

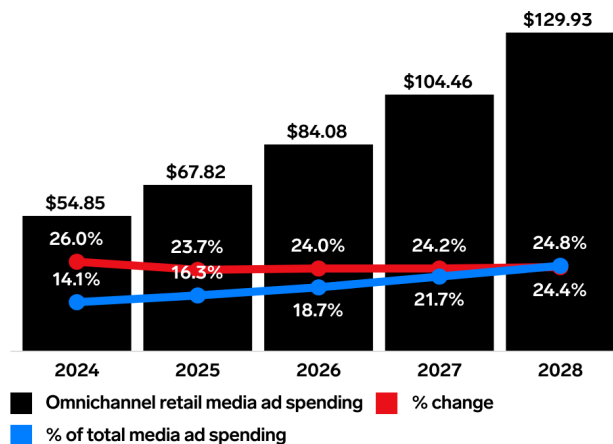
Retail media will account for almost a quarter of all US media ad spend in 2028

Article



Omnichannel Retail Media Will Account for Almost a Quarter of All US Media Ad Spending in 2028

billions in US omnichannel retail media ad spending, % change, and % of total media ad spending, 2024-2028



Note: digital advertising that appears on a retailer's on-premise signage, either in-store or in the immediately adjacent exterior (e.g., parking lot), appears on websites or apps that are primarily engaged in retail ecommerce, or is bought through a retailer's media network or demand-side platform (DSP)
Source: EMARKETER Forecast, March 2024

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Key stat: US omnichannel [retail media](#) ad spend will hit \$129.93 billion in 2028, according to our forecast, up from \$54.85 billion this year.

Beyond the chart:

- 81% of advertisers feel retail media is at least “very important” to their strategies, coming in higher than any other marketing channel, according to Skai and the Path to Purchase Institute data from December 2023.
- Retail media is becoming vital to ad channels outside of [retail media networks](#) as the first-party data it gathers from retailers allows for better targeting across social, search, and the open web.
- Advertisers are still challenged by how complicated retail media advertising is, due to the sheer volume of retail media networks and the lack of standardization over ad formats and measurement.

Use this chart:

- Highlight growth in retail media spend.
- Advocate for increasing retail media spend.

- Form strategic alliances with key retailers to gain preferential access to premium ad placements.

More like this:

- In-store retail media spend will hit \$1 billion in 2028
- Retail media, merchant teams must work together to maximize in-store marketing
- 4 (more) retail media networks worth watching
- The biggest challenges facing retail media right now