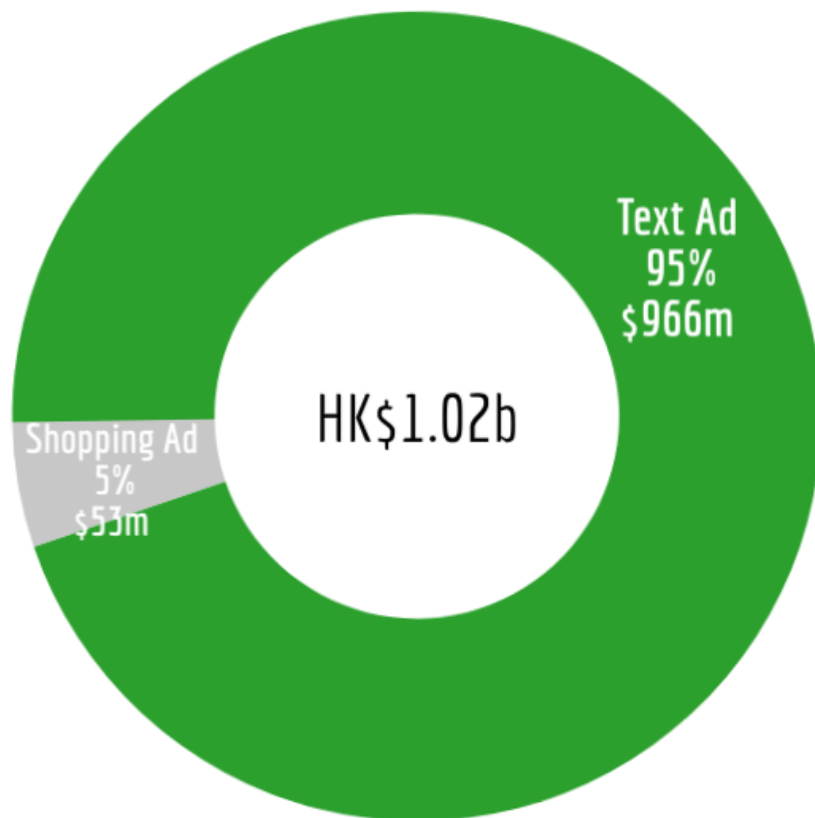
In Q1 2025, average SEM adspend exceed 3m.

SEM 於 2025 年第一季的平均廣告開支超過 3 億。

SEM ADVERTISE RATIO(TEXT AD VS SHOPPING AD)

SEM 廣告比率(TEXT AD VS SHOPPING AD)

Text Ad vs Shopping Ad SOV (Jan-Mar 2025)



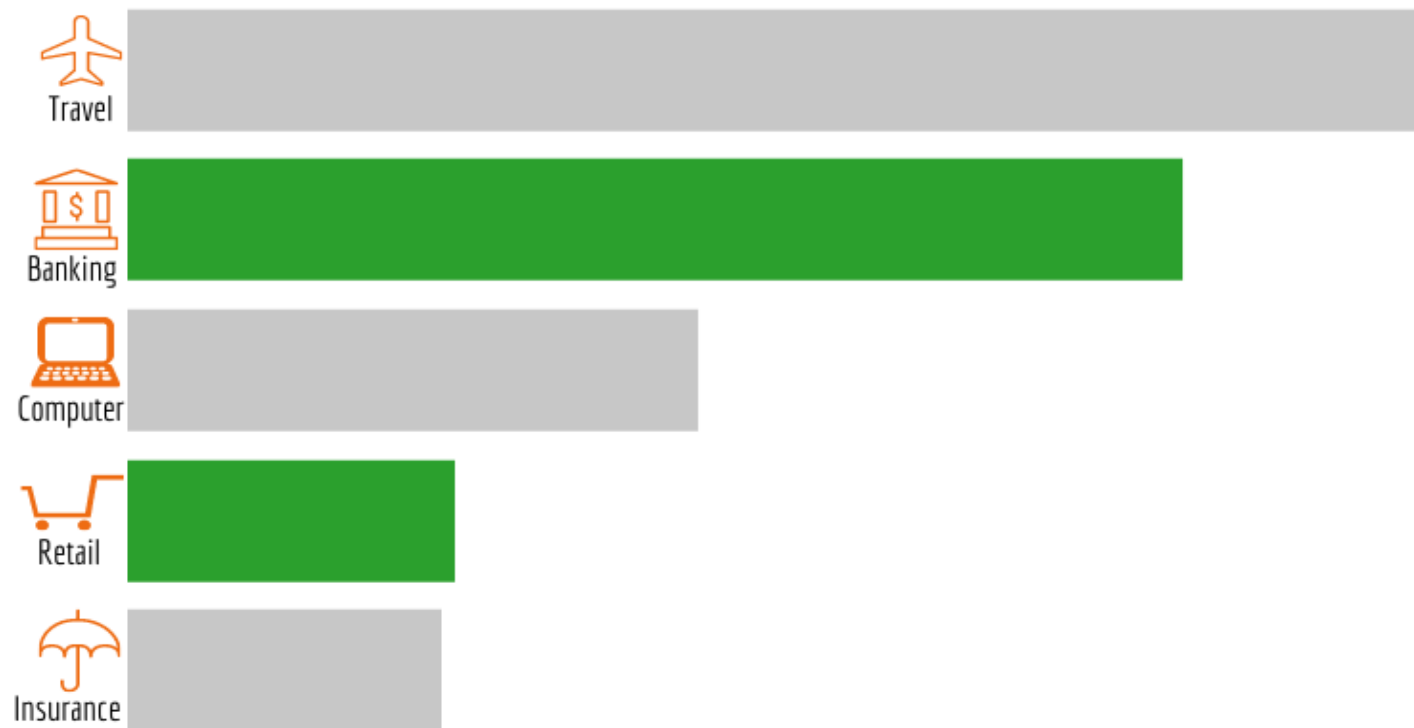
Text Ad dominated SEM Ad.

