

# STATISTA CONTENT MARKETING TREND STUDY 2024

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 NetLine  
AN INFORMA BUSINESS



# Statista Content Marketing Trend Study 2024

What is the current **state of content marketing** worldwide? What **strategies** are B2B and B2C businesses pursuing and how are these playing out globally? What are the most important success factors in the field today? Which **trends and technologies** are going to determine the future of content marketing?

We surveyed **businesses from all over the world working in content marketing** to discover the trends that are driving the international content marketing community.



Statista provides over **1 million statistics and facts** covering 170 industries and more than 150 countries on a single platform. In addition, the company offers individualised market research, research and analysis services.

**Statista Content & Design** is specialised in data-based storytelling and the production of visual content such as **infographics, animated videos, presentations, audio formats and white papers.**

[statista.design](https://www.statista.design)



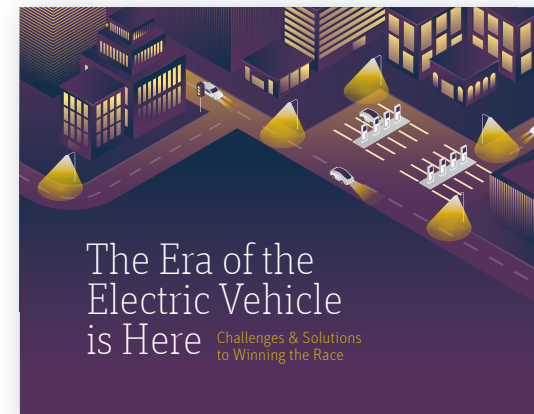
**NetLine Corporation** empowers B2B Marketers with the reach, technology, and expertise required to drive scalable lead generation results and accelerate the sales funnel. Operating the **largest B2B content syndication lead generation network**, NetLine reaches 125 million unique visitors and processes more than 700 thousand leads monthly across 300 industry sectors. NetLine's AudienceTarget™ technology drives prospect discovery, quality customer lead acquisition, and buyer engagement from real prospect intent as professionals consume content directly across the network. Superior quality, on demand access, and advanced campaign reports enable all clients to achieve lead generation success. Founded in 1994, NetLine is a part of Informa Tech, a FTSE100 leading provider of market insight and market access to the global technology industry.

[netline.com](https://www.netline.com)

# Transforming data into design

We are inundated by hundreds of pieces of information and messages every day. In order to stand out from the crowd, it is all the more crucial to communicate with succinct and relevant content. Our mission is to **shape and design complex information in an easily comprehensible manner using detailed research and intriguing design** – to generate more attention, trust and leads for your brand.

At Statista Content & Design, we **turn data into a brand experience** – with customised infographics, videos, presentations, whitepapers and much more!



### INTRODUCTION

#### Enabling an All-electric Vehicle Future

The 20th century was ruled by the internal combustion engine (ICE). In the 21st, electric vehicles will be king. Manufacturers worldwide have accelerated the production of electric vehicles (EVs), ranging from cars to two wheelers to buses, and between 2016 and 2037 sales of EVs grow by 54x. It is projected that there will be up to 228 million EVs worldwide by 2030.

Gasoline prices, energy security concerns and environmental awareness are the converging forces driving behavior change at the policy, regulatory and consumer level toward EVs. As the 21st century progresses, sustainable transportation technology in the form of EVs is critical for entering the next great age of transportation – the Electric Age.

"We have the ambition, the talent and the technology to create a world with zero crashes, zero emissions and zero congestion."

Mary Barra, GM Chairman and CEO

### ELECTRIC VEHICLE TIMELINE

- 1900: First patent for electric car
- 1910: First mass-produced electric car
- 1920: Electric cars no longer commercially viable
- 1930: Limited government subsidies in the U.S.
- 1950: New electric vehicle ideas
- 1960: Electric cars no longer commercially viable
- 1970: Gasoline shortage sparks interest in alternative power sources
- 1980: Electric cars no longer commercially viable
- 1990: Government subsidies encourage electric vehicles
- 2000: First mass-produced electric car
- 2010: First mass-produced electric car with 100-mile range
- 2020: New electric vehicle ideas
- 2030: Electric cars no longer commercially viable

### ELECTRIC VEHICLES:

#### GM Commits to 20 New Electric Vehicle Models by 2023

There are more EVs than ever before. The global EV which is growing exponentially and expected to hit 24 million units by 2025. This growth translates into a projected market for EVs of over \$270 billion by 2025 (compared with approximately \$60 billion in 2020). That is an 18% CAGR over the period and in many regions. This growth is fuelled by the supply chain. For example, electric powertrain production is projected to grow by 7% in 2022 from its 2021 level. Battery demand is projected to grow by 17% from 2021 to 2025. In the U.S., the use of lithium-ion batteries is projected to grow from 2021 to 2025.

### SIZE OF THE GLOBAL MARKET FOR ELECTRIC VEHICLES (IN BILLION US\$)

\$63.54 billion (2021) | \$271.67 billion (2025)

### PROJECTED ELECTRIC POWERTRAIN PRODUCTION FROM 2024 TO 2026 (IN MILLION UNITS)

2024: 1.1 million units | 2025: 1.8 million units | 2026: 2.5 million units

Wie wir in Zukunft arbeiten (wollen), entscheiden wir heute.

### Status Quo in deutschen Büros

Deutsche Büroangestellte ...

- 52% arbeiten zeitlich flexibel und ...verbringen 43 Min pro Tag mit dem Wechsel zwischen Programmen
- 83% bewerten es positiv

Und wie sieht es in Zukunft aus?

### Die Zukunft der Arbeit ist hybrid

Sieben von zehn wollen zukünftig örtlich flexibel oder von zu Hause arbeiten.

Wie arbeiten Sie derzeit? (blau) | Wie möchten Sie in der Zukunft arbeiten? (rot)

Arbeitsweise	Derzeit (%)	Zukunft (%)
Örtlich flexibel	36%	53%
Ausschließlich im Büro/Betrieb	39%	21%
Ausschließlich von zu Hause	26%	14%

Basic: Befragte gesamt n=1.000

### Die Zukunft der Arbeit ist asynchron

Asynchrones, also zeitlich flexibles Arbeiten, ist unter den Führungskräften schon weit verbreitet.

Arbeiten aktuell zeitlich flexibel | Ist es (sehr) wichtig in Zukunft zeitlich flexibel arbeiten zu können

Gruppe	Aktuell (%)	Zukunft (%)
Angestellte	46%	62%
Führungskräfte	49%	58%

Abbildung der Top 2 Nennungen („sehr wichtig“, „wichtig“), Basis: Subgruppen: Führungskräfte n=400, Angestellte n=600

### Die Zukunft der Arbeit ist effizient

[Learn more](#)

### DIGITAL OUT OF HOME: REALIZING THE POTENTIAL

Your Guide to the Programmatic DOOH Opportunity and Best Practices to Get Started

THE OUTCOME MEDIA COMPANY

### EXECUTIVE SUMMARY

This year, digital out-of-home (DOOH) advertising is forecasted to capture 40% of OOH ad spending, representing a global advertising spend of \$16 billion and making OOH the only traditional advertising category that's still growing strong.

DOOH offers what is becoming increasingly difficult for marketers: capturing busy consumers' attention during noisy, media-cluttered days. By combining sophisticated technology with clever content, advertisers can create an emotional and engaging experience for millions.

And because DOOH inventory is now being sold programmatically, the enhanced value of integrating with broader campaigns will make programmatic DOOH the industry standard. To get there, the market needs to make significant improvements.

This report provides a practical and comprehensive guide to understanding and activating DOOH around the globe to help marketers achieve outcomes that matter to their business.

THE OUT-OF-HOME ADVERTISING REPORT

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# 01

## CONTENT MARKETING STRATEGY



# B2C puts more focus on brand loyalty and customer retention



What are the five most important objectives that you pursue with your content marketing strategy?\*

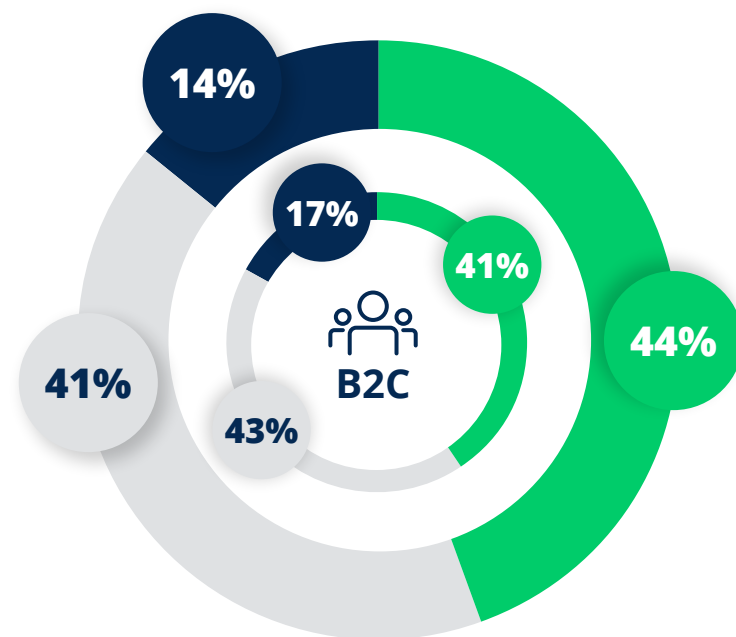
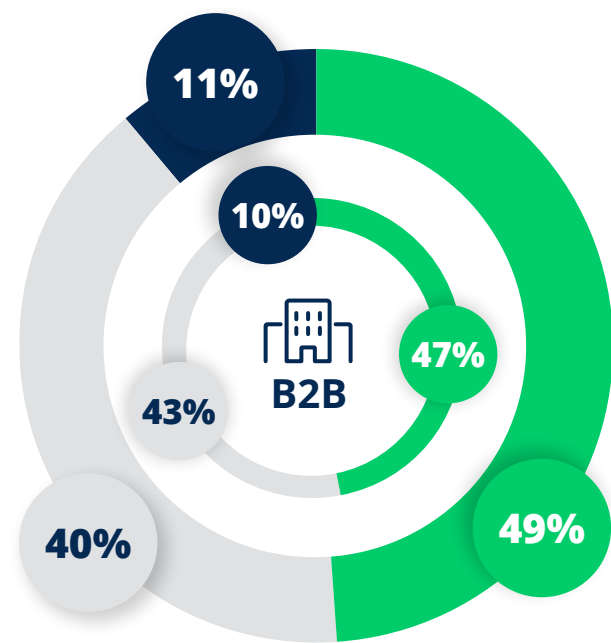


\* People who work in a company that engages in digital content marketing; ranking of maximum five objectives  
 B2B companies: n = 180; B2C companies: n = 178

# Almost half of companies have documented their strategic goals. Around 3 in 4 companies deem their strategy successful

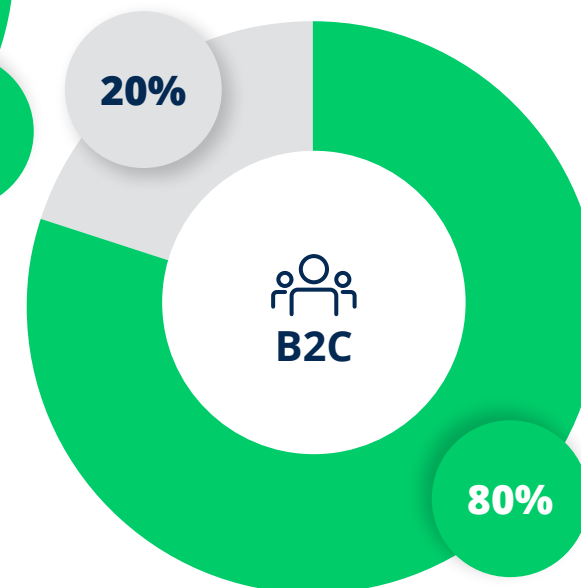
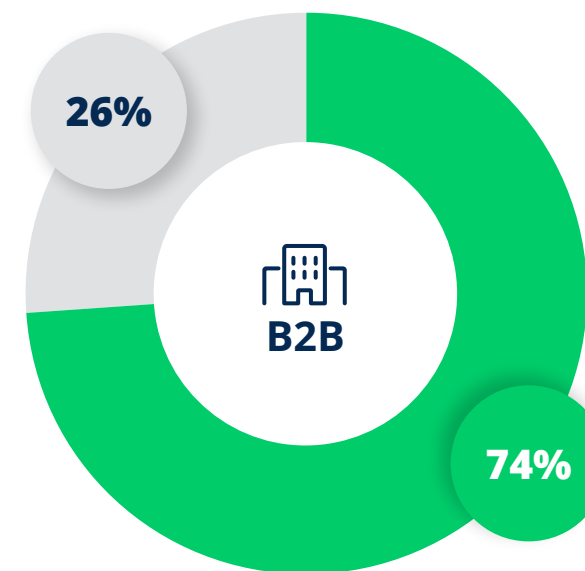
### Have you documented these objectives in writing as part of a content marketing strategy?\*

- Yes
- Partially
- No
- Yes (2023)
- Partially (2023)
- No (2023)



### How successful is your content marketing strategy?\*

- Very/somewhat successful
- Not (very) successful



\* Persons who work in a company that pursue concrete goals with their content marketing  
B2B companies: n = 112 (2023) / 175 (2024); B2C companies: n = 121 (2023) / 162 (2024)

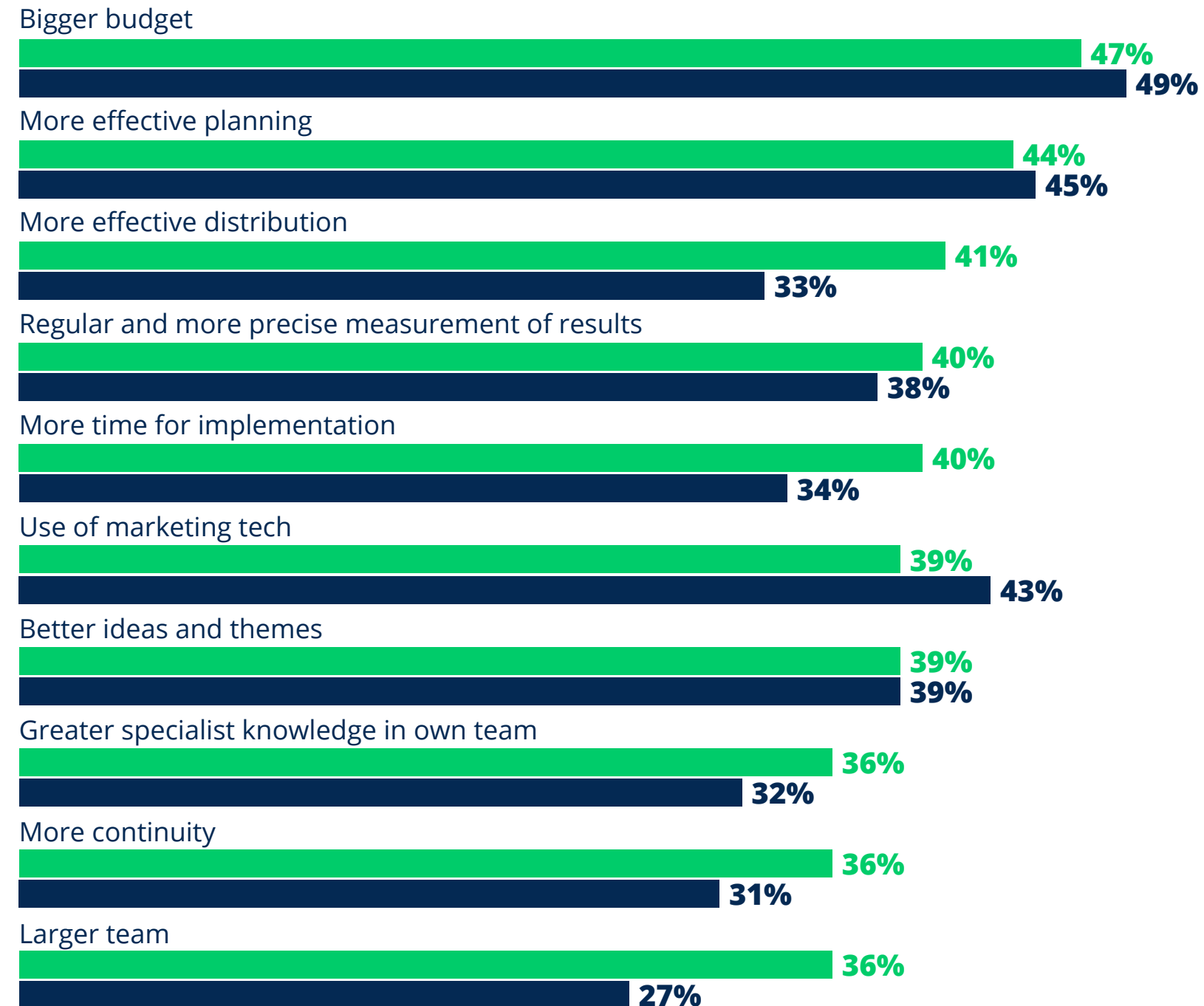
\*\* Persons who work in a company that pursue concrete goals with their content marketing  
B2B companies: n = 175; B2C companies: n = 162

# A larger budget could bring more success?



## What do you think would need to change to make your content marketing (even) more successful?\*

■ B2B ■ B2C



\* Persons who work in a company that engages in content marketing; multiple answers possible  
B2B companies: n = 180; B2C companies: n = 178





