

# Facebook's ad boycott gains steam

Facebook faces a growing boycott by advertisers unhappy with its handling of hate speech and misinformation. The rising tally is creating peer pressure on other brands to join the boycott

Facebook market capitalisation (\$ billions)



Companies limiting advertising (Ad spending in U.S., 2019, \$ billions\*)

Starbucks	94.9	Pfizer	54.0	Unilever	42.4	Hershey's	36.5
Best Buy	29.0	HP	24.7	Diageo	22.9	Verizon	22.9
REI	22.5	Coca Cola	22.1	Adidas	12.4	Clorox Co.	8.9
Patagonia	6.2	Honda Am.	6.0	Madewell	3.5	The North Face	3.3
Levi Strauss	2.8	Puma	2.1	ConAgra	2.0	Lululemon	1.6

Sources: Bloomberg, Facebook, Macrotrends

\*Estimates by Pathmatics

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