

Global Retail Media Platform Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Retail Media Platform market size is expected to reach \$ 7626 million by 2032, rising at a market growth of 13.2% CAGR during the forecast period (2026-2032).

A retail media platform is a software and data infrastructure solution that enables retailers, marketplaces, and commerce media owners to monetize their digital and sometimes in-store inventory by offering advertising products to brands and agencies. Typical platform capabilities include sponsored products, sponsored display, onsite and offsite audience activation, campaign management, bidding and optimization, measurement, reporting, audience segmentation, and increasingly AI-assisted creative and budget automation. From a value chain perspective, upstream includes cloud infrastructure, identity and data tools, ad serving, measurement technology, and retail data assets; midstream involves platform development, systems integration, APIs, managed services, and media operations; downstream demand comes from retailers, marketplaces, grocers, pharmacies, brands, agencies, and commerce media networks. Industry gross margins generally range from 55% to 78%, supported by SaaS economics, high switching costs, recurring contracts, and the strategic value of first-party commerce data.

The retail media platform market is evolving from fragmented advertising tools into integrated commerce media infrastructures. Retailers are increasingly building unified platforms that combine onsite, offsite, and in-store media inventory with centralized campaign management, audience targeting, and closed-loop measurement capabilities.

A major structural driver is the growing importance of first-party data. As privacy regulations tighten and third-party cookies decline, retailers are leveraging their transactional and behavioral data to offer highly targeted advertising solutions. This shift

is strengthening the strategic position of retail media platforms within the broader digital advertising ecosystem.

Artificial intelligence is becoming a core enabler of platform performance. AI is being applied across bidding optimization, audience segmentation, budget allocation, and creative generation, allowing advertisers to improve return on ad spend (ROAS) while reducing manual workload. As a result, platform competitiveness is increasingly determined by automation efficiency and data utilization capabilities.

Another key trend is the expansion toward omnichannel retail media. Platforms are extending beyond ecommerce websites into connected TV (CTV), social media, and in-store digital screens, creating a unified media environment that supports full-funnel marketing strategies from awareness to conversion.

This report studies the global Retail Media Platform demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Retail Media Platform, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Retail Media Platform that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Retail Media Platform total market, 2021-2032, (USD Million)

Global Retail Media Platform total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Retail Media Platform total market, key domestic companies, and share, (USD Million)

Global Retail Media Platform revenue by player, revenue and market share 2021-2026, (USD Million)

Global Retail Media Platform total market by Type, CAGR, 2021-2032, (USD Million)

Global Retail Media Platform total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Retail Media Platform market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Criteo, Microsoft Retail Media, Koddi, Skai, Moloco, Epsilon, Pacvue,

Flywheel, CitrusAd, Zitcha, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Retail Media Platform market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Retail Media Platform Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Retail Media Platform Market, Segmentation by Type:

SaaS Platform

Private / Dedicated Deployment

Hybrid Deployment

Global Retail Media Platform Market, Segmentation by Target Advertiser Size:

Enterprise Brands

Mid-Market Advertisers

SMB Advertisers

Global Retail Media Platform Market, Segmentation by Channel Coverage:

Single-Retailer Platform

Multi-Retailer Platform

Retail Media Network Aggregator

Global Retail Media Platform Market, Segmentation by Application:

Pure E-commerce Retailers

Omnichannel Retailers

Brick-and-Mortar Retailers

Marketplace Platforms

Companies Profiled:

Criteo

Microsoft Retail Media

Koddi

Skai

Moloco

Epsilon

Pacvue

Flywheel

CitrusAd

Zitcha

Topsort

Mirakl Ads

Kevel

Pentaleap

adMixt

Key Questions Answered

1. How big is the global Retail Media Platform market?
2. What is the demand of the global Retail Media Platform market?
3. What is the year over year growth of the global Retail Media Platform market?
4. What is the total value of the global Retail Media Platform market?
5. Who are the Major Players in the global Retail Media Platform market?
6. What are the growth factors driving the market demand?

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