# Both B2B and B2C are publishing daily less often than in 2023

## How often do you publish content?\*

■ B2B     ■ B2C  
■ B2B (2023)     ■ B2C (2023)



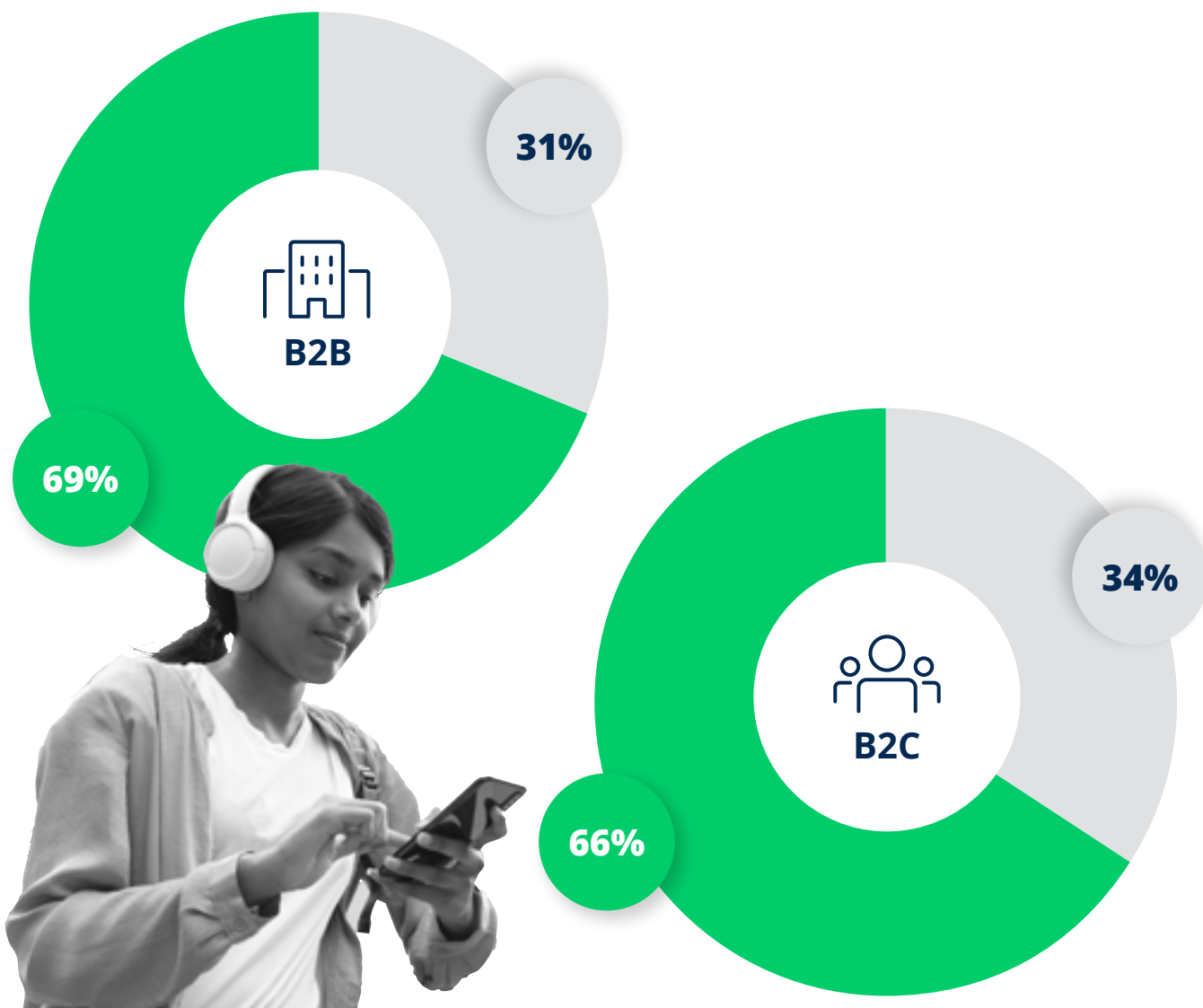
\* Persons who work in a company that engages in content marketing  
 B2B companies: n = 113 (2023) / 180 (2024); B2C companies: n = 122 (2023) / 178 (2024)



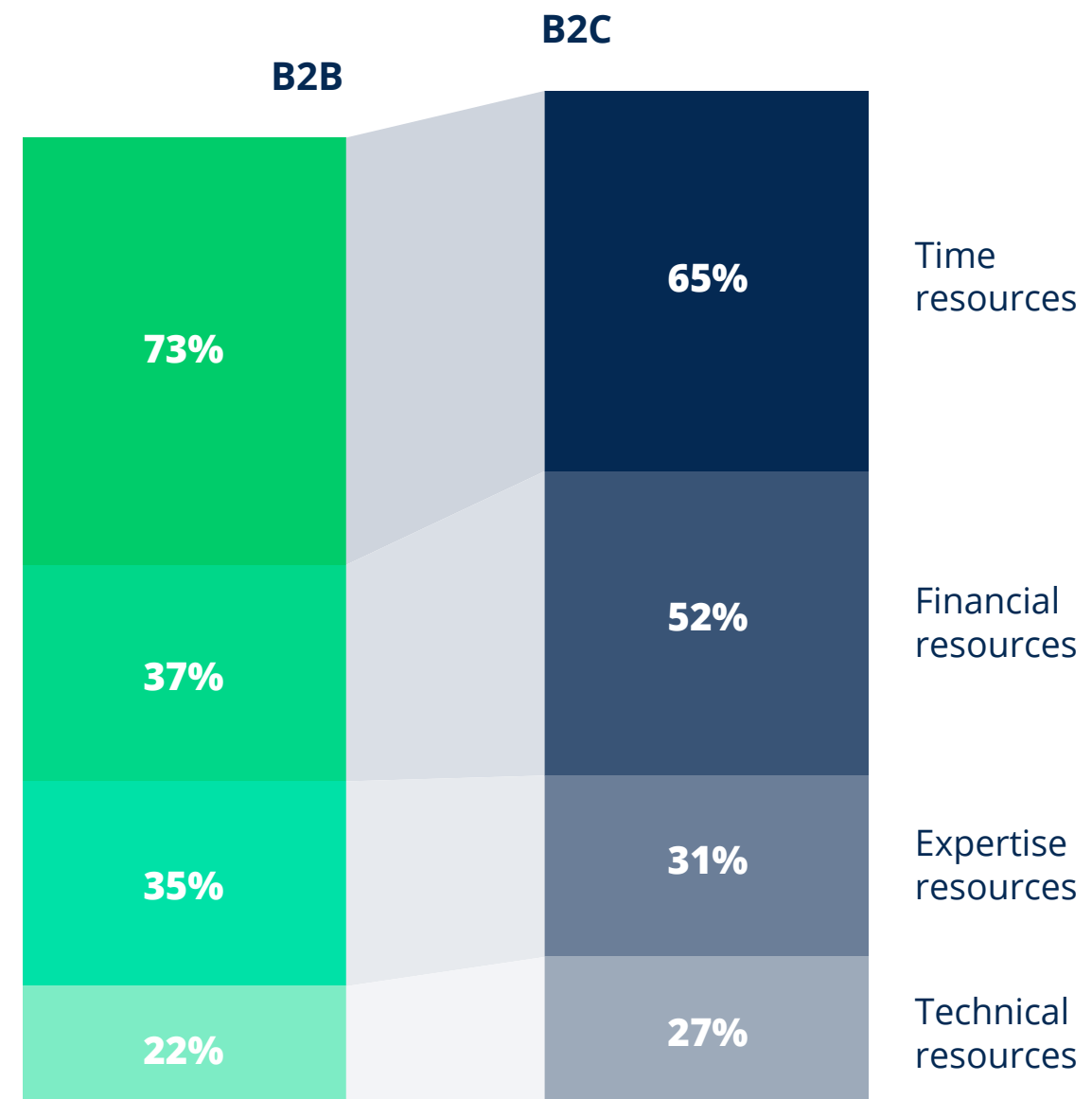
# More than 2 in 3 would like to publish more often. Time constraints are the most common challenge

Would you like to publish content more frequently?\*

■ Yes ■ No



What is preventing you from publishing content more often?\*\*\*



\* Persons who work in a company that engages in content marketing  
B2B companies: n = 180; B2C companies: n = 178

\*\* Persons who work in a company that would like to publish content more often; multiple answers possible  
B2B companies: n = 124; B2C companies: n = 118



# 02

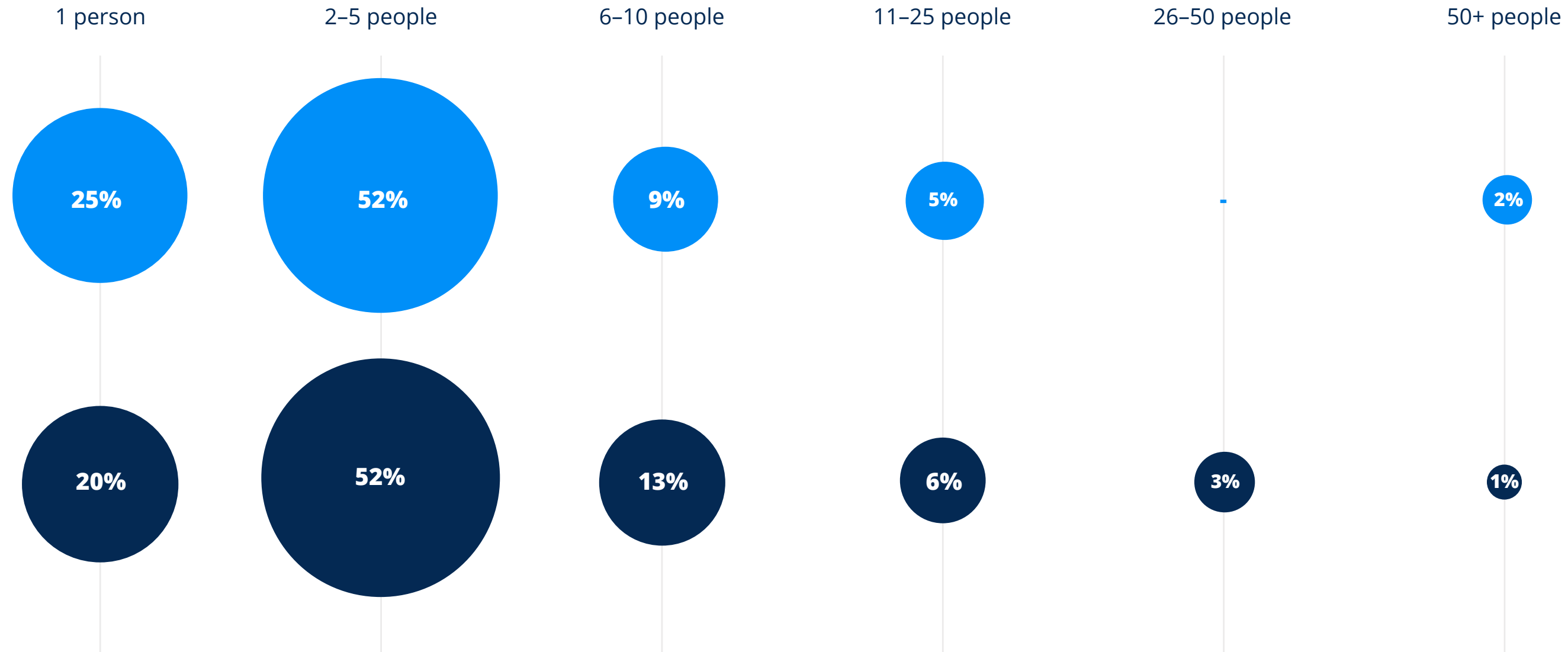
## ORGANISATION AND TEAMS



# The majority of content marketing teams consist of fewer than 5 people

How large is your content marketing team?\*

■ B2B ■ B2C



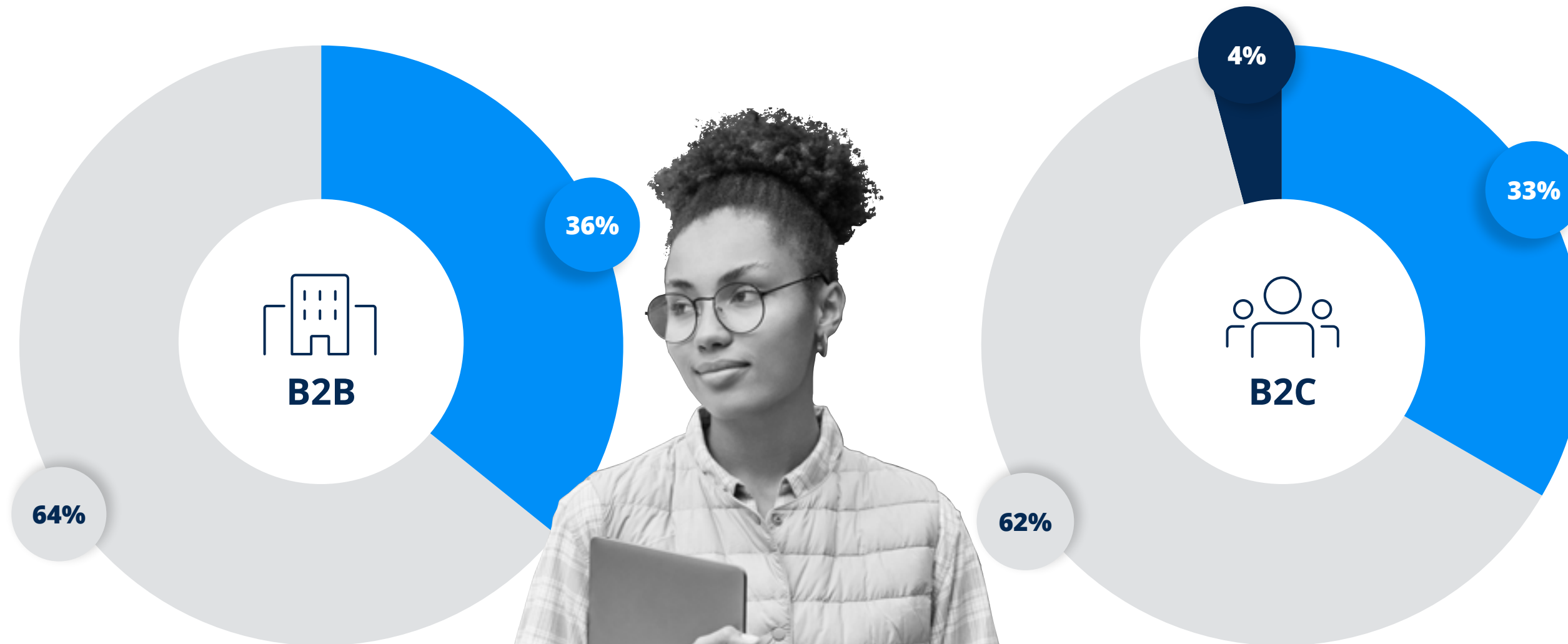
\* Persons who work in a company that engages in content marketing  
B2B companies: n = 180; B2C companies: n = 178



# B2B content marketing teams either stay the same size or grow

How will the size of your content marketing team change in 2024?\*

■ Grow (sharply) ■ Stay the same ■ Shrink (sharply)\*\*



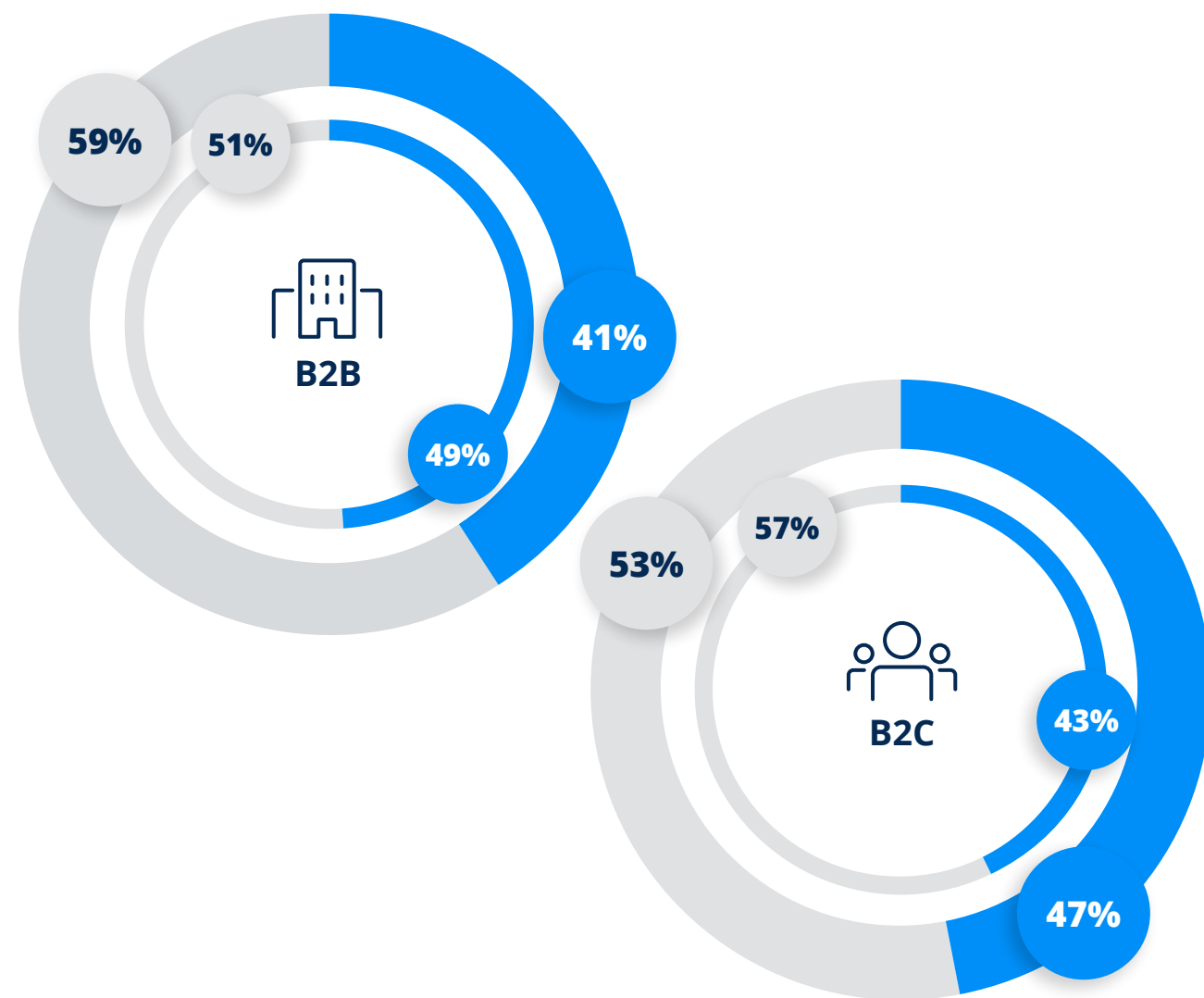
\* Persons who work in a company that engages in content marketing  
B2B companies: n = 180; B2C companies: n = 178  
\*\* This option was only selected by B2C companies



