

Global Retail Media Platform Market Size Study by Advertising Format, Platform Type, Deployment, Industry Vertical, and Regional Forecasts 2025-2035

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Abstracts

The Global Retail Media Platform Market is valued at approximately USD 17.56 billion in 2024 and is expected to expand at a compelling CAGR of 8.40% over the forecast period 2025-2035. Retail media, once confined to endcaps and in-store signage, has evolved into a transformative digital monetization model, now deeply embedded in the ecommerce ecosystem. Retail media platforms serve as a bridge between advertising and commerce, empowering retailers to leverage first-party data to deliver highly personalized ads across their digital assets—resulting in measurable, transaction-driven ROI for advertisers. With increasing privacy regulations and the phasing out of third-party cookies, brands are shifting their budgets toward retail media networks that offer authenticated audiences, real-time performance analytics, and closed-loop attribution.

As retail brands double down on digital transformation, the market is witnessing an accelerated adoption of retail media strategies. From banner display and sponsored product ads to dynamic search placements and in-app promotions, retailers are building full-funnel marketing capabilities into their owned platforms or partnering with third-party networks to scale beyond their digital properties. The symbiotic relationship between retailers and brands is driving innovation in media formats, AI-powered targeting algorithms, and omnichannel ad delivery. Additionally, the growing prominence of retail media in verticals like grocery, fashion, consumer electronics, and FMCG is broadening its commercial impact.

Regionally, North America leads the global retail media platform market owing to the early adoption by major players like Amazon, Walmart Connect, and Target's Roundel. This mature ecosystem benefits from massive shopper data sets and a tech-savvy consumer base. Europe follows closely, with countries like the UK, France, and

Germany embracing retail media in both online and in-store contexts. Meanwhile, Asia Pacific is witnessing explosive growth—fueled by ecommerce giants such as Alibaba and Rakuten, as well as rising digital penetration in emerging markets like India and Southeast Asia. Latin America and the Middle East & Africa are gradually entering the scene as mobile-first economies and social commerce platforms start integrating retail media offerings.

Major market player included in this report are:

Amazon.com, Inc.

Walmart Connect

Criteo S.A.

CitrusAd (Epsilon)

The Kroger Co.

Roundel (Target)

Microsoft Corporation

Google LLC

Meta Platforms, Inc.

Publicis Groupe

The Trade Desk

Tesco Media & Insight

Best Buy Ads

Shopify Inc.

Instacart Ads

Global Retail Media Platform Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period – 2025-2035

Report Coverage – Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope – North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope – Free report customization (equivalent up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segments of the market are explained below:

By Advertising Format:

Display Ads

Search Ads

By Platform Type:

Retailer Owned

Third Party Media Networks

By Deployment:

On-Premises

Cloud-Based

By Industry Vertical:

Consumer Goods

Fashion & Apparel

Electronics

Grocery

Health & Beauty

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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