

# **Retail Media Networks Market Outlook 2025-2034: Market Share, and Growth Analysis By Type (Search Ads, Display Ads), By Cloud Deployment (Public Cloud, Private Cloud, Hybrid Cloud), By Application**

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## **Abstracts**

The Retail Media Networks Market is valued at USD 19.8 billion in 2025 and is projected to grow at a CAGR of 8% to reach USD 39.7 billion by 2034. The Retail Media Networks Market has rapidly become one of the most transformative forces in digital advertising and retail strategy. Retail media networks (RMNs) enable retailers to monetize their digital and physical spaces by offering advertisers the ability to promote products directly on their owned platforms, including websites, mobile apps, and in-store screens. These networks allow brands to engage with shoppers at or near the point of purchase, using first-party data collected by the retailer to target audiences with precision. As third-party cookies phase out and privacy regulations tighten, RMNs provide a valuable alternative by leveraging high-intent shopper data in a compliant and transparent manner. This market is being driven by a convergence of retail, media, and technology, opening new revenue streams for retailers while delivering measurable returns for advertisers. The Retail Media Networks Market witnessed explosive growth, with major retailers expanding their ad offerings and building dedicated retail media platforms. Supermarkets, pharmacy chains, department stores, and e-commerce giants significantly scaled their media networks, offering sponsored product listings, banner ads, shoppable video content, and in-store digital signage. Retailers deepened partnerships with brands and agencies by providing real-time campaign performance metrics, closed-loop attribution, and advanced audience segmentation. Many platforms began integrating AI to automate ad placement, targeting, and optimization. Retail media also started to extend beyond digital shelves to include CTV (connected TV), influencer collaborations, and immersive app experiences. As a result, RMNs became a central pillar of modern retail monetization strategies and digital advertising budgets,

attracting increasing attention from CPG and DTC brands. The Retail Media Networks Market is expected to become more sophisticated, standardized, and interconnected. Cross-retailer collaborations and third-party media networks will allow advertisers to manage campaigns across multiple retail ecosystems through unified platforms. AI and predictive analytics will play a larger role in dynamic creative optimization and shopper journey mapping. Retailers will increasingly monetize in-store data and integrate media offerings with loyalty programs, enabling hyper-personalized experiences both online and offline. Expect more media networks to leverage AR, digital twins, and 5G to create immersive, shoppable retail environments. However, success will depend on building scalable infrastructure, ensuring data privacy compliance, and managing brand safety across formats. The market will mature quickly, becoming a core component of the broader digital advertising and retail experience landscape.

### Key Insights Retail Media Networks Market

Retailers are launching in-house media networks to offer self-service ad platforms, sponsored placements, and real-time analytics dashboards.

First-party data is being used to target high-intent shoppers with personalized ad content, replacing reliance on third-party cookies.

Retail media is expanding to new formats, including in-store digital screens, connected TV ads, and branded shoppable content.

AI-driven tools are automating media planning, ad targeting, and campaign optimization across multiple channels and devices.

Retailers and brands are partnering more closely to create immersive, cross-channel campaigns integrated with loyalty programs.

Retailers are seeking new revenue streams, and monetizing digital assets through media networks provides high-margin returns.

The deprecation of third-party cookies has increased demand for privacy-compliant, first-party data-driven advertising solutions.

Brands are prioritizing ad spend that offers closed-loop measurement and attribution tied directly to point-of-sale transactions.

Growth in e-commerce and mobile shopping is increasing the volume of consumer data available for retail media targeting.

The lack of standardization across retail media platforms creates fragmentation, making it difficult for brands to scale campaigns, compare performance, and optimize ad spend efficiently across different retailer ecosystems without added complexity or third-party mediation.

## Retail Media Networks Market Segmentation

### By Type

Search Ads

Display Ads

### By Cloud Deployment

Public Cloud

Private Cloud

Hybrid Cloud

### By Application

Consumer Goods

Catering

Other Applications

### Key Companies Analysed

Walmart Inc.

Amazon.com Inc.

Google LLC

Home Depot Product Authority LLC

The Kroger Co

Verizon Communications Inc.

Alibaba Group Holding Limited

Walgreens Boots Alliance Inc.

Target Brands Inc.

Lowe's Companies Inc.

Carrefour SA

Tesco PLC

Best Buy Co Inc.

Inter IKEA Systems B.V.

Macy's Inc.

Wakefern Food Corp

METRO Inc.

Adobe Inc.

Wayfair LLC

Ulta Beauty Inc.

eBay Inc.

Petco Animal Supplies Inc.

Maplebear Inc.

Criteo Corporation

dunnhumby Ltd

Costco Wholesale Corporation

MediaMath Inc.

Flex IT Rent BV

CitrusAd Pty Ltd

Amobee Inc.

## Retail Media Networks Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

## Retail Media Networks Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers &

acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

## Countries Covered

North America — Retail Media Networks market data and outlook to 2034

United States

Canada

Mexico

Europe — Retail Media Networks market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Retail Media Networks market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Retail Media Networks market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Retail Media Networks market data and outlook to 2034

Brazil

Argentina

Chile

Peru

*\* We can include data and analysis of additional countries on demand.*

## Research Methodology

This study combines primary inputs from industry experts across the Retail Media Networks value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

## Key Questions Addressed

What is the current and forecast market size of the Retail Media Networks industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

## Your Key Takeaways from the Retail Media Networks Market Report

Global Retail Media Networks market size and growth projections (CAGR),  
2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Retail Media Networks trade, costs, and supply chains

Retail Media Networks market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Retail Media Networks market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Retail Media Networks market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, technological developments, and Retail Media Networks supply chain analysis

Retail Media Networks trade analysis, Retail Media Networks market price analysis, and Retail Media Networks supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Retail Media Networks market news and developments

## Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

*\* The updated report will be delivered within 3 working days*

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