

# 2022 Advertising-to-Sales Ratios

The data in Media Group Online's 2022 Advertising-to-Sales Ratio Report reflects many of these industries' recovery from the pandemic, resulting in significant improvements during 2021 and many more green numbers. Keep in mind some of this improvement may have been lost during the first half of 2022 due to inflation and other economic conditions.

Use the Report as a method to determine the general amount local retailers/businesses should allocate for advertising. Some will budget less and some more. Sharing the data with your prospective and current clients will create sales opportunities and show you want to serve them as a trusted advisor.

Industries that spend a larger-than-average share of their revenues for advertising generally understand the value of "investing" in advertising, which makes them prime targets for media advertising, if they are not already using it.

Percentages in **green** indicate an increase and percentages in **red** indicate a decrease.

For industry descriptions by SIC Code, please visit:

[https://www.osha.gov/pls/fimis/sicsearch.html?p\\_sic=1531&p\\_search=](https://www.osha.gov/pls/fimis/sicsearch.html?p_sic=1531&p_search=)

Industry	Ad Dollars as % of Sales	2020 Revenue Growth Rate	2020 Ad Growth Rate	Industry	Ad Dollars as % of Sales	2020 Revenue Growth Rate	2020 Ad Growth Rate
Advertising	10.4%	+13.7%	+26.2%	Jewelry Stores	6.6%	+47.5%	+52.4%
Agric Prod-Lvstk, Animal Spec	1.7%	-0.2%	+95.0%	Leather and Leather Products	7.9%	-0.1%	+38.1%
Air Transport, Scheduled	0.6%	+72.3%	+43.2%	Life Insurance	0.6%	+34.8%	-22.4%
Airports & Terminal Services	0.1%	+41.6%	-41.7%	Lumber & Oth Bldg Matl-Retl	0.8%	+11.9%	-2.5%
Amusement & Recreation Services	6.0%	+82.8%	+202.9%	Malt Beverages	11.0%	+8.4%	+22.7%
Apparel and Accessory Stores	4.0%	+18.0%	+20.6%	Management Consulting Svcs	0.5%	+19.7%	-2.3%
Auto and Home Supply Stores	1.0%	+14.8%	+18.8%	Membership Sport & Rec Clubs	2.9%	+288.4%	+241.4%
Auto Dealers, Gas Stations	1.0%	+46.0%	+51.9%	Mens, Boys, Frnsh, Work Clthng	6.1%	+1.9%	+13.6%
Auto Rent & Lease, No Drivers	1.1%	+41.3%	+44.4%	Misc. Amusement & Rec Service	8.4%	+9.0%	+38.0%
Bakery Products	4.5%	+12.4%	+13.2%	Misc. Business Services	0.4%	-11.7%	-27.7%
Beverages	6.5%	+13.2%	+21.4%	Misc. Health & Allied Svc	1.7%	+13.6%	-37.4%
Bldg Matl, Hardwr, Garden-Retl	1.3%	+13.5%	+18.8%	Misc. Shopping Goods Stores	2.4%	+20.1%	+27.5%
Books: Pubg, Pubg & Printing	3.0%	+4.0%	-22.8%	Miscellaneous Retail	2.5%	+14.2%	+16.3%
Btld & Can Soft Drinks, Water	5.7%	+17.1%	+23.1%	Mobile Homes	0.1%	+4.1%	-1.4%
Business Services	7.2%	+33.9%	+114.3%	Motion Picture Theaters	1.4%	+100.6%	+104.2%
Cable and Other Pay TV Svcs	6.1%	+11.9%	+18.4%	Motor Homes	0.4%	+51.5%	-29.3%
Carpets and Rugs	1.3%	+17.3%	+31.7%	Motor Vehicle Parts, Accessories	0.2%	+14.1%	+70.5%
