

Global Retail Media Advertising Platform Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Retail Media Advertising Platform market size was valued at USD million in 2023 and is forecast to a readjusted size of USD million by 2030 with a CAGR of % during review period.

Retail media advertising platforms are self-service platforms, or ad networks, that brands use to buy retail media at scale. These platforms control how many ads and ad types are served to each page on a retailer's website. Retail media platforms reach consumers at the digital point of sale with brand-funded ads on retailer websites, and the most common ads served are sponsored product ads and commerce display ads. Sponsored product ads are the most well known retail media ad format and are directly tied to search results. These are native ads that blend in with the retailer's organic content and are seen on relevant search results pages and product detail pages.

The Global Info Research report includes an overview of the development of the Retail Media Advertising Platform industry chain, the market status of Large Enterprises (Cloud Based, On Premises), SMEs (Cloud Based, On Premises), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Retail Media Advertising Platform.

Regionally, the report analyzes the Retail Media Advertising Platform markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Retail Media Advertising Platform market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Retail Media Advertising Platform market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Retail Media Advertising Platform industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Cloud Based, On Premises).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Retail Media Advertising Platform market.

Regional Analysis: The report involves examining the Retail Media Advertising Platform market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Retail Media Advertising Platform market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Retail Media Advertising Platform:

Company Analysis: Report covers individual Retail Media Advertising Platform players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Retail Media Advertising Platform This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application

(Large Enterprises, SMEs).

Technology Analysis: Report covers specific technologies relevant to Retail Media Advertising Platform. It assesses the current state, advancements, and potential future developments in Retail Media Advertising Platform areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Retail Media Advertising Platform market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Retail Media Advertising Platform market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

Cloud Based

On Premises

Market segment by Application

Large Enterprises

SMEs

Market segment by players, this report covers

Perpetua

Criteo

Kevel

Pacvue

Quartile

Microsoft

CitrusAd

Epsilon

Kenshoo

Trellis

Mabaya

Crealytics

Leafio

Marin Software

Quotient Technologies

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, UK, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Retail Media Advertising Platform product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Retail Media Advertising Platform, with revenue, gross margin and global market share of Retail Media Advertising Platform from 2019 to 2024.

Chapter 3, the Retail Media Advertising Platform competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and Retail Media Advertising Platform market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Retail Media Advertising Platform.

Chapter 13, to describe Retail Media Advertising Platform research findings and conclusion.

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