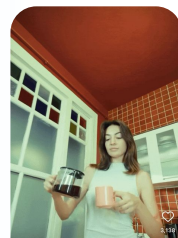


Top trends 2026

Marketing trends to help you win in 2026

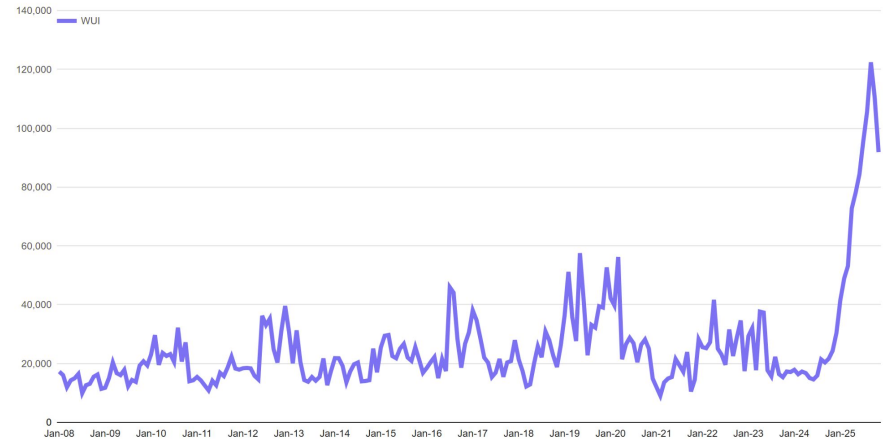


In a volatile world, speed of learning matters more

World Uncertainty Index (WUI): Global

Index, GDP weighted average, January 2008 to November 2025

[Print](#) [Excel](#) [Copy](#)

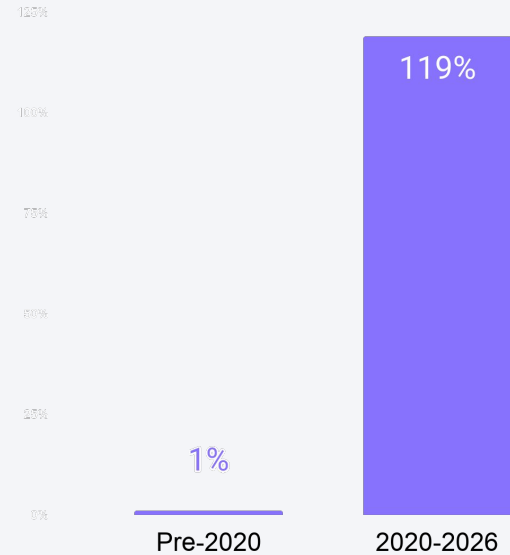


Growth now belongs to the fastest learners

3.5x Greater forecasted global ad spend growth (9.1%) in 2026¹ vs. global GDP growth (2.6%)²

The rising cost of standing still
Link between ad spend and economic growth has broken

% difference between
Global ad spend growth and GDP growth³



Top trends 2026

- 1 **Zero click reality**
- 2 **Late tax**
- 3 **Doom loop**
- 4 **Four minute trap**
- 5 **Five year flip**
- 6 **Undervalued attention**
- 7 **Great brand pivot**
- 8 **\$22 Trillion blindspot**
- 9 **Dual-brain commerce**
- 10 **Creator ads coronation**
- 11 **Messaging multiplier**
- 12 **Control in chaos**

1. Zero click reality

Search referrals are declining as AI gives the answer directly

Why?