# Shift in B2B towards less outsourcing this year

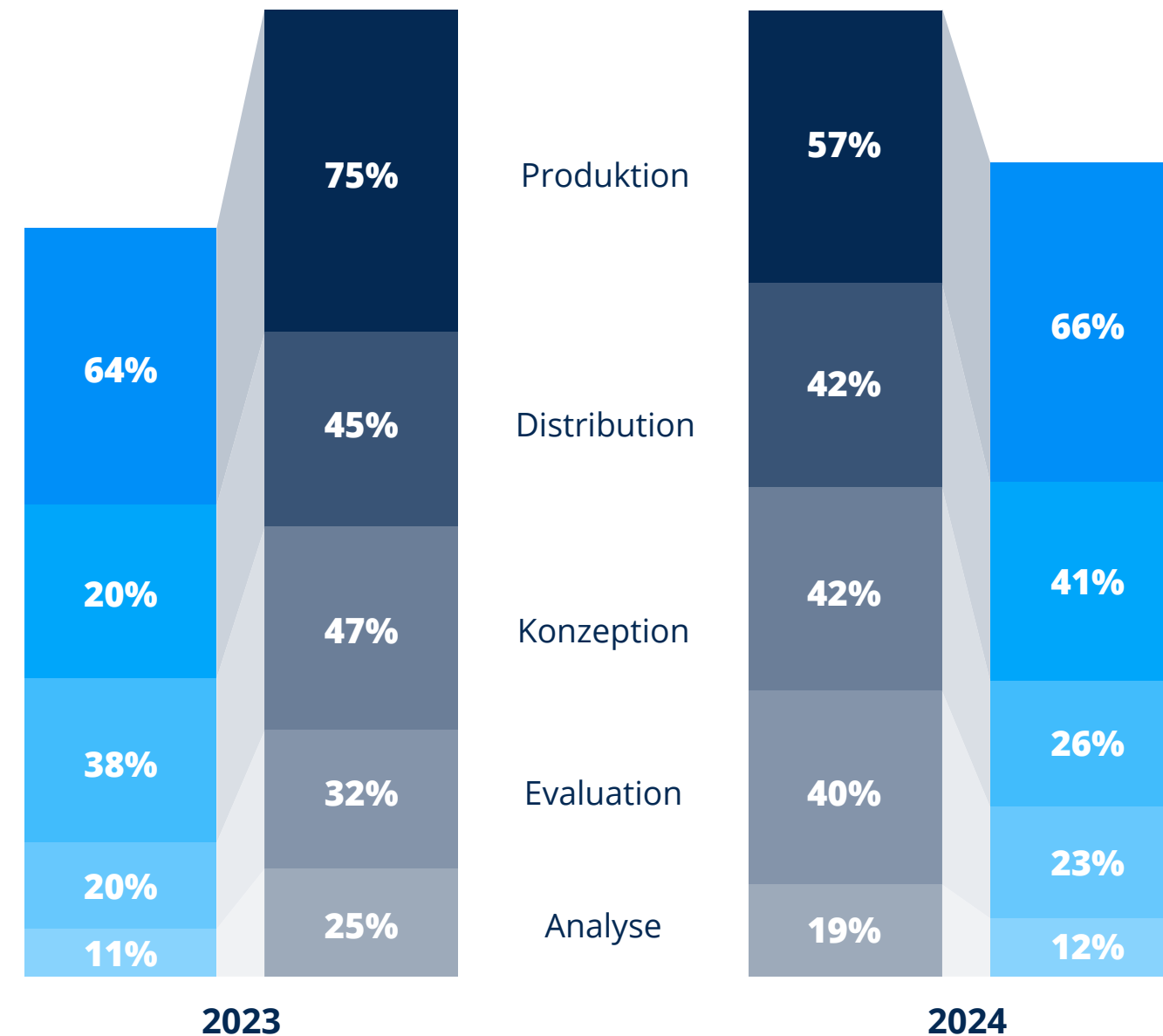
Does your company also outsource content marketing activities to an agency?\*

■ Yes      ■ No  
■ Yes (2023)    ■ No (2023)



Which content marketing activities do you outsource?\*\*\*

■ B2B    ■ B2C



\* Persons who work in a company that engages in content marketing  
 B2B companies: n = 113 (2023) / 180 (2024); B2C companies: n = 122 (2023) / 178 (2024)

\*\*\* Persons who work in a company that outsources content marketing; multiple answers possible  
 B2B companies: n = 55 (2023) / 73 (2024); B2C companies: n = 53 (2023) / 84 (2024)



# 03

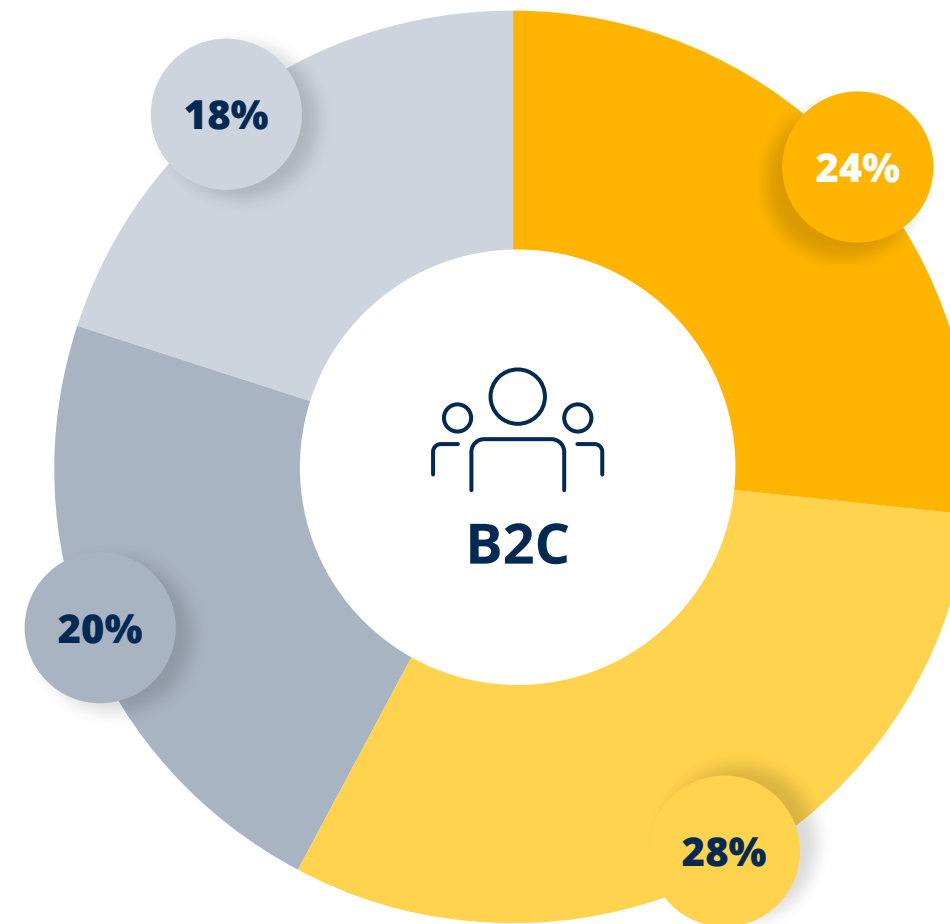
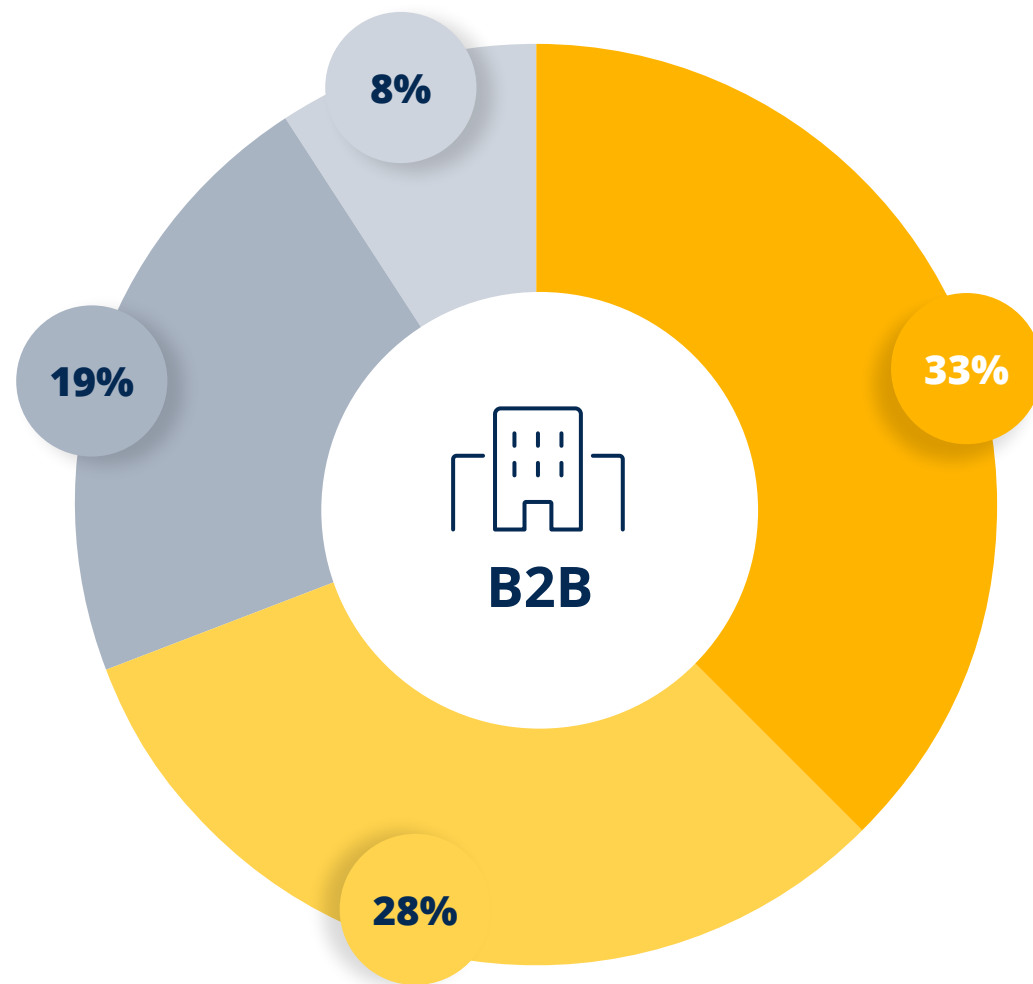
## BUDGET



# More than half allocate up to 15% of their marketing budgets to content marketing

How much of its marketing budget does your company allocate to content marketing?\*

■ <5% ■ 5%–15% ■ 16%–30% ■ >30%



\* Persons who work in a company that engages in content marketing  
B2B companies: n = 180; B2C companies: n = 178

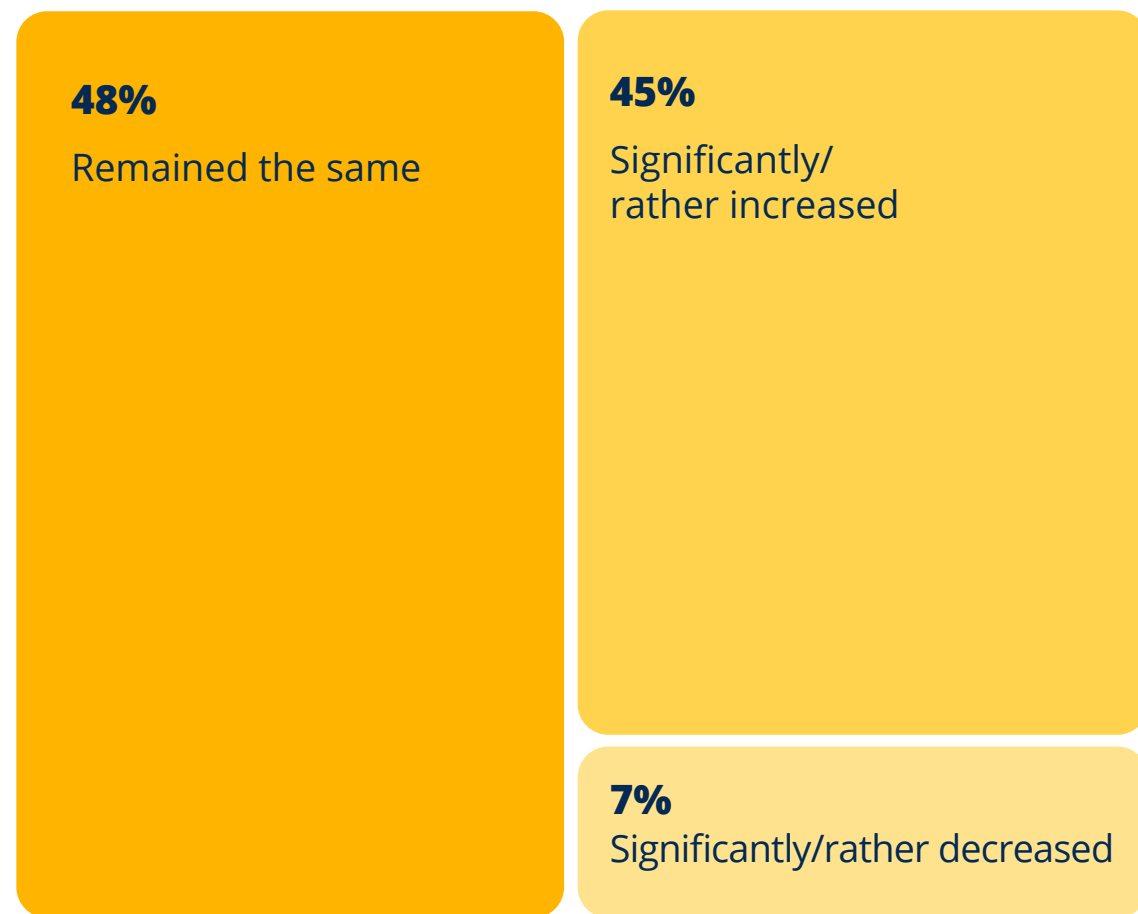




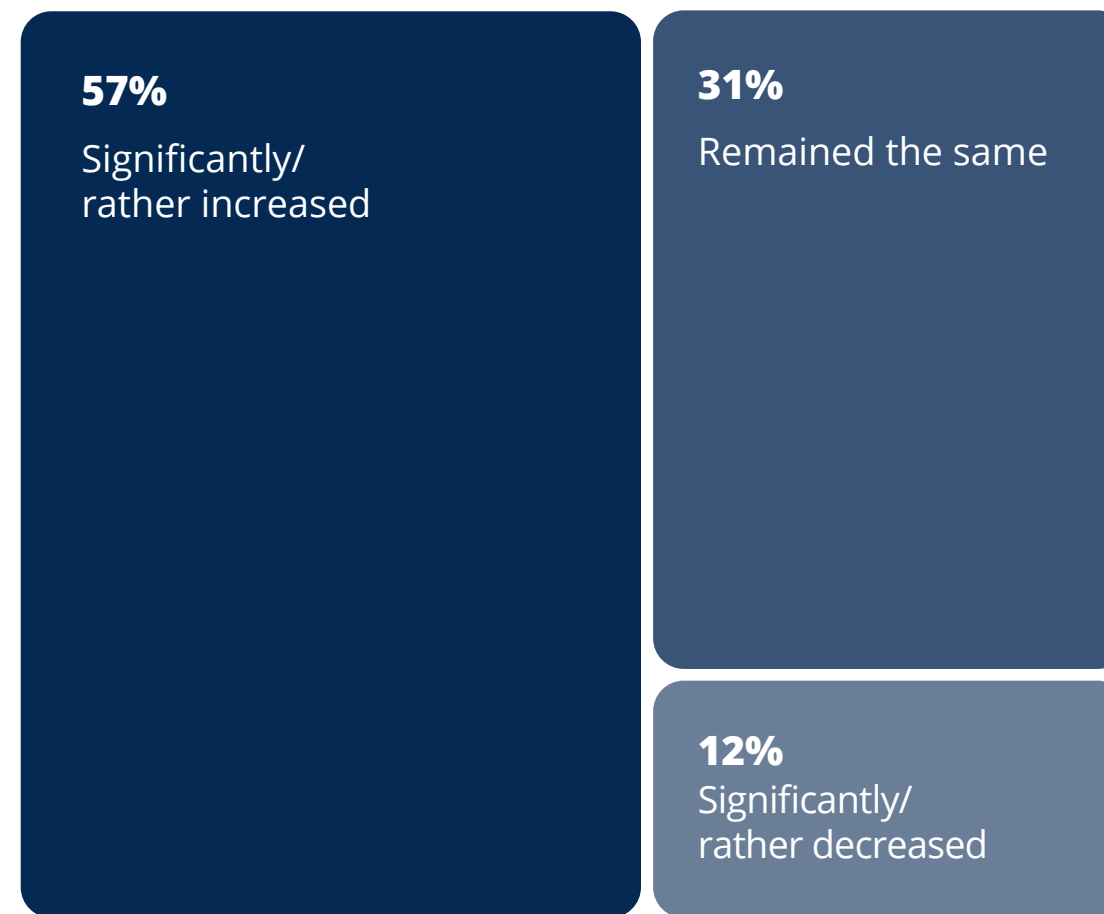
# More than half of B2C companies spent more than planned in 2023