Catalog, Mail-Order Houses	6.5%	+20.6%	+43.1%	Motorcycles, Bicycles & Parts	1.7%	+34.6%	-18.8%
Commercial Banks	1.9%	-4.2%	+50.2%	Newspaper Pubg, Pubg, & Print	5.2%	+2.0%	+10.9%
Computer & Office Equipment	1.9%	+8.1%	+5.8%	Nursing & Personal Care Facilities	1.1%	-11.6%	0.0%
Convenience Stores	0.1%	+85.0%	+10,000.0%	Operative Builders	0.3%	+31.8%	-1.6%
Cut Stone and Stone Products	2.4%	+32.4%	+5.9%	Operators-Apartment Bldgs	0.5%	-15.4%	-9.6%
Cutlery, Handtools, Gen Hrdwr	0.7%	+18.7%	+17.7%	Periodical: Pubg, Pubg, & Print	3.2%	+4.5%	-19.4%
Dairy Products	1.6%	+8.2%	-33.0%	Personal Credit Institutions	7.7%	+64.2%	+63.1%
Department Stores	3.6%	+37.6%	+28.9%	Personal Services	11.9%	+20.0%	+77.3%
Drug & Proprietary Stores	0.3%	+8.4%	+3.4%	Racing, Incl Track Operations	4.6%	+52.5%	+139.7%
Eating and Drinking Places	1.3%	+26.7%	+0.5%	Radio Broadcasting Stations	5.3%	+12.7%	+13.6%
Eating Places	4.6%	+20.1%	+15.9%	Radio, TV, Cons Electr Stores	1.9%	+9.7%	+12.8%
Educational Services	16.1%	+22.1%	+103.8%	Real Estate	1.8%	+21.3%	+15.9%
Electrical Housewares and Fans	3.4%	+8.4%	-4.8%	Real Estate Agents & Mgrs	2.5%	+83.3%	+76.8%
Electric Services	0.2%	+30.9%	+28.6%	Record and Tape Stores	1.5%	-9.2%	+57.1%
Employment Agencies	2.5%	+24.4%	+70.7%	Sanitary Services	0.1%	+28.0%	-1.3%
Family Clothing Stores	2.5%	+40.5%	+37.3%	Retail Stores, NEC	4.2%	+36.4%	+52.6%
Farm Machinery and Equipment	0.5%	+23.2%	+9.9%	Security Brokers & Dealers	1.5%	+30.5%	+80.0%
Finance Services	15.6%	+38.5%	+43.9%	Shoe Stores	2.7%	+25.4%	+73.0%
Food Stores	2.7%	+816.5%	+3,617.2%	Spec Outpatient Facilities	5.6%	+11.0%	+25.9%
Footwear, except Rubber	5.6%	+38.1%	+52.0%	Sporting & Athletic Goods	5.9%	+88.3%	+42.5%
Furniture Stores	3.1%	+54.9%	+35.4%	Television Broadcast Stations	5.1%	+11.1%	+79.9%
Games, Toys, Chld Veh, Ex Dolls	7.3%	+17.8%	+22.7%	Transportation Services	31.9%	+63.0%	+92.5%
Gen Bldg Contractor-Residntl	0.4%	+16.6%	-9.8%	Trucking & Courier Services	0.2%	-61.0%	-68.6%
Grocery Stores	0.7%	+4.4%	+14.2%	Variety Stores	0.8%	+3.9%	+14.2%
Health Services	4.5%	+2,619.0%	+10,000.0%	Water Transportation	28.1%	-54.3%	+34.9%
Hobby, Toy and Game Shops	3.1%	+6.6%	-2.4%	Wmsn, Miss, Chld, Infnt Undgrmt	1.9%	+38.1%	+24.4%
Home Furniture & Equip Store	5.5%	+5.6%	+168.7%	Women's Clothing Stores	3.5%	+25.5%	+32.5%
Home Health Care Services	1.4%	+42.7%	+36.0%	Womens, Misses, Jrs Outerwear	2.6%	+37.1%	-4.5%
Hospital & Medical Svc Plans	0.4%	+14.5%	+7.7%				
Hospitals	0.1%	+10.4%	+22.5%				
Hotels and Motels	3.4%	+54.9%	+101.1%				
Household Appliances	2.6%	+25.6%	+49.0%				
Household Audio & Video Eq	1.9%	+11.7%	-23.4%				
Household Furniture	9.4%	+18.9%	+18.9%				
Ice Cream & Frozen Desserts	2.2%	-8.9%	+8.9%				
Ins Agents, Brokers & Service	26.0%	+46.9%	+146.9%				
Investment Advice	1.1%	+20.5%	+15.7%				

Source: Schonfeld & Associates, 5/22. Updated: June 2022



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