77% of searches now end without a click as more answers are given in the search page.¹

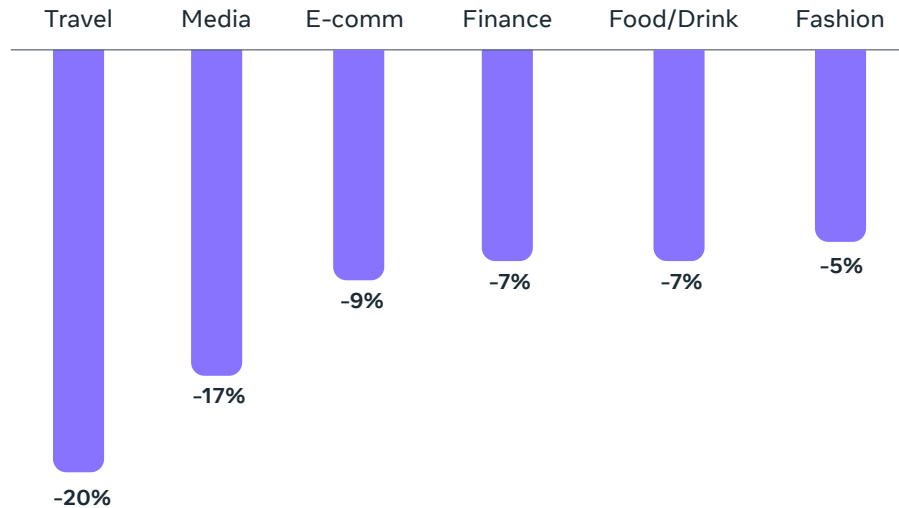
What?

Search referrals are declining as people get the answers they need directly from AI assistants, overviews and recommendation engines like Meta.

Opportunity

1. **Advantage+ leads campaigns:** let people convert in platform rather than on a site, reducing the need to click.
2. **Ads that click to WhatsApp:** turns a passive browser into an active lead with one tap.

Search referral volumes YoY 2025 vs. 2024²



2. Late tax

The biggest risk in 2026 is investing too much, too late.

Why?

45%

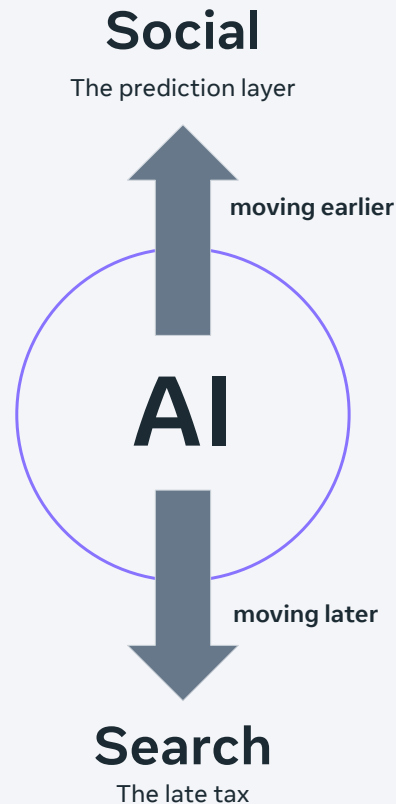
of shoppers now research via AI assistants, pushing search later in the journey making it a transactional step, after the decision.

What?

1. **AI pushes search later:** risks becoming a "late tax" paid on transactions where the choice is already made.
2. **AI pulls social earlier:** better prediction finds and wins future buyers before they ever need to ask AI.

Opportunity

1. **Advantage+:** use automation to better predict, find and influence buyers before they ask AI.
2. **Account simplification:** simplify your campaigns to allow faster learning, better prediction and lower conversion costs.



3. Doom loop

Most performance advertisers stuck in a doom loop

Why?