Looking back over 2023: How has your content marketing expenditure changed compared to your earmarked budget on account of economic developments?\*

## B2B



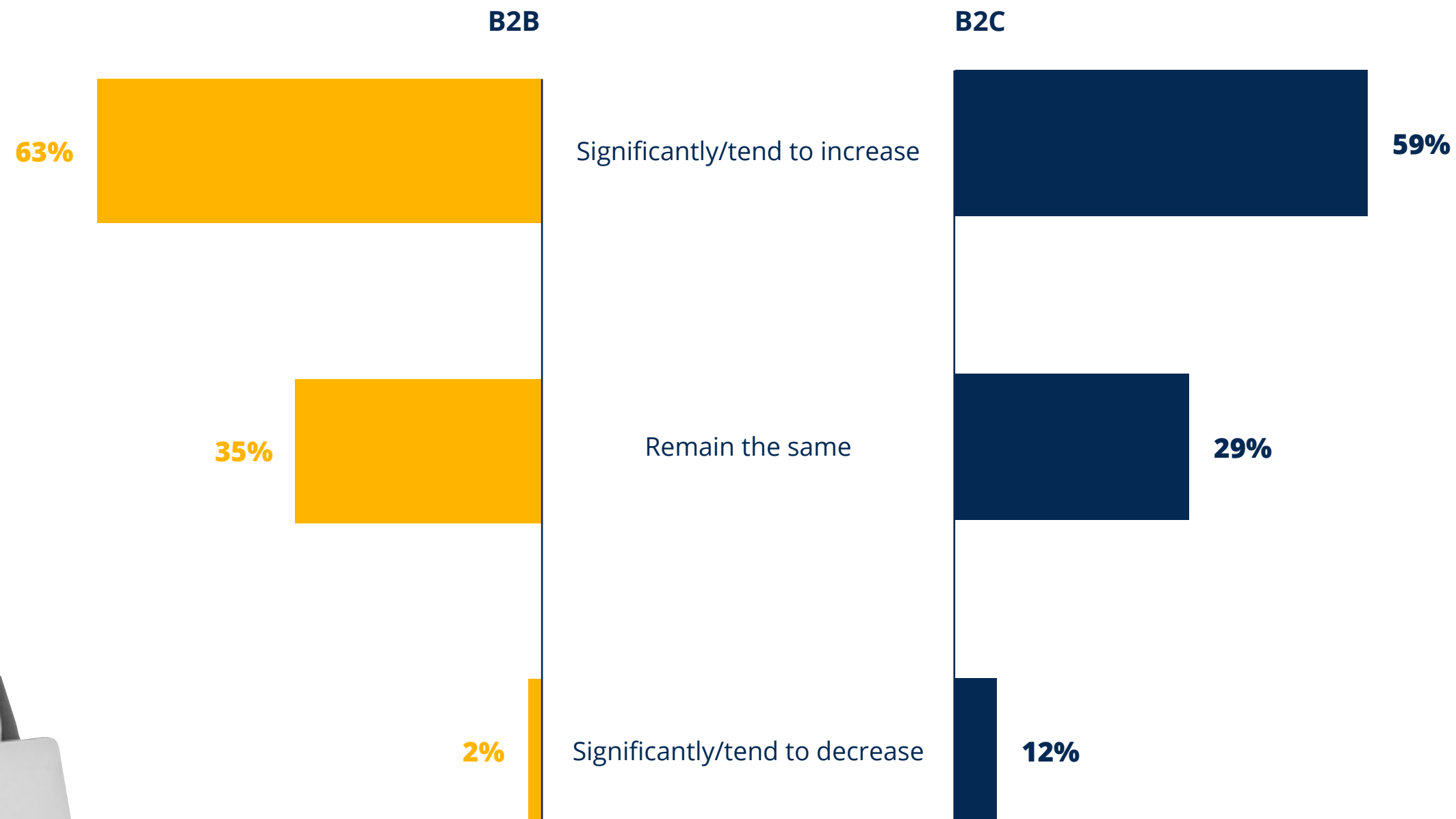
## B2C



\* Persons who work in a company that engages in content marketing and did not select the response option 'I don't know'  
B2B companies: n = 158; B2C companies: n = 163

# B2B is more optimistic regarding their budget

How is your content marketing budget expected to change in 2024?\*



\* Persons who work in a company that engages in content marketing and did not select the response option 'I don't know'  
B2B companies: n = 170; B2C companies: n = 161



# 04

## FORMATS AND CHANNELS

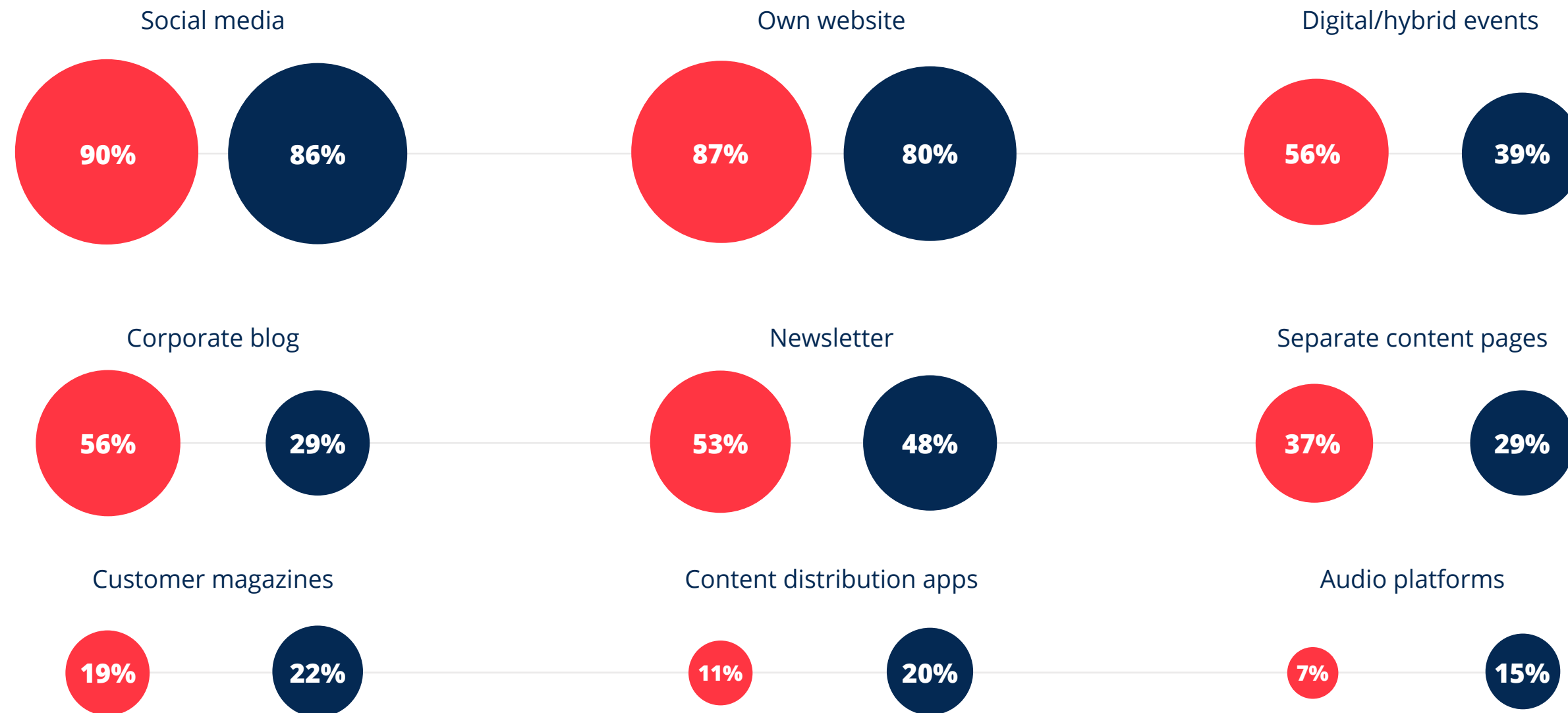




# Social media is the most important channel for content marketing, even ahead of website

## Which of the channels below do you use for your content marketing?\*

■ B2B ■ B2C



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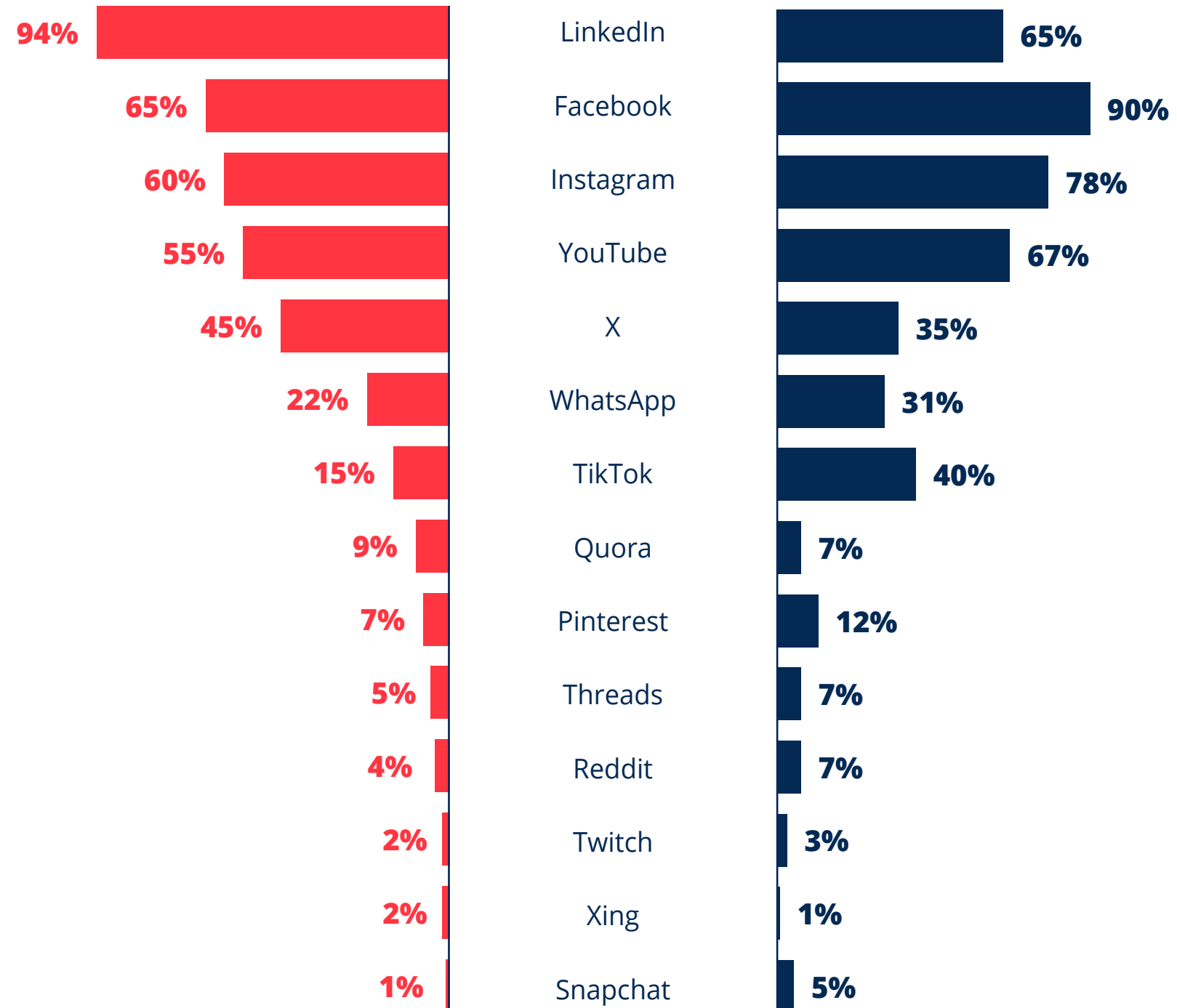
METHODOLOGY

\* Persons who work in a company that engages in content marketing; multiple answers possible  
B2B companies: n = 180; B2C companies: n = 178

**Meta channels top the list in B2C while LinkedIn is clearly ahead in B2B**



**Which social media channels do you use for your content marketing?\***



\* Persons who work in a company and use social media channels for their content marketing; multiple answers possible  
 B2B companies: n = 162; B2C companies: n = 153

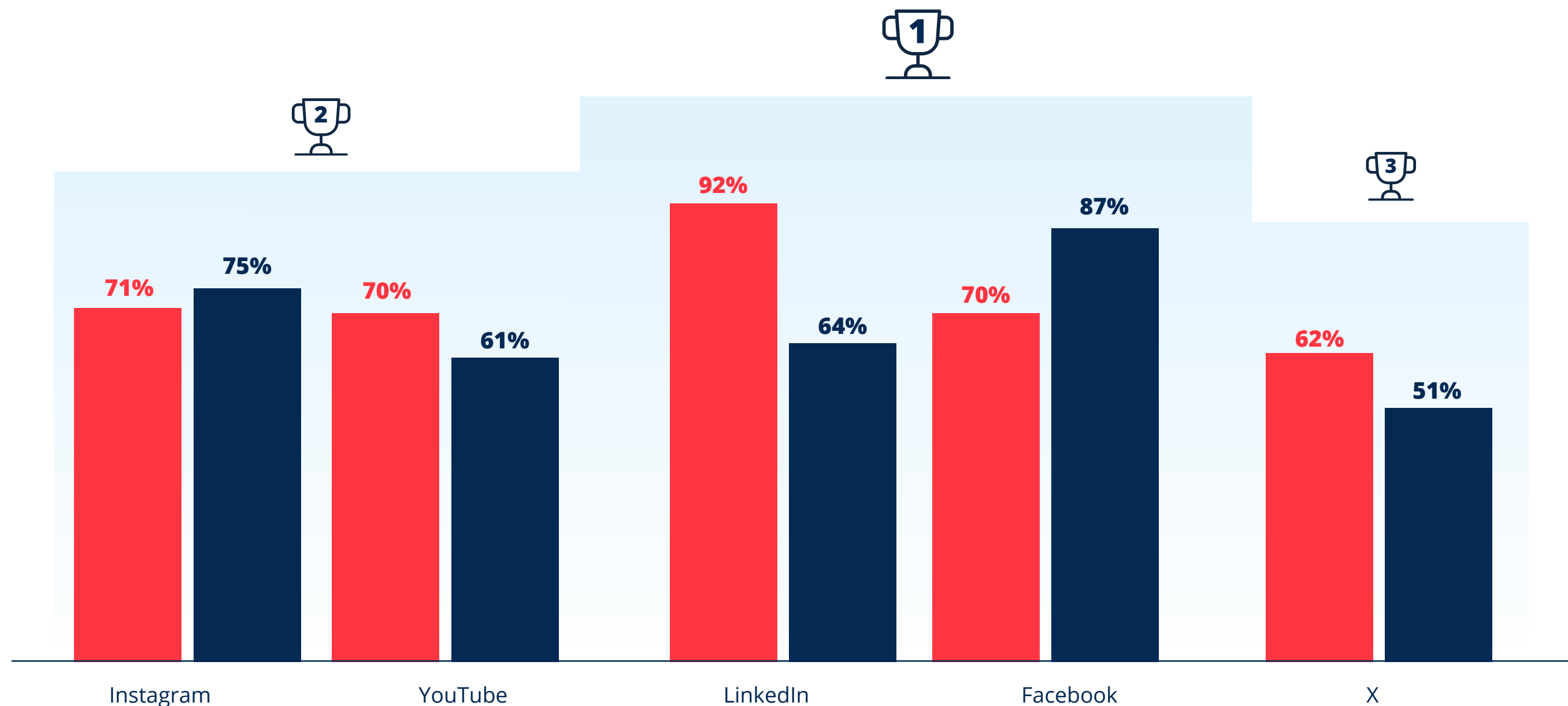


# YouTube is more relevant for B2B than for B2C



Which of these social media channels are most relevant for achieving your marketing objectives?\*

