

# Recent retail media roundup: The latest from Albertsons, Microsoft, and Instacart

Article

## 1. Albertsons paired up with Criteo and Capgemini

**The news:** Albertsons Companies announced partnerships with **Criteo to power its retail media ecosystem** and **Capgemini for media planning and content creation**.

**Why it matters:** Albertsons will account for 8.8% of US grocery sales and 2.7% of grocery ecommerce sales in 2024, according to our November 2023 forecast. That means the business has a massive audience when it comes to advertising. We expect to see more **retail media networks partnering with ad tech companies** to serve these large audiences this year.

## 2. Microsoft launched an AI-powered Retail Media Creative Studio

**The news:** **Microsoft is leveraging generative AI** to become a hub for retail media ad creation with this new platform, which is currently available in preview.

**Why it matters:** Microsoft has been working to distinguish itself, both as a generative AI innovator through its OpenAI partnership and as a retail media must-have. The brand is wise to build a creative studio, but it risks competition from agencies and in-house tools from retail media networks.

## 3. Instacart announced Google Shopping Ads

**The news:** **Instacart's ad partners can now use the company's retail media data** to deliver Google Shopping ads.

**Why it matters:** Instacart will account for 2.0% of US retail media ad spend in 2024, according to our October 2023 forecast. As third-party cookies go away, expect to see more partnerships from retail media players like Instacart using first-party data to deliver ads with other platforms.

*This was originally featured in the Retail Media Weekly newsletter. For more marketing insights, statistics, and trends, subscribe [here](#).*