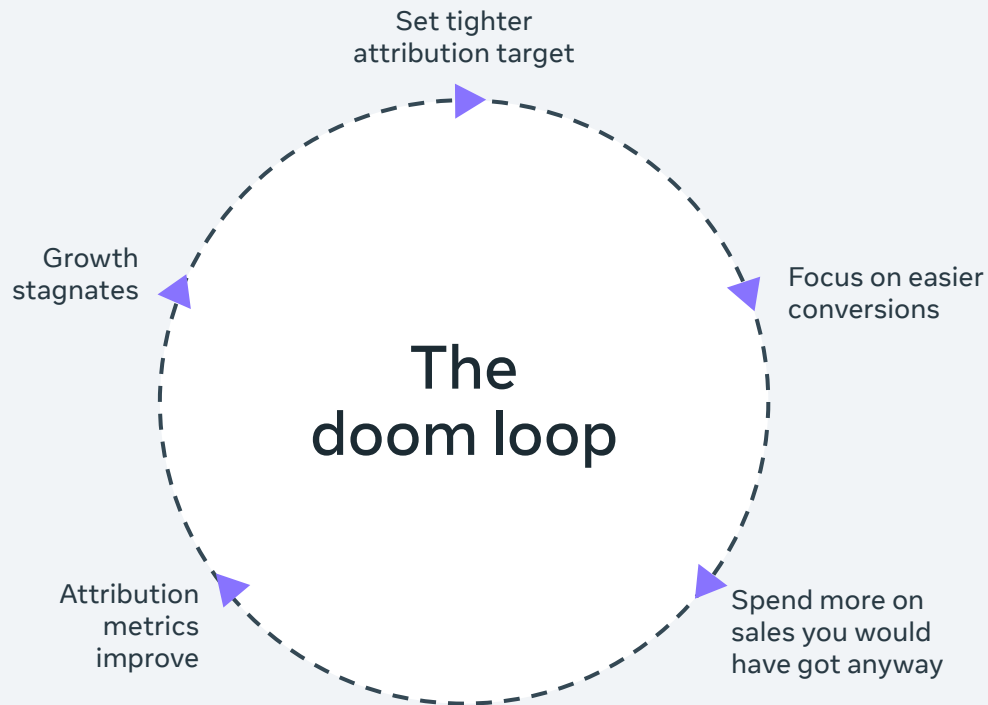
78% of marketers still using click-based attribution to measure effectiveness ¹

What?

Click-based attribution encourages advertisers to find the easiest conversions, meaning 35% is spent on sales that would have happened anyway.²

Opportunity

1. **Incremental attribution:** optimize directly to incremental rather than total conversions
2. **Conversion lift:** measure incremental lift of your spend



4. Four minute trap

You can't deliver best-in-class performance on just 5% of attention.

Why?

4 mins difference between time spent on social and time spent with short-form video

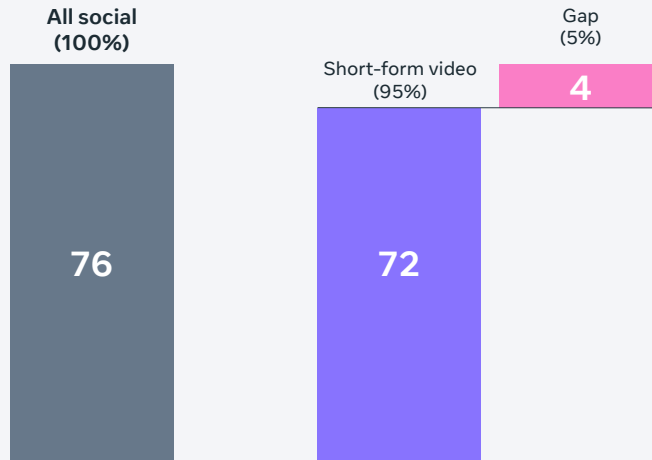
What?

Most performance campaigns are still built around static assets, meaning they're stuck in a shrinking 4 minute window for conversions.

Opportunity

1. **Catalog product video:** brings video to performance campaigns seamlessly and cost efficiently at scale
2. **Add reels to DR:** where most time is spent across Meta technologies

Average daily time spent 2025¹ (mins)



Short-form video time is now almost equivalent to the entire time spent with social

5. Five year flip

The fastest migration of attention in history.

Why?

5 years since Reels launched, short-form video becomes the biggest video format globally.

What?

Human attention has shifted to short-form, it's now the biggest video format globally. Building for reels (9:16 and audio) is now essential.