■ B2B ■ B2C



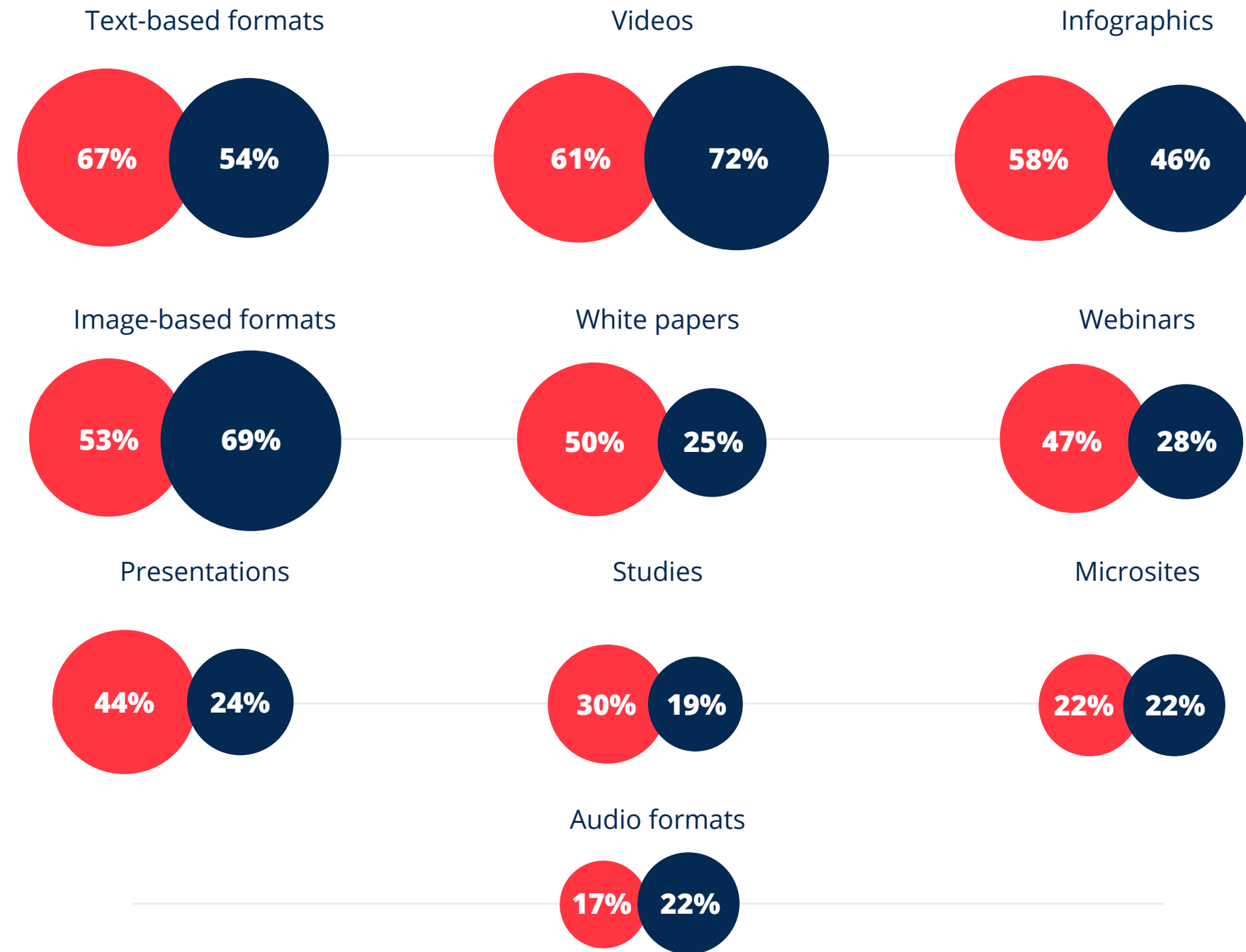
\* Persons who work in a company that engages in content marketing and use the respective social media channel for content marketing; respondents had to select their top 3; depiction of the top 3 share  
B2B companies: n = 152 (LinkedIn) / 98 (Instagram) / 105 (Facebook) / 89 (YouTube) / 73 (X); B2C companies: n = 99 (LinkedIn) / 119 (Instagram) / 138 (Facebook) / 103 (YouTube) / 53 (X)

**Around every second company uses infographics, B2B even slightly more than B2C**



## Which formats do you currently use online for your content marketing?\*

■ B2B ■ B2C



\* Persons who work in a company that engages in content marketing; multiple answers possible  
 B2B companies: n = 180; B2C companies: n = 178

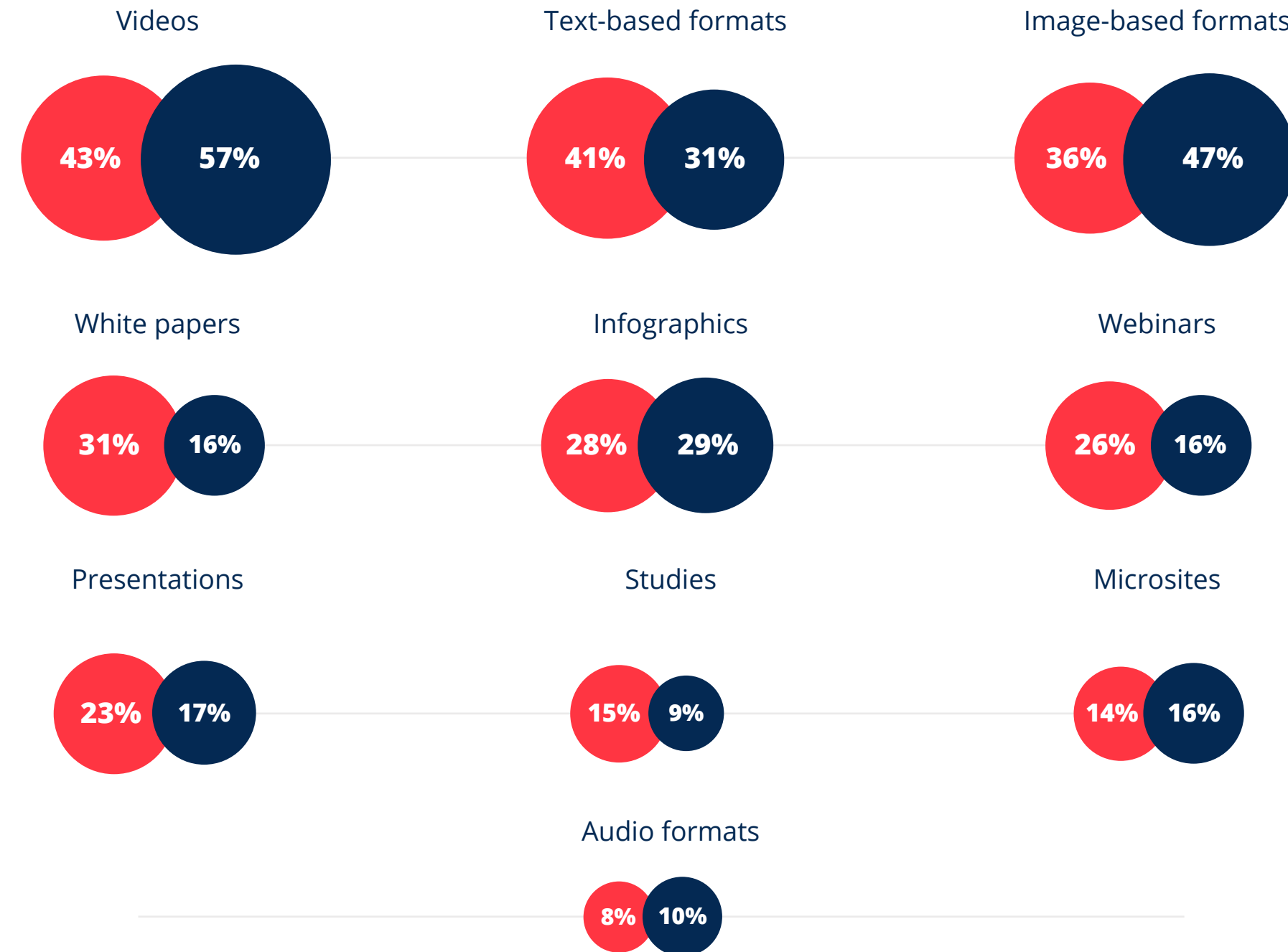


# Video formats are considered the most effective



## Which formats performed best in terms of achieving your objectives?\*

■ B2B ■ B2C



\* Persons who work in a company that engages in content marketing; multiple answers possible  
B2B companies: n = 180; B2C companies: n = 178



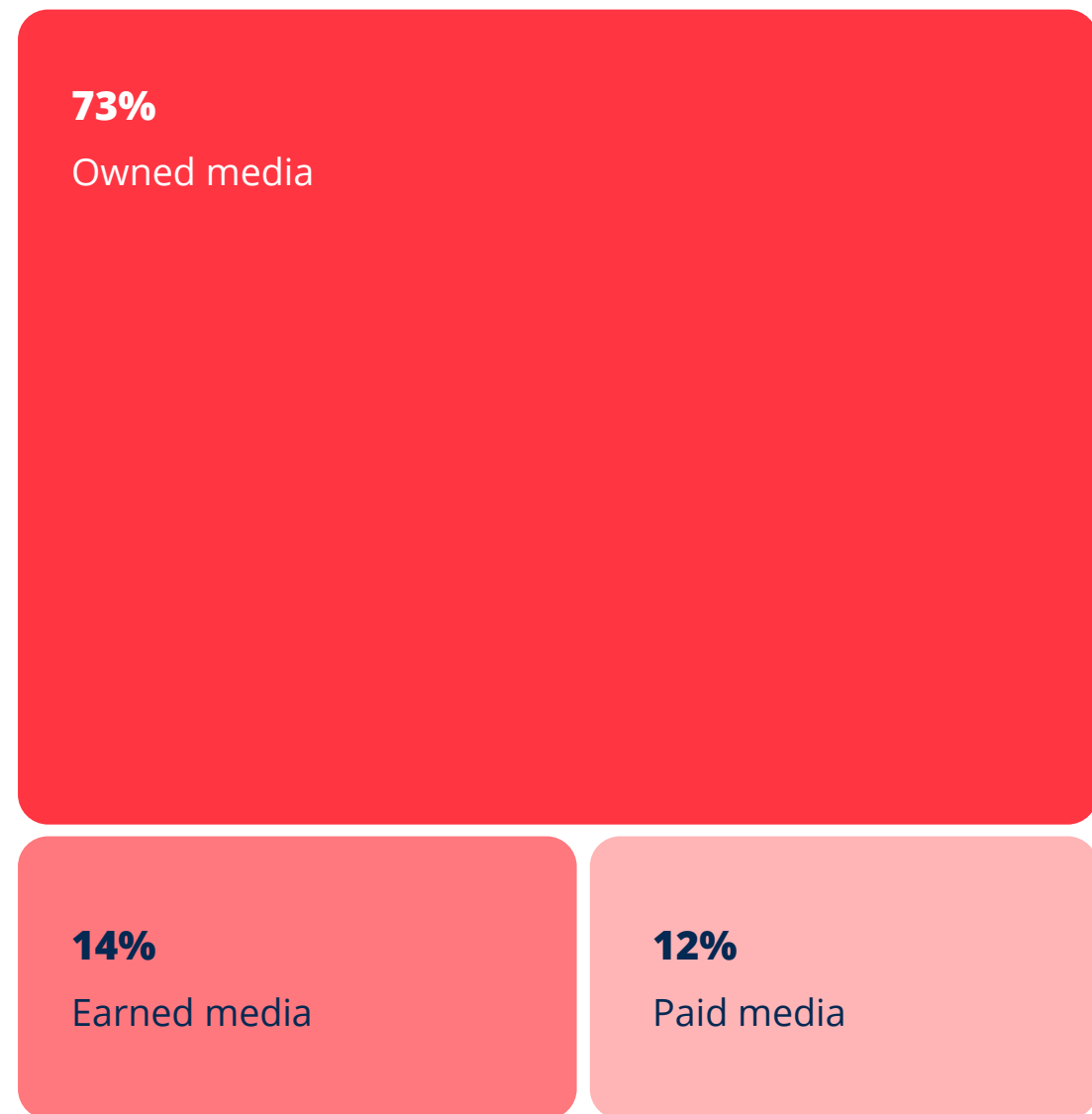




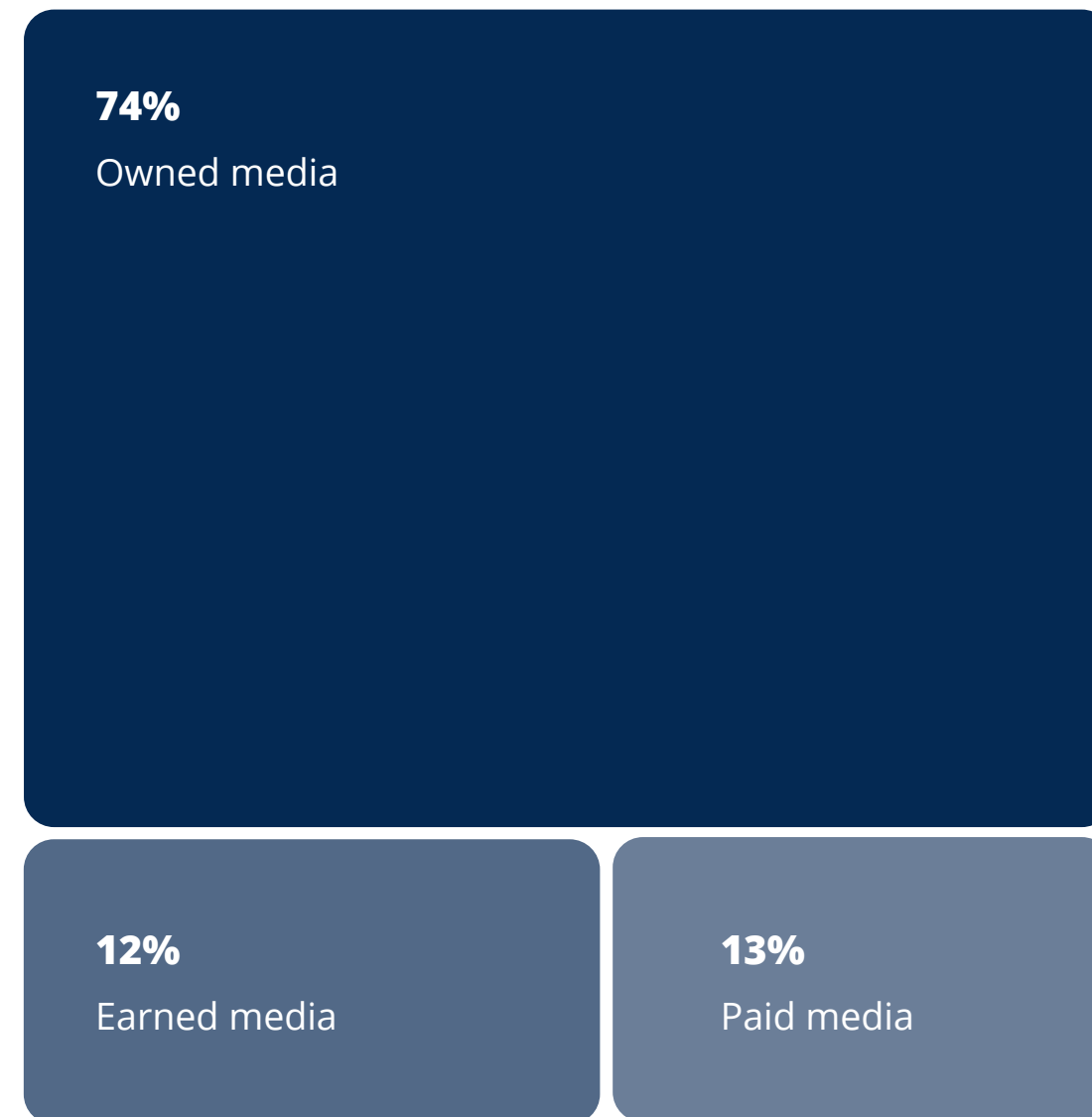
# Paid and earned media are a supplement to the own channels

## Which channels are the most important for you for distributing your content to your target groups?\*

**B2B**



**B2C**



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\* Persons who work in a company that engages in content marketing  
B2B companies: n = 180; B2C companies: n = 178

