

# Global Retail Media Platform Market 2023 by Company, Regions, Type and Application, Forecast to 2029

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## Abstracts

Traditionally, the term “retail media” refers to in-store advertising placements within brick & mortar retail locations. Today, a retail media advertising network is a collection of channels that a digital retail entity has on its website, app, or other platforms within its organization. A network might span a single site or several digital properties and typically includes ad inventory on key locations along the buyer’s journey, such as the home, category, search, and product detail pages. Because their ecosystems include both shopping and purchasing activities, they’re an excellent source of rich data about customer buying patterns.

Retail media networks can include channels such as ecommerce sites, OTT platforms like Roku, connected TV and more, making them beneficial for any size business in any industry.

According to our (Global Info Research) latest study, the global Retail Media Platform market size was valued at USD million in 2022 and is forecast to a readjusted size of USD million by 2029 with a CAGR of % during review period. The influence of COVID-19 and the Russia-Ukraine War were considered while estimating market sizes.

This report is a detailed and comprehensive analysis for global Retail Media Platform market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2023, are provided.

## Key Features:

Global Retail Media Platform market size and forecasts, in consumption value (\$ Million), 2018-2029

Global Retail Media Platform market size and forecasts by region and country, in consumption value (\$ Million), 2018-2029

Global Retail Media Platform market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2018-2029

Global Retail Media Platform market shares of main players, in revenue (\$ Million), 2018-2023

## The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Retail Media Platform

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Retail Media Platform market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Amazon, Walmart, eBay, Instacart and Walgreens, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals, COVID-19 and Russia-Ukraine War Influence.

## Market segmentation

Retail Media Platform market is split by Type and by Application. For the period 2018-2029, the growth among segments provide accurate calculations and forecasts for consumption value by Type and by Application. This analysis can help you expand your

business by targeting qualified niche markets.

#### Market segment by Type

Website

APP

Other Digital Platforms

#### Market segment by Application

Clothing & Footwear

Food & Beverage

Books

Groceries

Electronics

Cosmetics Skincare & Haircare

Home Furnishing & Furniture

Others

#### Market segment by players, this report covers

Amazon

Walmart

eBay

Instacart

Walgreens

Home Depot

Best Buy

Target

Kroger

Wayfair

Alibaba

Coupang

SK Planet (SK Telecom)

Shinsaegae

Naver

CVS

Macy's

Dollar Tree

Ulta

Etsy

Costco

Criteo

Lowe's

Tesco

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 Platform product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Retail Media Platform, with revenue, gross margin and global market share of Retail Media Platform from 2018 to 2023.

Chapter 3, the Retail Media 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 2018 to 2029.

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 2018 to 2023. and Retail Media Platform market forecast, by regions, type and application, with consumption value, from 2024 to 2029.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis, and Influence of COVID-19 and Russia-Ukraine War

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

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

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