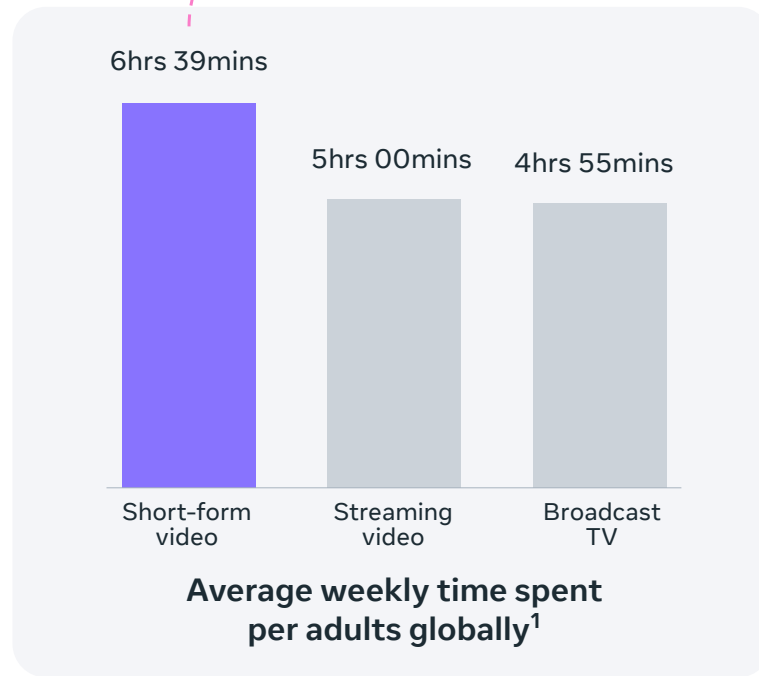
Opportunity

- 1. Performant reels:** all reels need to be 9:16, sound on
- 2. Reels trending ads:** place reels ads around trending content related to a specific topic

Short-form video leaderboard²

Forecast annual revenue 2025

1. Reels	\$50bn+
2. YouTube	\$42bn
3. TikTok	\$33bn



6. Undervalued attention

Aggregate beats continuous attention with brand and sales impact

Why?

50%

of gen z and millennial media time is spent on short form video. But only 16% of Brand budgets are allocated there.
Huge opportunity for brand advertisers.

What?

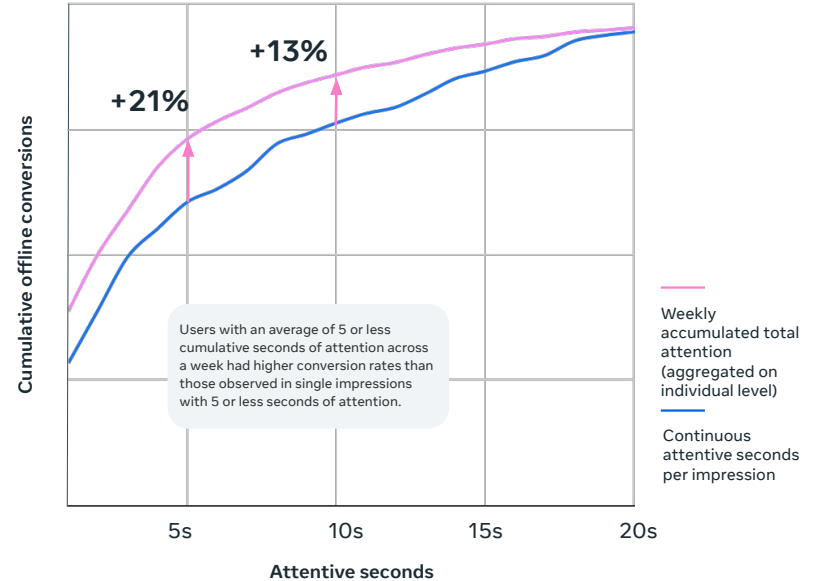
Growing body of evidence that aggregate attention (repeated, short ad exposure) drives greater brand and sales impact than continuous attention.