# 05

## DISTRIBUTION

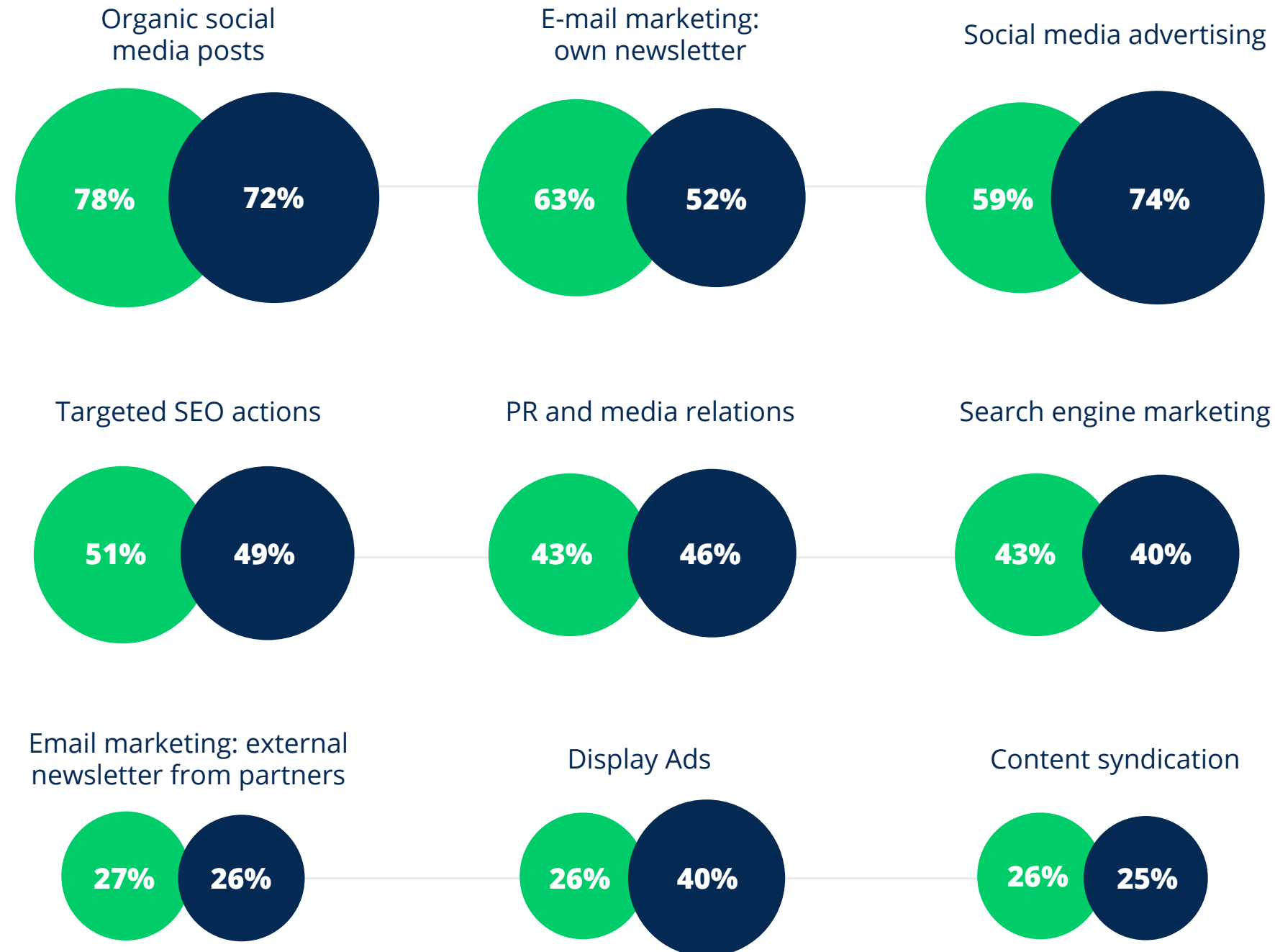


# Email marketing is more relevant for visibility in B2B



Which of the following measures have you implemented at your company in order to raise the visibility of your content?\*

■ B2B ■ B2C



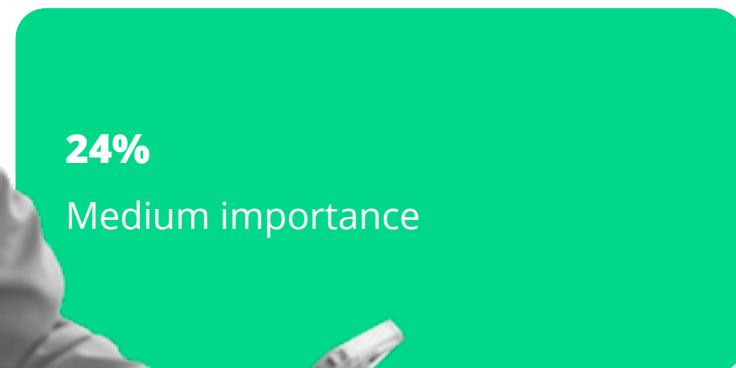
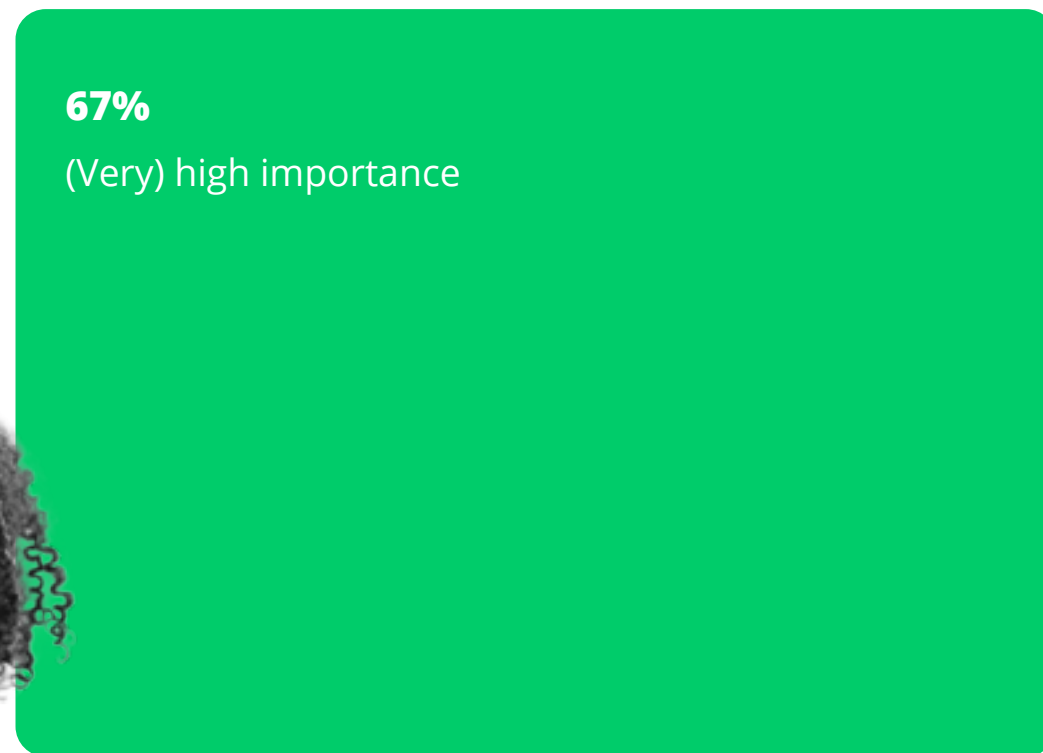
\* Persons who work in a company that pursue concrete goals with their content marketing; multiple answers possible  
 B2B companies: n = 175; B2C companies: n = 162



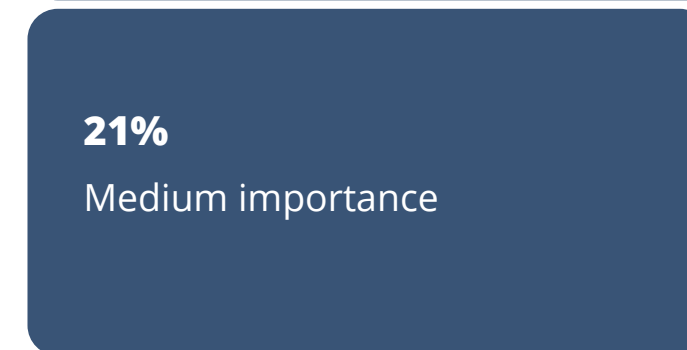
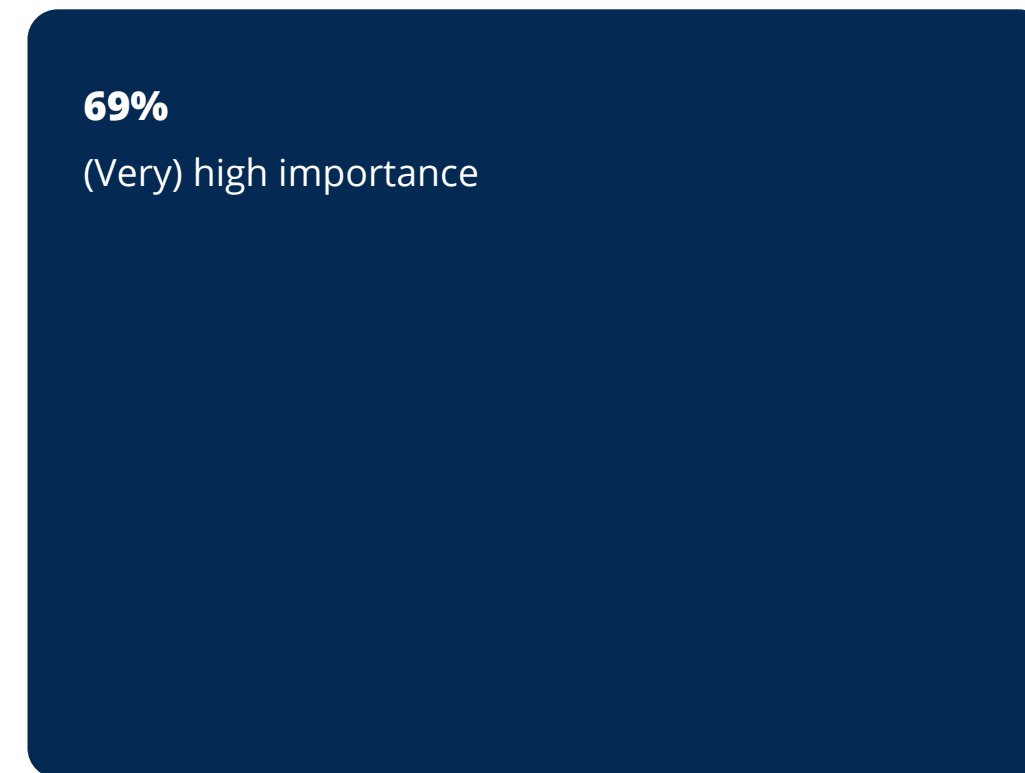
# Distribution of personalised content has a high importance for 2 in 3 companies

What importance do you attach to distributing personalised content along the customer journey?\*

## B2B



## B2C



\* Persons who work in a company that engages in content marketing  
B2B companies: n = 180; B2C companies: n = 178

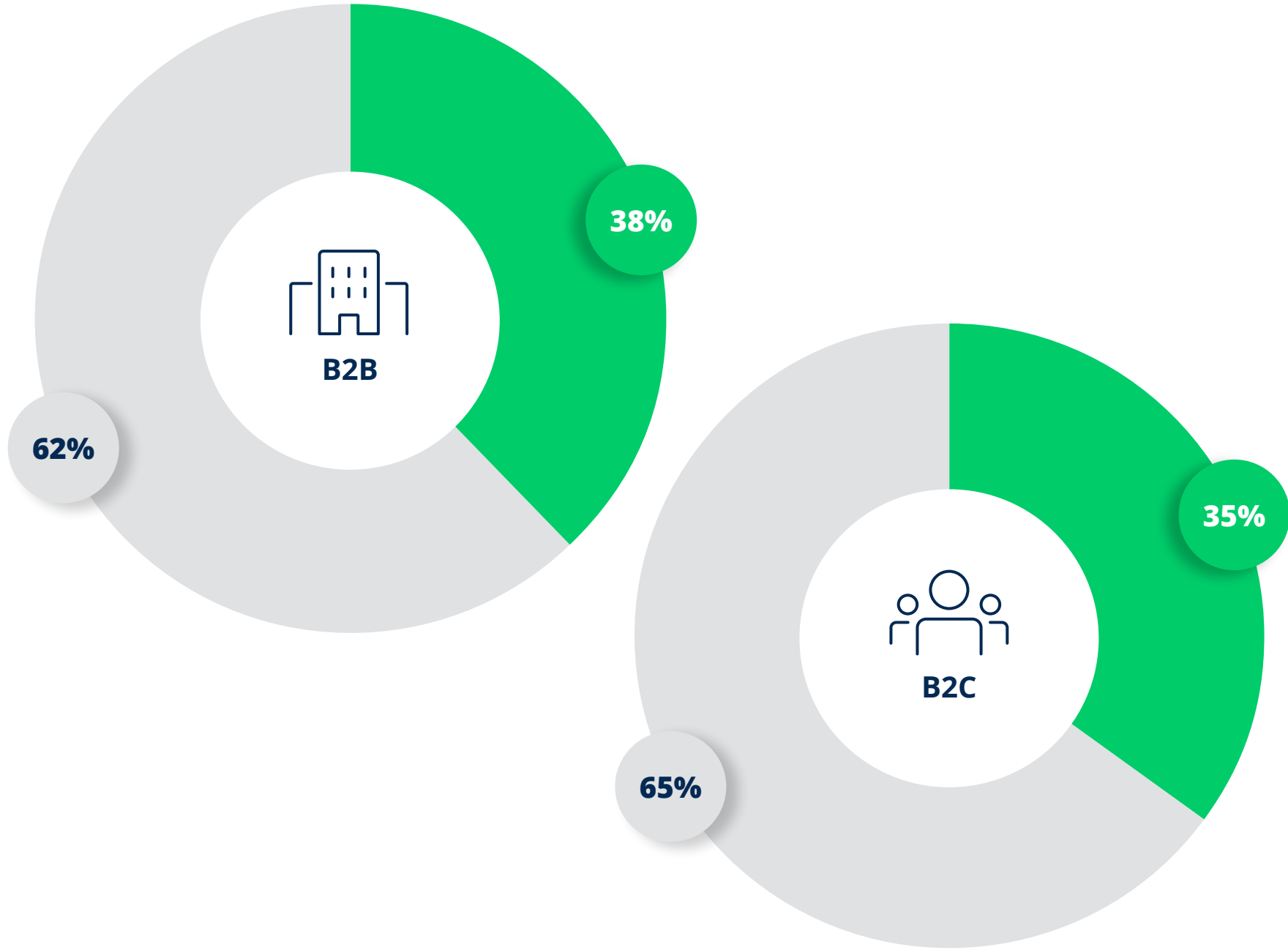


# 1 in 3 companies are advanced in lead nurturing



## How far advanced is your automation in the addressing ('nurturing') of leads and customers?\*

■ (Very) advanced ■ Not very/at all



\* Persons who work in a company that engages in content marketing  
B2B companies: n = 180; B2C companies: n = 178



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# 06

## PERFORMANCE AND MEASUREMENT

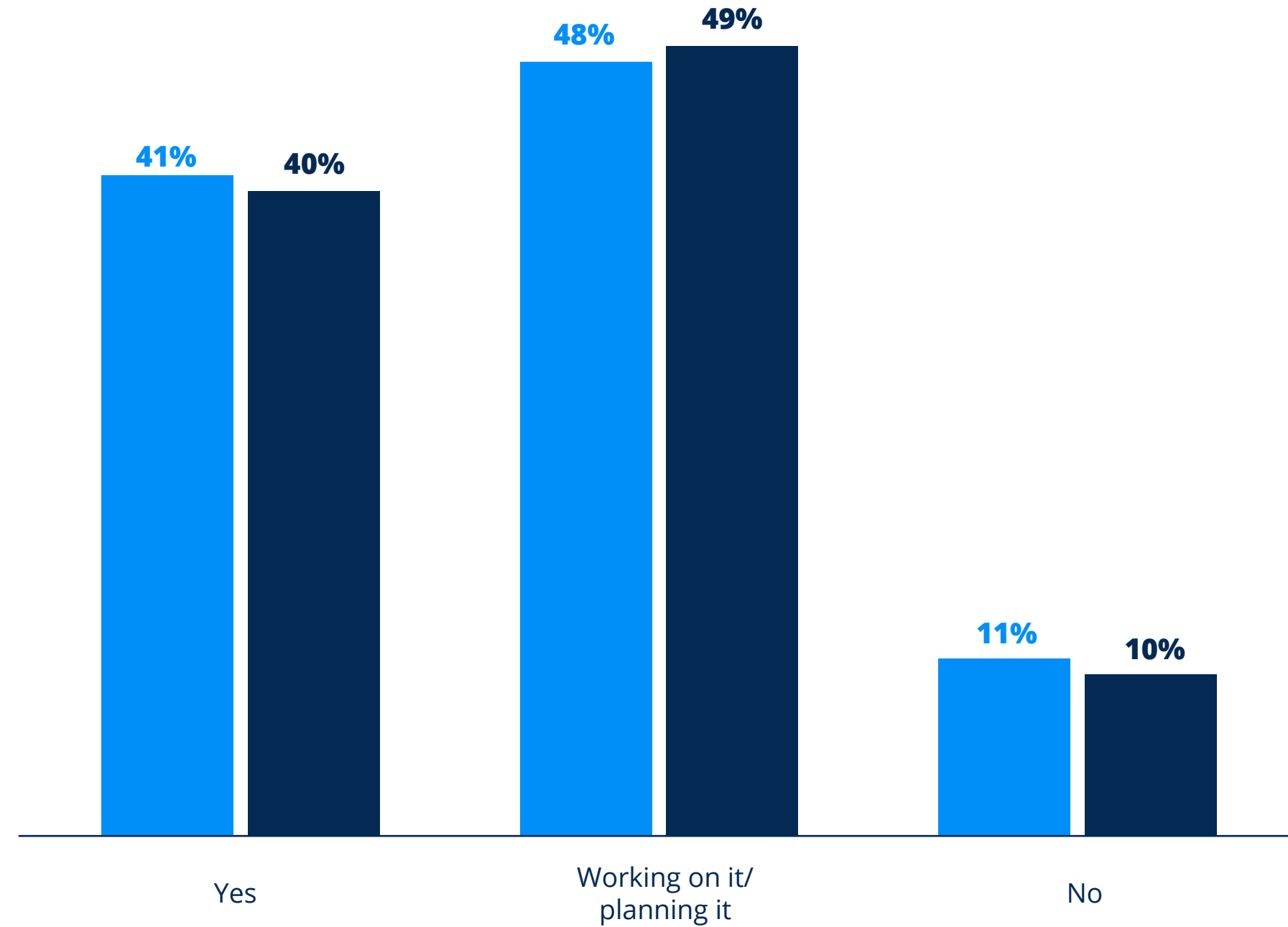


# The majority do not (yet) have a concept for measuring success



Do you have a specific approach to measuring the success of your content marketing activities?\*

