

Top Affiliate Marketing Trends for 2021 (Key Statistics)

- It's estimated that 80% of brands have affiliate programs.
- Affiliate marketing spending is projected to grow by over 10% in the next couple of years.
- Globally, the USA has the largest market share in the affiliate industry, with over 39% share.
- Affiliate marketing accounts for over 16% of all eCommerce orders in the USA and Canada.
- Nearly 65% of affiliate marketers worldwide generate traffic by blogging alone.
- Affiliate marketing accounts for over 15% of all digital media revenue.
- Statistics reveal that 94% of publishers use multiple affiliate marketing networks.