Opportunity

1. **Target frequency:** allows advertisers to maximize the number of people seeing ads a set number of times
2. **Meta story builder:** helps you tell longer stories with aggregate attention (x10 more seeing entire story)

Cumulative offline conversions

Video ad campaigns optimized for reach



7. Great brand pivot

CMOs predict brand is back, brand campaigns are not

Why?

No 1

Brand building is CMOs top priority in 2026
41% plan to increase upper funnel spend share (highest of any part of the funnel)¹

What?

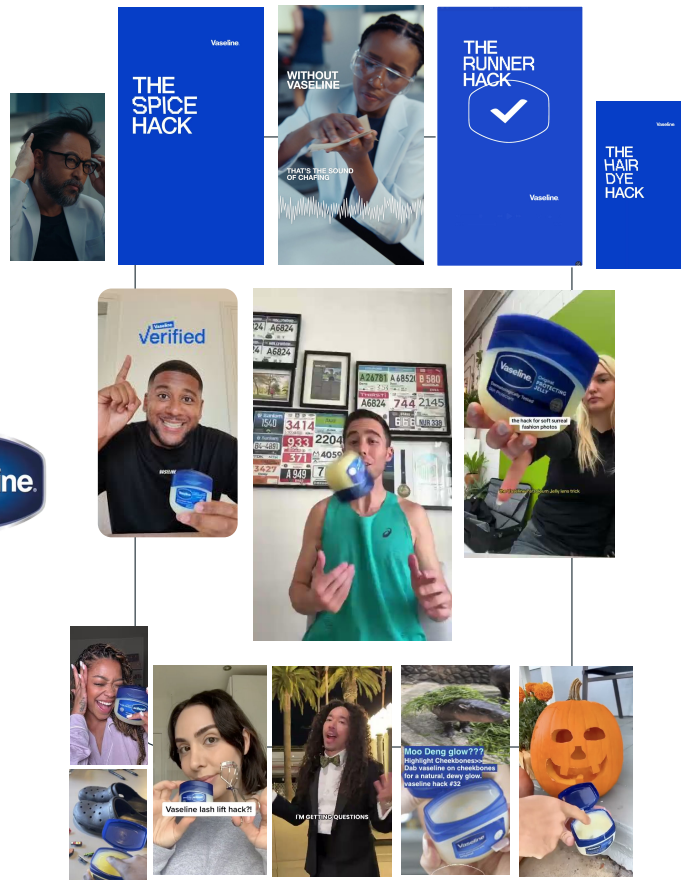
Brand prioritized: increases LLM share of model, drives price premiums and increases ROI.

Brand campaigns deprioritized: for the first time under 50% CMOs are planning traditional brand campaigns.

Opportunity

- Partnership ads:** creator ads across Meta technologies, scale proven creator content with paid precision and measurement
- Video views:** maximize the number of users who watch your video ads for a longer duration.

Source: McKinsey state of marketing, 2026



+15.0 pts

Ad recall

+4.2 pts

Consideration

Cannes lions
Titanium, 2 Grand Prix (Social/creator and healthcare) gold, 4 silver and bronze

8. \$22 trillion blindspot

Closing the intelligence gap between digital spend and physical sales

Why?

73%

of retail sales in-store, forecast 70% by 2029. Yet, these sales remain largely invisible to digital performance optimization.

What?

Physical retail is projected to drive more absolute \$ growth than ecommerce. Success requires bringing digital-grade optimization to physical sales.

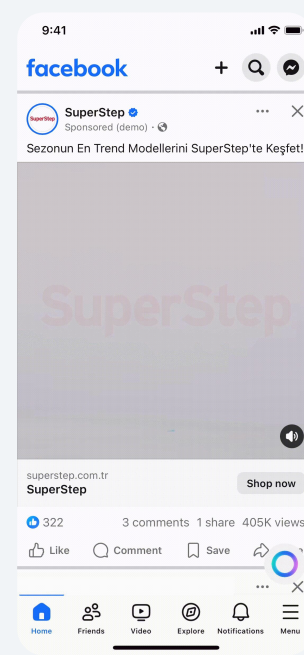
Opportunity

- Omnichannel optimization:** use loyalty data to optimize directly to in-store and online sales.



