

Retail Media Platform Market, Global Outlook and Forecast 2022-2028

<https://marketpublishers.com/r/RE2097AE9A9AEN.html>

Date: February 2022

Pages: 115

Price: US\$ 3,250.00 (Single User License)

ID: RE2097AE9A9AEN

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.

This report contains market size and forecasts of Retail Media Platform in Global, including the following market information:

Global Retail Media Platform Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Retail Media Platform market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Website Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Retail Media Platform include Amazon, Walmart, eBay, Instacart, Walgreens, Home Depot, Best Buy, Target and Kroger, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Retail Media Platform companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Retail Media Platform Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Retail Media Platform Market Segment Percentages, by Type, 2021 (%)

Website

APP

Other Digital Platforms

Global Retail Media Platform Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Retail Media Platform Market Segment Percentages, by Application, 2021 (%)

Clothing & Footwear

Food & Beverage

Books

Groceries

Electronics

Cosmetics Skincare & Haircare

Home Furnishing & Furniture

Others

Global Retail Media Platform Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Retail Media Platform Market Segment Percentages, By Region and Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Retail Media Platform revenues in global market, 2017-2022

(estimated), (\$ millions)

Key companies Retail Media Platform revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

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

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