Text Ad在SEM 的廣告佔主導地位。

SEM TOP 5 CATEGORIES

SEM 5大廣告開支最高行業

Top 5 Categories by Adspend on SEM (Jan-Mar 2025)



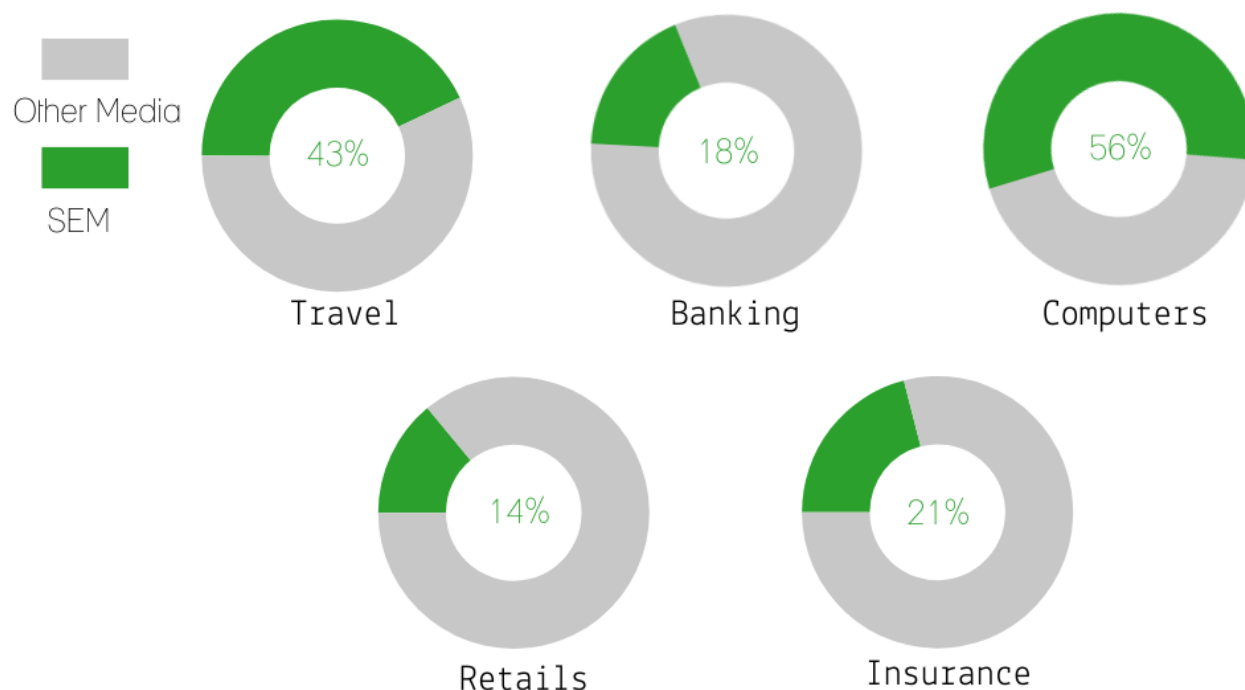
Travel was the top SEM adspend category in Q1 2025.

旅遊行業是SEM 在2025年第一季廣告開支最高的行業。

SEM TOP 5 CATEGORIES SOV

SEM 5大行業廣告開支份額比例

SEM Top 5 Categories (by Adspend) SOV
(Jan-Mar 2025)



The Travel category spent more than 40% of their media budget on SEM.