2.8x

more incremental online and in-store purchases using omnichannel ads vs. ads optimised for web sales only²



9. Dual-brain commerce

Your next customer is an algorithm, not a human.

Why?

20% of cyber week 2025 sales were AI-influenced. Growing 7x quicker than non-AI sales.

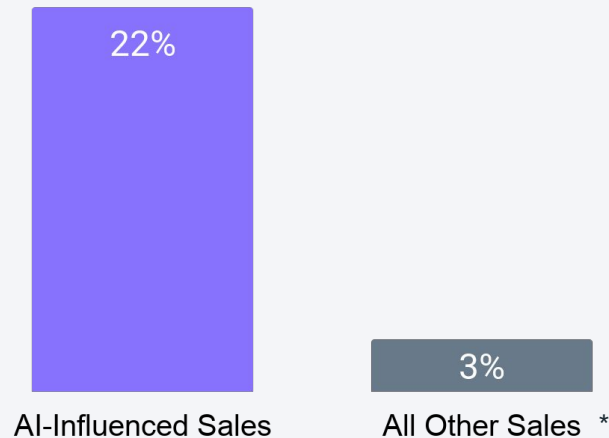
What?

If the machine can't see it, the human can't buy it. You need to set up your marketing for dual-brain commerce. To give the AI best chance to serve your product to the right customer.

Opportunity

1. **Show products:** transforms standard ads into shoppable ads with personalized product suggestions.
2. **Advantage+ audience:** your audience intelligence and our AI = expands your buyers

Cyber week 2025 sales growth (year on year %)



Source: salesforce, 2025 cyber week results (November 25–December 1), analyzing shopping data from over 1.5 billion shoppers

*Footnote: includes all transactions where AI-driven ad models, recommendations, chatbots, or personalized search were not utilized.

10. Creator ads coronation

Creator ads surpass linear TV as highest long-term multiplier

Why?

50% of media time is now spent with UGC, brands that remain 'faceless' risk being invisible to half the market.

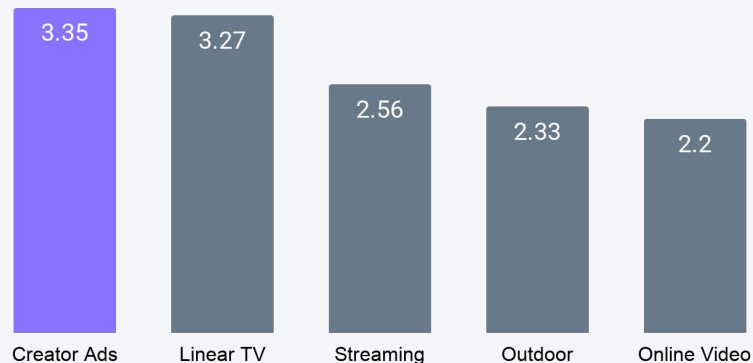
What?

Creator ads have surpassed linear TV to have the highest long term multiplier of any channel. under-investment is now a significant strategic risk.

Opportunity

- Partnership ads:** creator ads across Meta technologies, scale proven creator content with paid precision and measurement.
- Brand buzz:** maximizes number of people seeing multiple different creator ads to build maximum buzz.

Top 5 channels for strongest long term multiplier²



11. Messaging multiplier

AI is opening up the most used platform on earth for customer comms

Why?