■ B2B ■ B2C



\* Persons who work in a company that engages in content marketing  
B2B companies: n = 180; B2C companies: n = 178



# In order to measure success, B2B and B2C use web analytics the most often

## Which of the tools below do you at least occasionally use to measure the success of and/or optimise your content marketing?\*

■ B2B ■ B2C

Web analytics tool



Social media monitoring and metrics



Surveys of own users



Technical measurement via ad servers or engagement tracking



Commissioning of market research surveys



Social media listening



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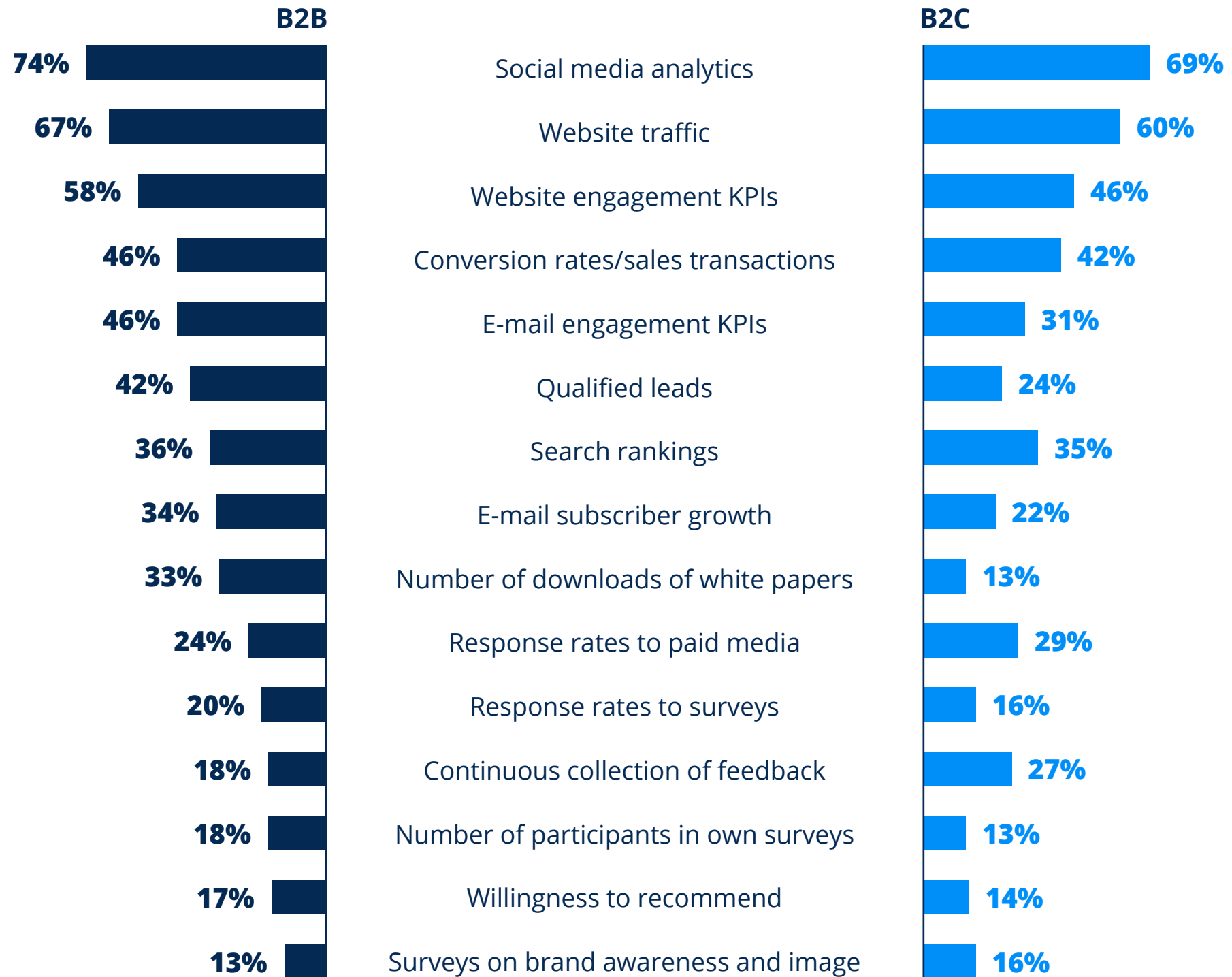
\* Persons who work in a company that engages in content marketing; multiple answers possible  
B2B companies: n = 180; B2C companies: n = 178



# B2B puts higher focus on quantitative measurement



## Which of the KPIs below do you use to measure the success of your content marketing activities?\*



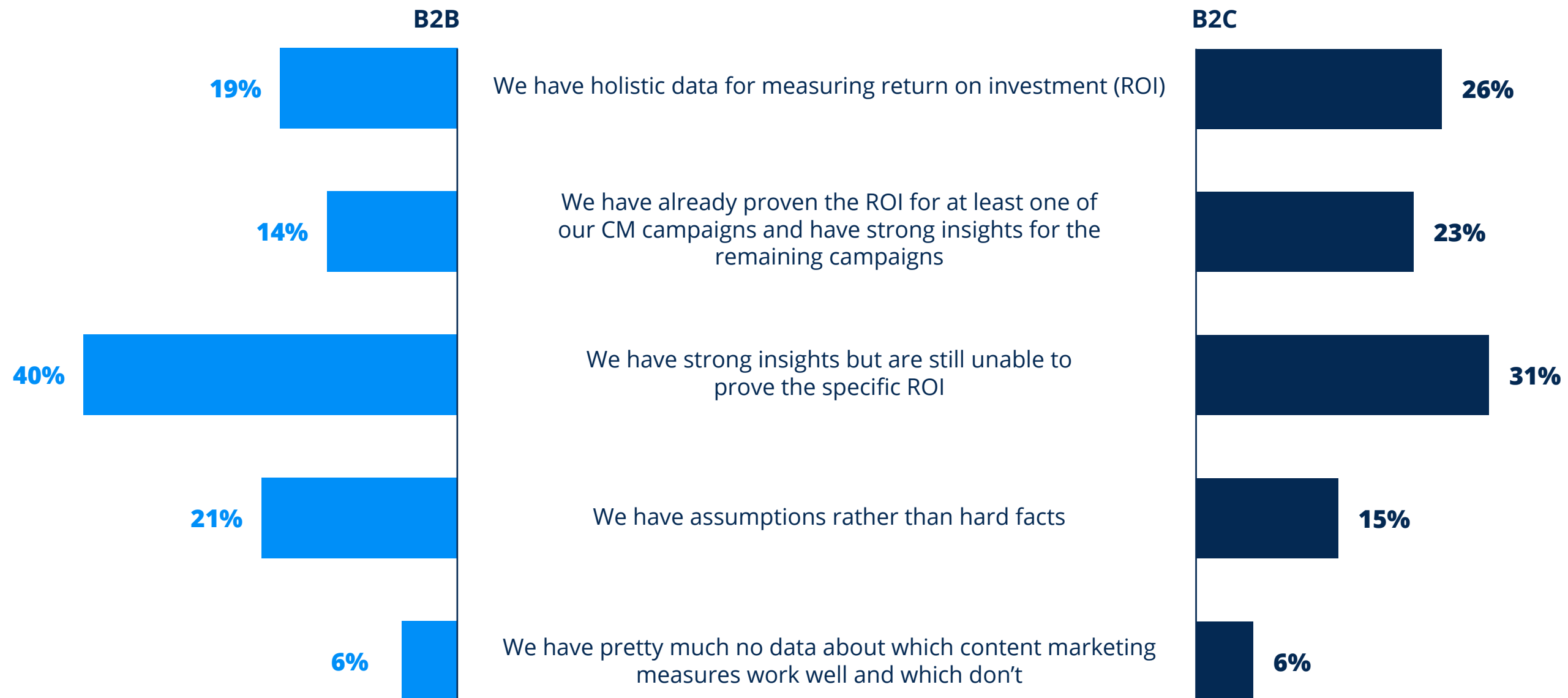
\* Persons who work in a company that engages in content marketing; multiple answers possible  
 B2B companies: n = 180; B2C companies: n = 178



# More than 2 in 3 B2B companies have difficulties determining their ROI



Which of the following statements best describe how you measure your content marketing success?\*



\* Persons who work in a company that at least partly have a concept to measure their content marketing activities  
B2B companies: n = 161; B2C companies: n = 160

# B2C companies have linked their content marketing more closely to commerce conversions

How strongly is your content marketing linked to commerce conversions?\*

■ (Very) strong ■ Less/not strong at all



\* Persons who work in a company that engages in content marketing  
B2B companies: n = 180; B2C companies: n = 178



# 07

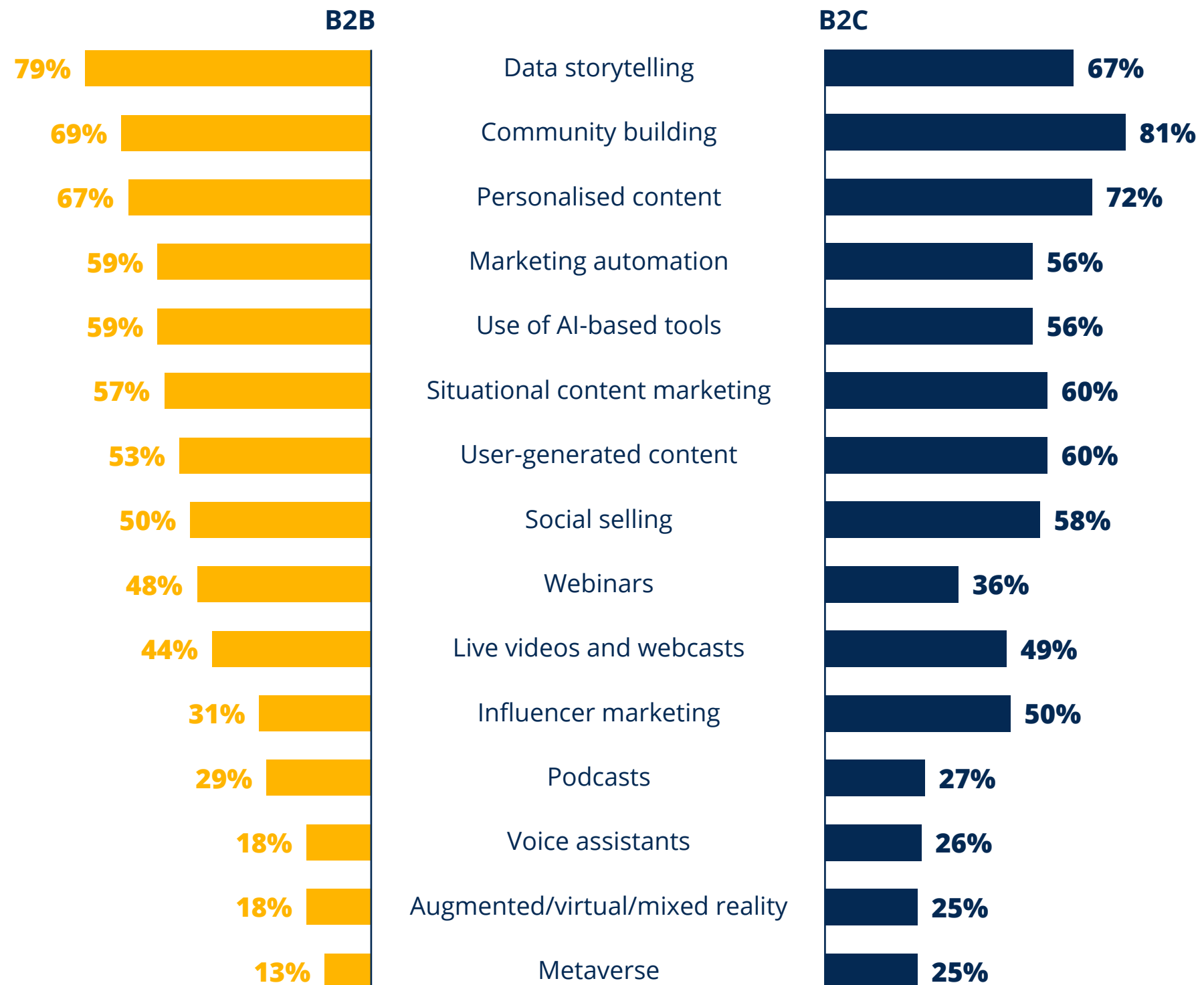
## TRENDS



**Data storytelling is most important for B2B, for B2C it is community building**



**What importance do the following topics have for your company?\***



\* Persons who work in a company that engages in content marketing; depiction of the combined values „very high importance“ and „high importance“  
 B2B companies: n = 180; B2C companies: n = 178



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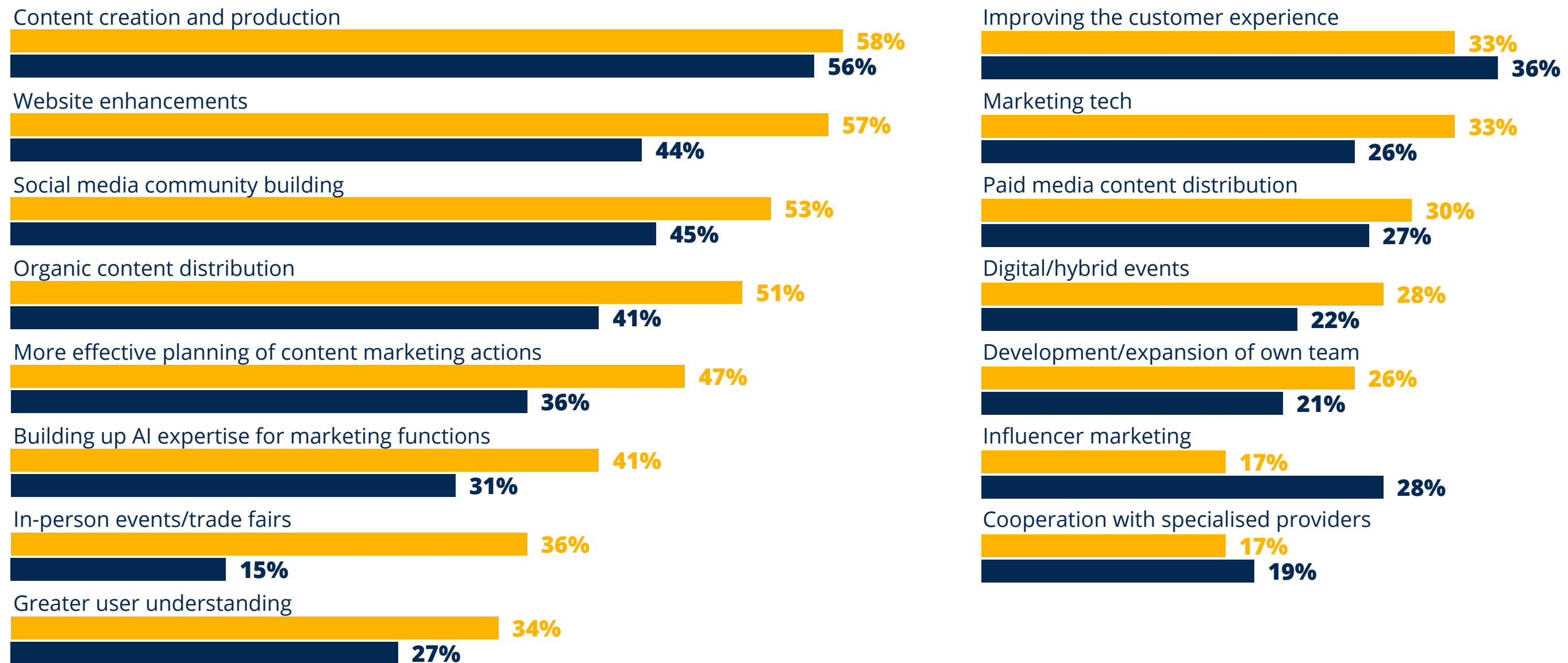
TRENDS

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# Both B2B and B2C want to invest (even) more in content production

In which of the following content marketing activities/areas will you to invest (even) more in 2024?\*

