

Global Retail Media Advertising Platform Market Growth (Status and Outlook) 2023-2029

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Abstracts

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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.

LPI (LP Information)' newest research report, the "Retail Media Advertising Platform Industry Forecast" looks at past sales and reviews total world Retail Media Advertising Platform sales in 2022, providing a comprehensive analysis by region and market sector of projected Retail Media Advertising Platform sales for 2023 through 2029. With Retail Media Advertising Platform sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Retail Media Advertising Platform industry.

This Insight Report provides a comprehensive analysis of the global Retail Media Advertising Platform landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Retail Media Advertising Platform portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Retail Media Advertising Platform

market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Retail Media Advertising Platform and breaks down the forecast by type, by application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Retail Media Advertising Platform.

The global Retail Media Advertising Platform market size is projected to grow from US\$ million in 2022 to US\$ million in 2029; it is expected to grow at a CAGR of % from 2023 to 2029.

United States market for Retail Media Advertising Platform is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

China market for Retail Media Advertising Platform is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Europe market for Retail Media Advertising Platform is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key Retail Media Advertising Platform players cover Perpetua, Criteo, Kevel, Pacvue, Quartile, Microsoft, CitrusAd, Epsilon and Kenshoo, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2022.

This report presents a comprehensive overview, market shares, and growth opportunities of Retail Media Advertising Platform market by product type, application, key players and key regions and countries.

Market Segmentation:

Segmentation by type

Cloud Based

On Premises

Segmentation by application

Large Enterprises

SMEs

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Perpetua

Criteo

Kevel

Pacvue

Quartile

Microsoft

CitrusAd

Epsilon

Kenshoo

Trellis

Mabaya

Crealytics

Leafio

Marin Software

Quotient Technologies

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