79% average open rate on WhatsApp vs. 26% on email.¹

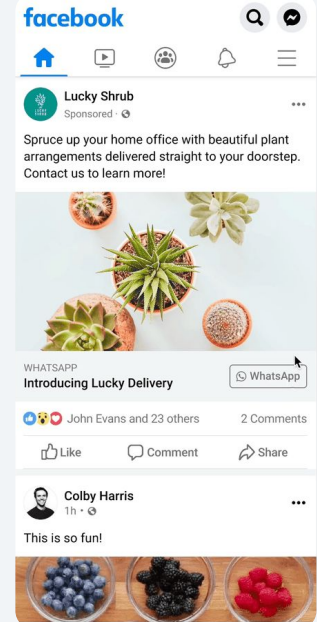
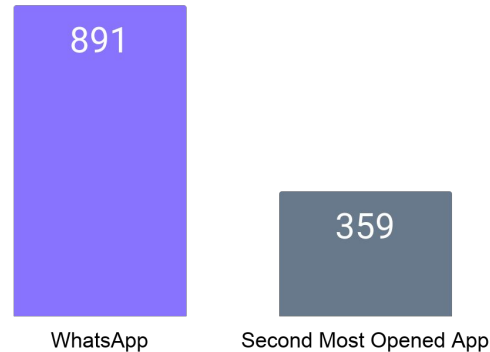
What?

AI will remove the cost-per-interaction barrier, transforming messaging from a restricted service channel into a personal concierge for every customer.

Opportunity

1. **Business messaging:** communicate with customers as easily as they message their friends and family.
2. **Ads that click to WhatsApp:** optimize your Meta ad campaigns to open message thread in WhatsApp

WhatsApp is the most opened app on earth
average monthly app opens per user²



12. Control in chaos

Significant growth in people sharing content that brings peace

Why?

214% increase in shares of content helping people escape uncertainty

What?

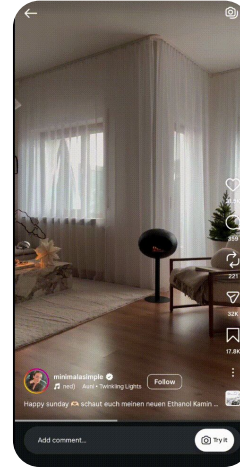
People are escaping uncertainty by sharing calm, care and cozy content. Comedy has become the most shared content in 2025 (173bn shares globally) with motivation third (119bn).

Opportunity

1. **Creative diversity:** reflect the need for control in the chaos, more diversity means better results
2. **Consumer Trends:** new tool uses AI to help you understand in detail what is trending across Meta

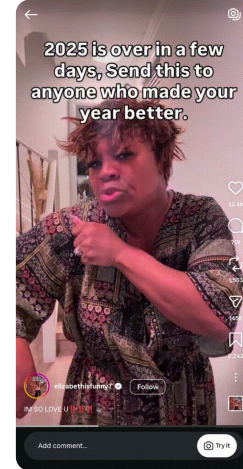
What people want Biggest sharing trends across Meta technologies in 2025

Across 1.6 trillion shares analyzed



Calm

Simple aesthetic (+202%)
Minimalist design (+188%)
Monochrome (+129%)



Care

Appreciation (+478%)
Community support (+145%)
Grateful heart (+121%)



Cozy

Comfort food (+204%)
Cozy moment (+201%)
Peaceful morning (+201%)

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Appendix

Go deeper
Links to supporting resources

1	Zero click reality	Advantage+ leads campaigns	WhatsApp CTX	
2	Late tax	Advantage+	Account simplification	
3	Doom loop	Incremental attribution	Conversion lift	
4	4-Minute illusion	Catalog product video	Reels for DR	
5	Five year flip	Performant reels	Reels trending ads	
6	Undervalued attention	Target frequency	Meta story builder	Attention POV
7	Great brand pivot	Partnership ads	Video views	Meta launcher
8	\$22 Trillion blindspot	Omnichannel optimization		
9	Dual-brain commerce	Show products	Advantage+ audience	
10	Creator ads coronation	Partnership ads	Brand buzz	
11	Messaging multiplier	Business messaging	Ads that click to WhatsApp	
12	Control in chaos	Creative diversification	Trends agent	

Every connection is an opportunity.
It's Your World.