■ B2B ■ B2C



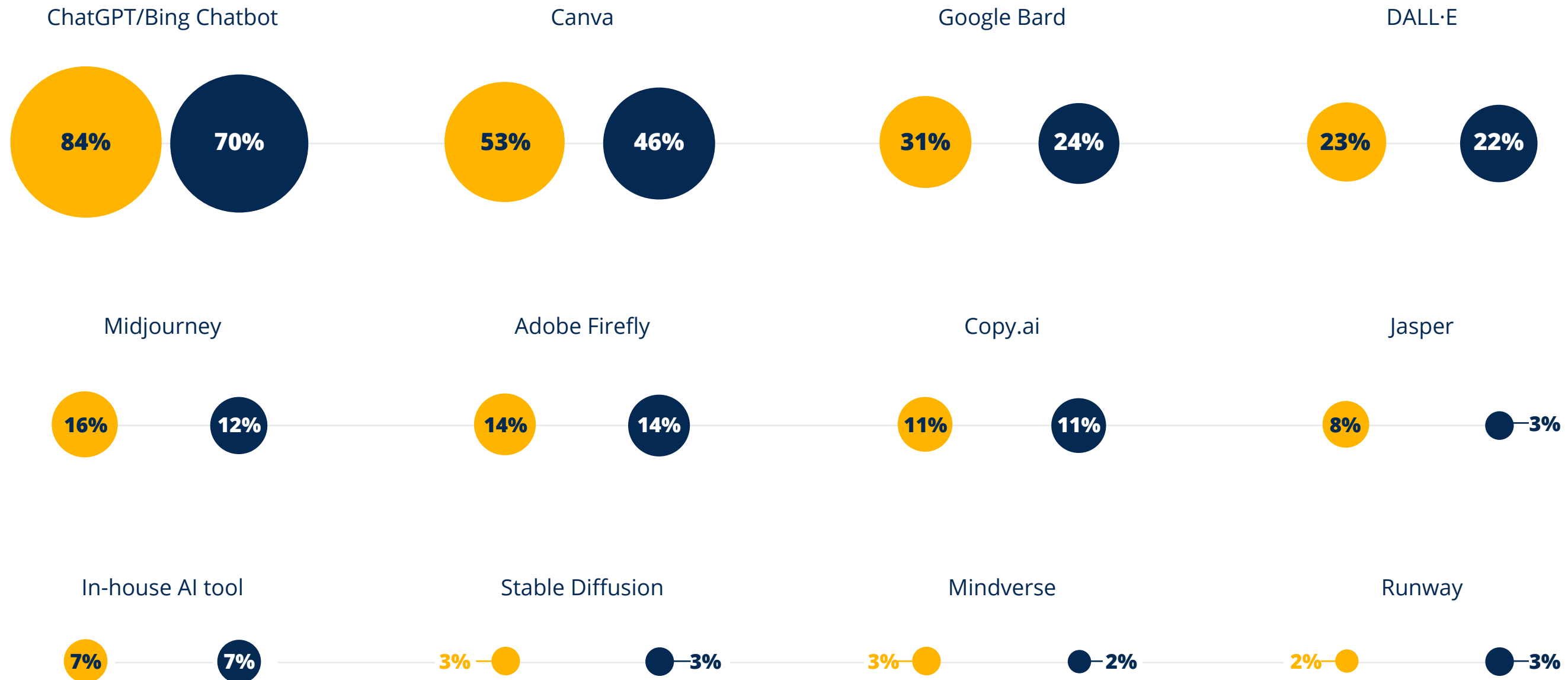
\* Persons who work in a company that engages in content marketing; multiple answers possible  
 B2B companies: n = 180; B2C companies: n = 178



# ChatGPT is the undisputed leader among AI tools

Which AI-based tools do you already use on a regular base?\*

■ B2B ■ B2C



\* Persons who work in a company that engages in content marketing; multiple answers possible  
B2B companies: n = 180; B2C companies: n = 178



# AI tools are little used for ad banners and creatives



For which of the following use cases do you employ AI-based tools?\*



CONTENT MARKETING STRATEGY

ORGANISATION AND TEAMS

BUDGET

FORMATS AND CHANNELS

DISTRIBUTION

PERFORMANCE MEASUREMENT

TRENDS

METHODOLOGY

\* Persons who work in a company that engages in content marketing; multiple answers possible  
 B2B companies: n = 180; B2C companies: n = 178



# 08

# METHODOLOGY



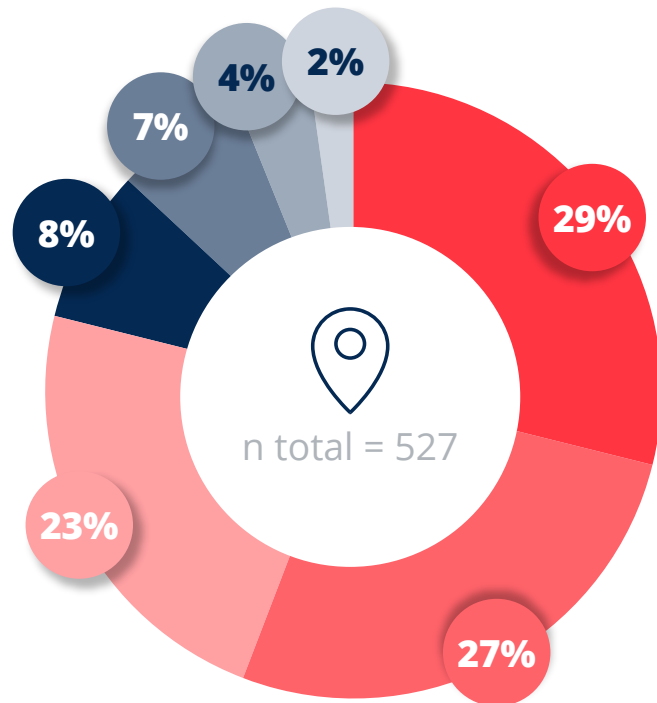
# Methology – Who was surveyed?



A total of 527 participants were questioned via an online survey between 16 January and 11 February 2024. The survey was distributed via the Statista newsletter, CMCX and Content Marketing Forum. The participants were also made aware of the survey via LinkedIn.

## Location

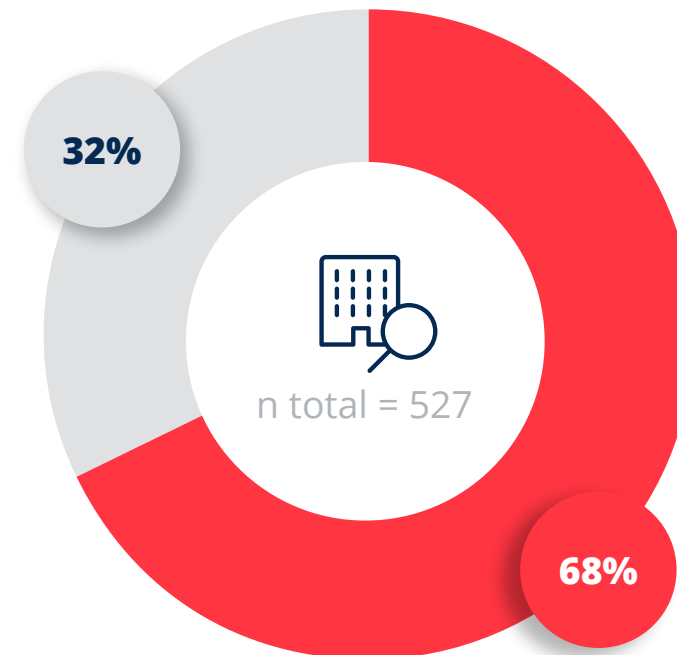
- Asia   ■ Europe   ■ USA   ■ Africa
- North America\*   ■ South America   ■ Australia



Economic regions	Percentage of participants
AMER	34%
APAC	27%
EMEA	39%

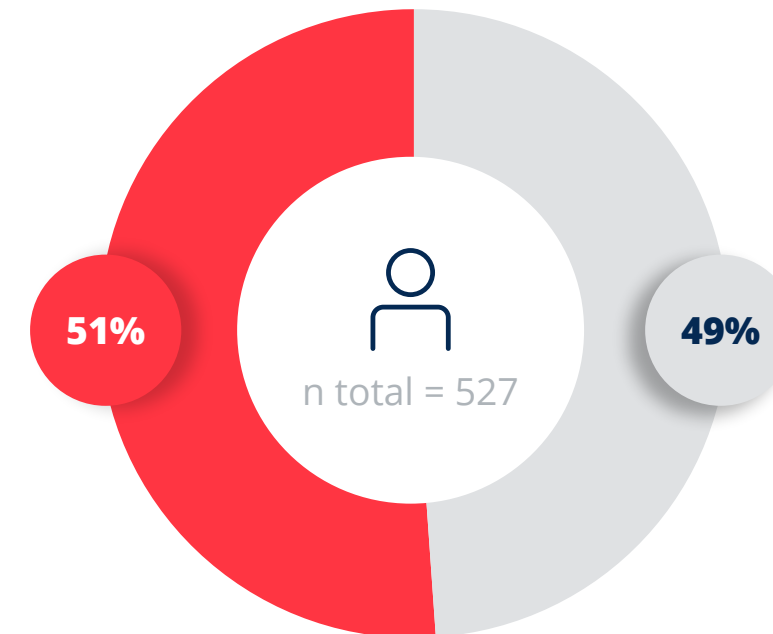
## Type of business

- Companies that do their own digital content marketing (publishers)
- Agencies that do digital content marketing (service provider)



## Target group

- B2B   ■ B2C



\* Except USA

## Position within the company (n total = 527)

Executive manager/Chair person/CEO



Head of division/Director



Team manager/Project manager



Employee with supervisory role



Employee with no supervisory role

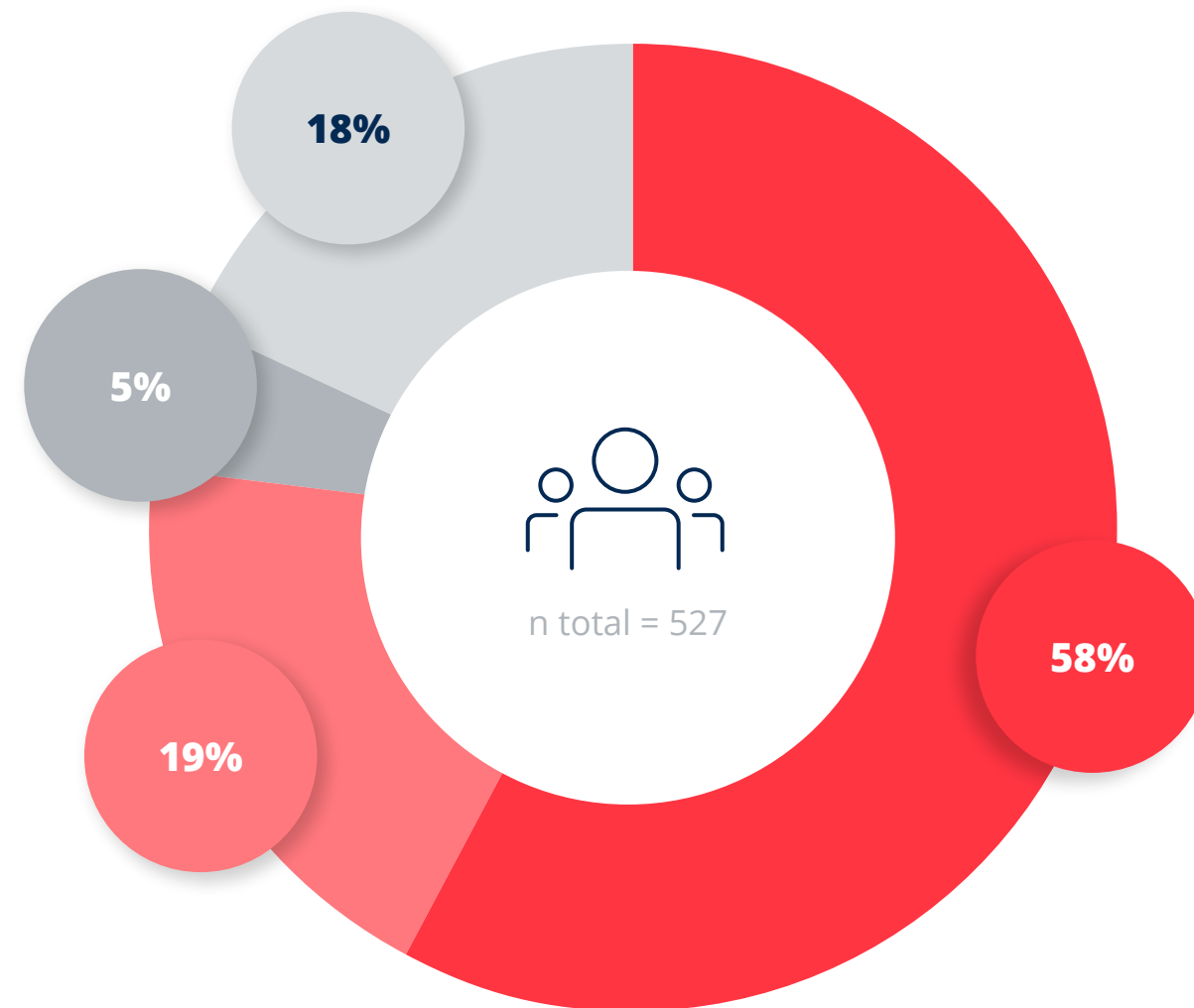


None of the above positions

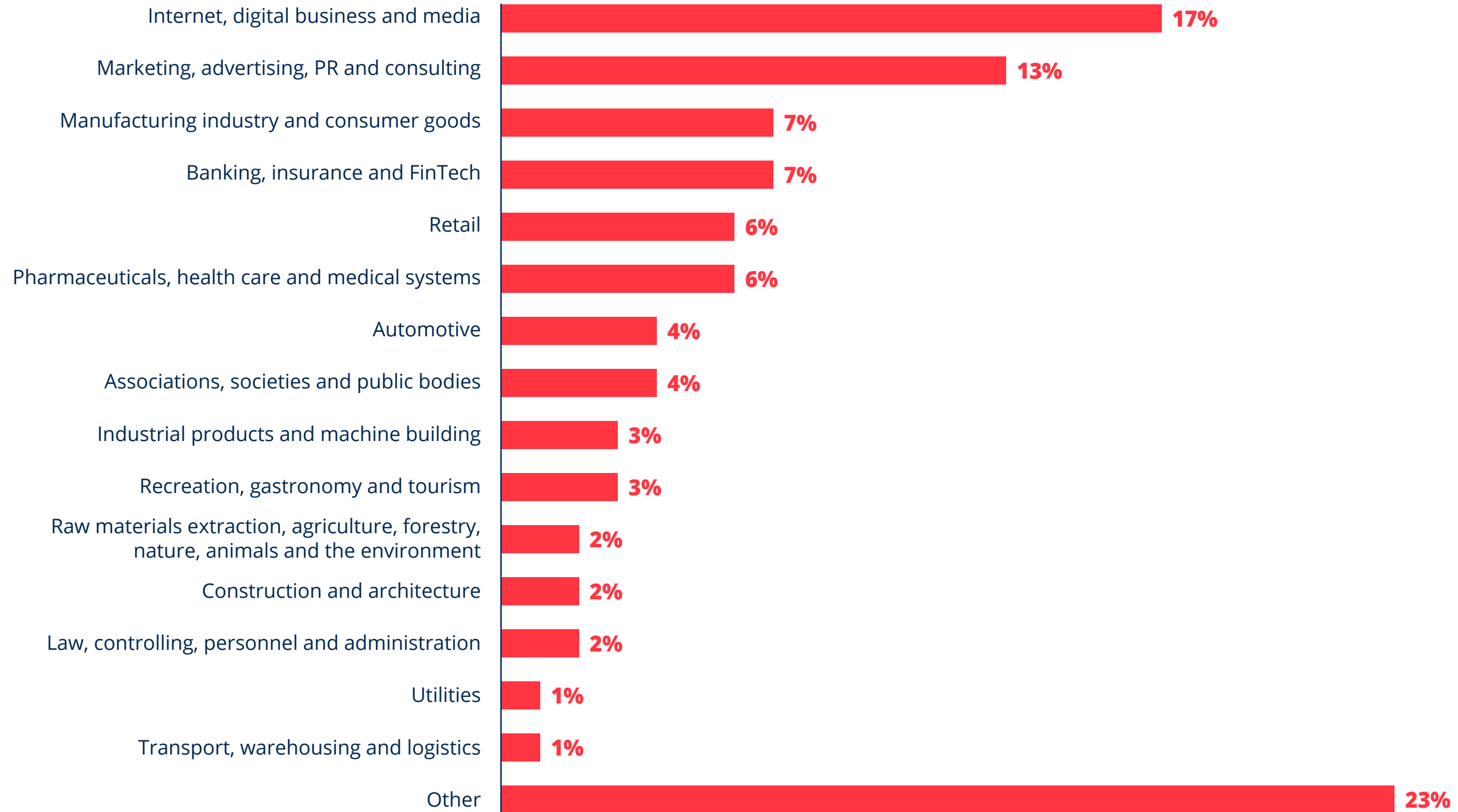


## Size of the company

- <50 employees
- 50-249 employees
- 250 - 499 employees
- ≥500 employees



# Industry in which the company operates\*



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\* Persons who work in a company that engages in content marketing  
n total = 358

**NEW**

## The study as an interactive paper

The results of the Statista Content Marketing Trend Study 2024 are now also available as an interactive paper. Experience the latest in B2B and B2C content marketing with interactive and animated data.



