

A Year in Ad Spend

Home Goods | eCommerce vs. Brick & Mortar (U.S. 2024)

How Home Goods Brands Spent Their Ad Dollars in 2024

From social ads to streaming TV, this snapshot reveals how U.S. home goods retailers — both online and in-store — allocated over \$2 billion in advertising. See which channels delivered the most ROI and how digital continues to dominate the marketing mix.



Total U.S. Ad Spend in Home Goods

\$2.1 Billion

- eCommerce Brands: \$1.3B (62%)
- Brick & Mortar Retailers: \$800M (38%)
- *Digital-first brands are leading the way*



Year-Over-Year Growth

- eCommerce Ad Spend: ↑ 14.6%
- Brick & Mortar Ad Spend: ↑ 8.2%
- Key Trend: Retailers shifting more budget online.



Where the Money Went

Estimated Media Mix – Home Goods Retailers (2024)

Channel	Share of Spend	Use Case
Digital Total	66%	Online discovery + performance media
Meta (FB/IG)	~24%	Lifestyle ads, visual engagement
Google Search/Shopping	~21%	High-intent buyers, product discovery
Connected TV/Streaming	14%	Brand storytelling + targeting
Traditional Total	34%	Local visibility + brand awareness
Linear TV	13%	Big-ticket items, sales events
Out-of-Home (OOH)	12%	Drive in-store visits
Radio + Print	9%	Niche or legacy usage

Top Performing Channels by ROI



Google Shopping
→ \$2 return per \$1 spent



Meta Ads → High engagement, visual discovery



Email (retention tool)
→ \$38 per \$1 spent



Connected TV → Best for broad reach + digital targeting

Key Takeaways

- ✓ Digital dominates: 80%+ of ad spend is now digital
- ✓ Social & video drive discovery for home goods
- ✓ Brick-and-mortar still benefits from local TV & OOH
- ✓ CTV is rapidly replacing traditional TV ad dollars



Audience Insight

Shoppers want inspiration first — action second.

Today's home goods buyers start with discovery. The most successful brands spark interest through scroll-stopping visuals, then drive conversions with clear, compelling CTAs across search, social, and streaming platforms.