The Computers category spent more than 50% of their media budget on SEM.

旅遊行業投放超過4成廣告開支在SEM。

電腦行業投放超過5成廣告開支在SEM。

SEM TOP ADVERTISERS

SEM 廣告開支最高廣告商

Top Advertisers on SEM (Jan-Mar 2025)



Booking Holdings, Trip.com Group and Expedia - Hotels.com were the Top 3 Advertisers in terms of SEM spending in Q1 2025.

Booking Holdings, Trip.com Group及 Expedia - Hotels.com 是2025年第一季SEM廣告開支最高的廣告商三甲。

SEM TOP ADVERTISERS IN SHOPPING ADS

SEM 購物廣告開支最高廣告商

Top Advertisers of Shopping Ad on SEM (Jan-Mar 2025)

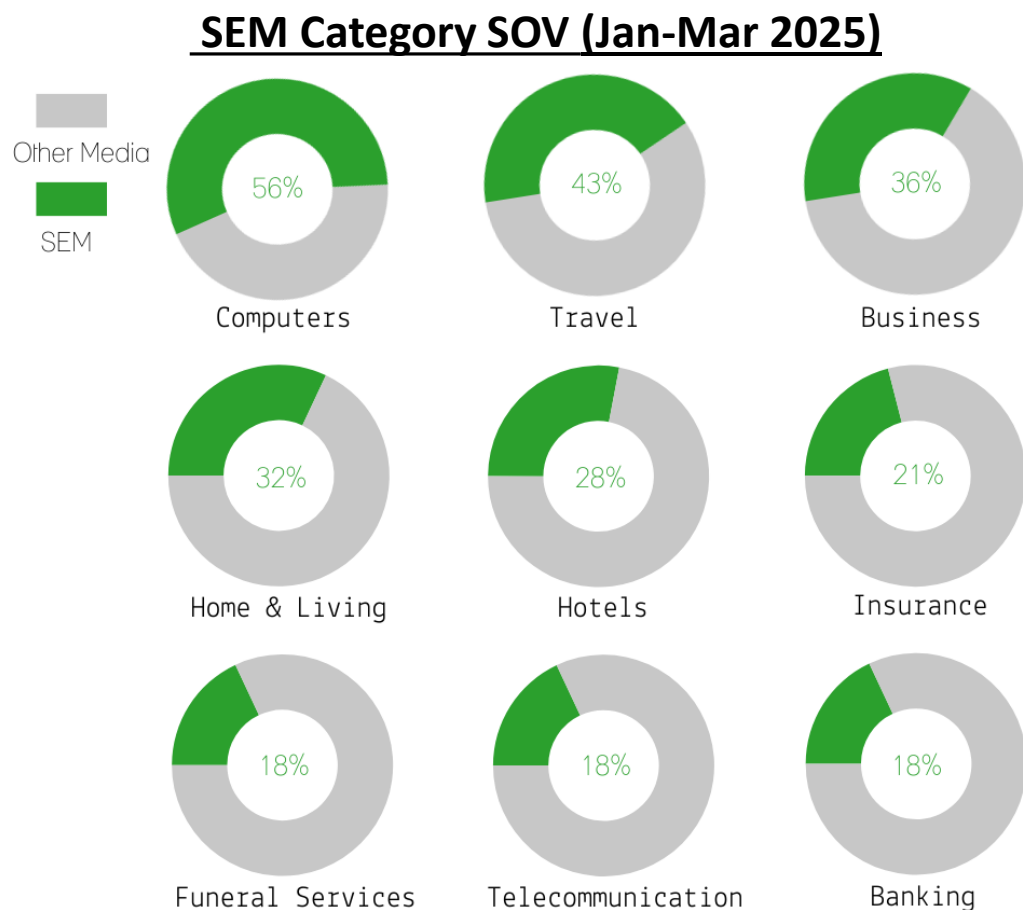


Apple, Samsung and YOOX NET-A-PORTER GROUP [THE NET-A-PORTER GROUP] - NET-A-PORTER were the Top 3 Advertisers in Shopping Ads in Q1 2025.

Apple, Samsung及YOOX NET-A-PORTER GROUP [THE NET-A-PORTER GROUP] - NET-A-PORTER是2025年第一季SEM購物廣告開支的最高廣告商三甲。

CATEGORY WITH THE TOP ADSPEND SOV ON SEM

SEM 廣告開支份額比例最高行業



Computers spent more than 50% of their media budget on SEM.

Travel spent more than 40% of their media budget on SEM.

電腦投放超過5成廣告開支在SEM。

旅遊行業投放超過4成廣告開支在SEM。

THANK YOU

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