

Market Overview- Advertising Industry

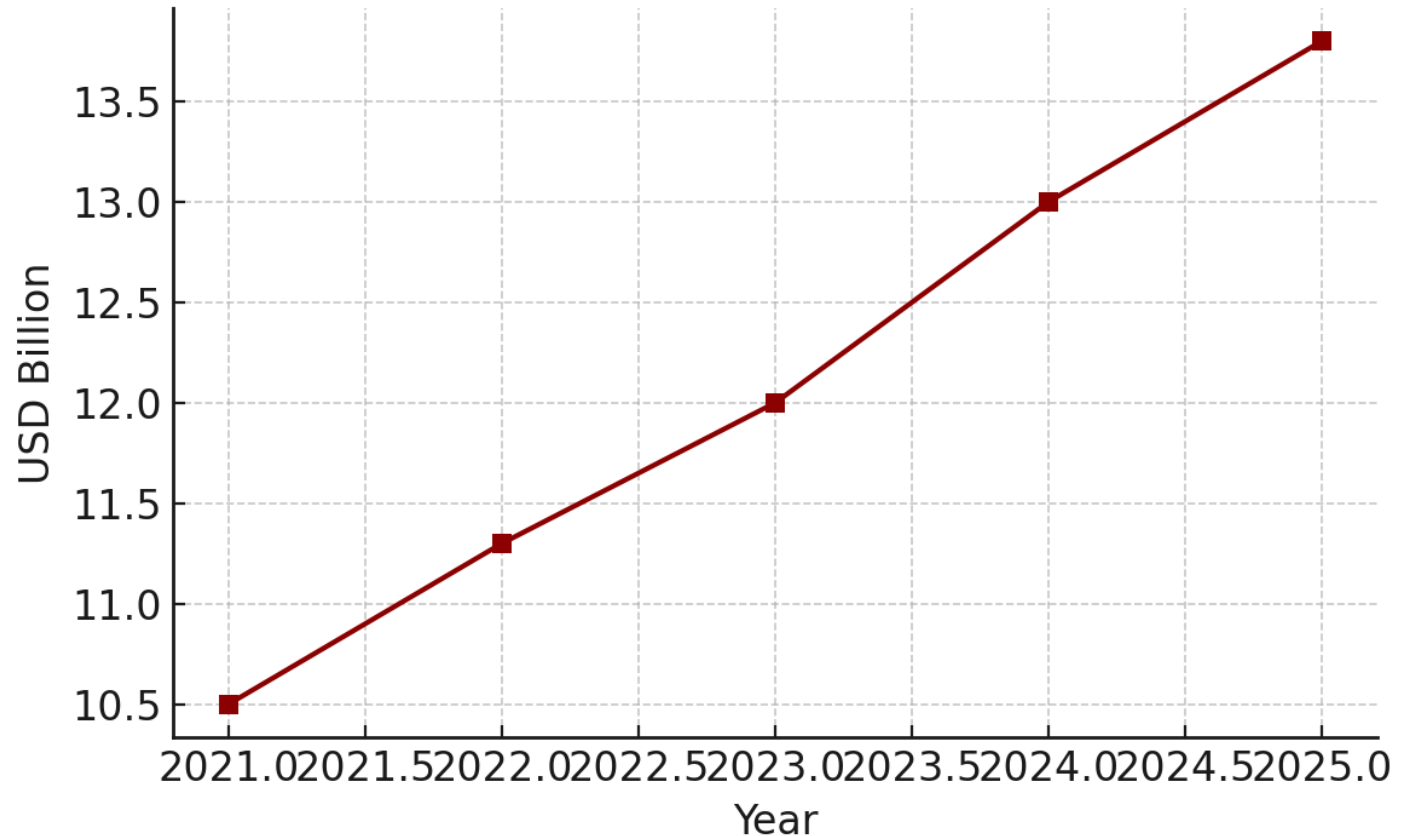
In 2025, Texas is home to one of the most dynamic regional advertising ecosystems in the U.S., with major players operating in Dallas–Fort Worth, Austin, and Houston. The state’s mix of tech innovation, population growth, and low business costs attracts both national ad agencies and internal brand teams. Digital and retail media are driving measurable ad spend increases across sectors.



Economic Contributions & Employment

Texas hosts thousands of advertising firms, from full-service agencies to digital shops and production houses. Cities like Austin and Dallas have become launchpads for national ad campaigns, while Houston serves industries like energy and healthcare. Texas contributes significantly to national ad spend, especially in real estate, CPG, auto, and tech.

Texas Advertising Spend (2021-2025)



Current Trends & Challenges

Retail Media Growth:

Brands are advertising on platforms like H-E-B Connect and Walmart Connect to reach hyperlocal audiences.

Video + OTT Ad Surge:

With rising streaming consumption, Texas advertisers are leveraging short-form and OTT ads.

Data Privacy & Compliance:

Local advertisers are preparing for national privacy changes mirroring California and European policies.

Economic Headwinds:

Inflation and cost-of-living pressures are leading to cautious ad spending, particularly in small and mid-sized businesses.

Source: [Texas Retail Market Trends](#)

