

# Reimagining Retail: What the Kroger-Albertsons merger means for the future of retail media networks

Audio



On today's episode, in our "Retail Me This, Retail Me That" segment, we discuss the retail media implications of a Kroger-Albertsons pairing, why in-store retail media is such a big deal, and the likelihood of this merger going through. Then for "Red-Hot Retail," our analysts give us their very specific—and potentially risky—predictions about three potential big deals in retail media. Join our analyst Sara Lebow as she hosts analysts Andrew Lipsman and Zak Stambor.



# BEHIND THE NUMBERS

## REIMAGINING RETAIL

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