

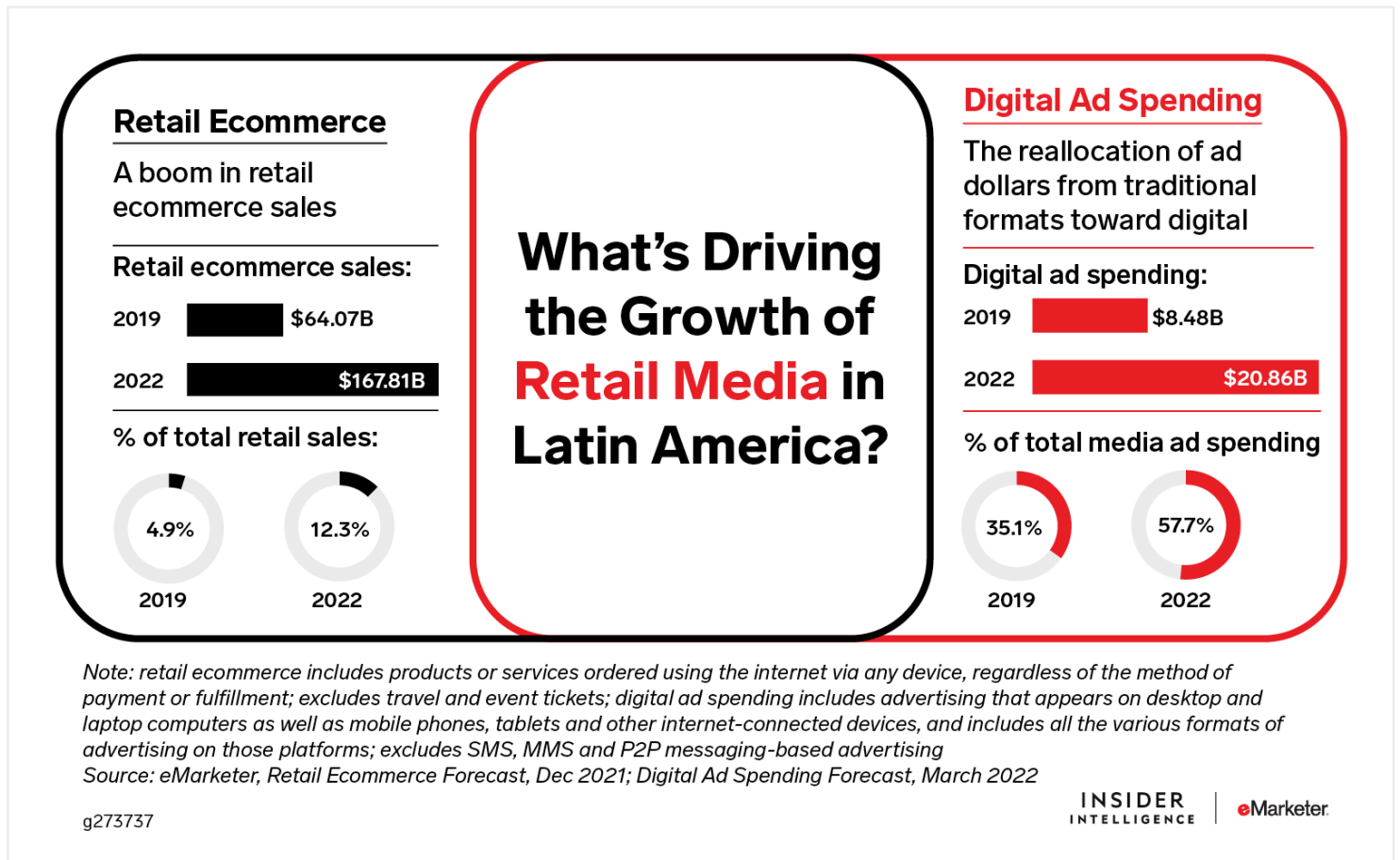
# Latin American brands see promise in tapping retail media networks

Article

**The trend:** Brands in Latin America are beginning to wake up to the opportunities retail media advertising presents to help reach target audiences and drive consumer purchases.

Small and medium-sized businesses in the region have generally devoted most of their ad purchases to social media giants **Google** and **Meta**, but they are increasingly looking to buy

ads through sites primarily engaged in retail commerce, such as those of **Amazon** and **Walmart**, according to our recent report.



**More on this:** Retailers in Latin America are being influenced to delve into media advertising after seeing the success achieved by many of their US counterparts in monetizing their shopping channels.

- In the US, retailers in virtually every category—grocery, electronics, discounters, drugstores, even home improvement and arts and crafts chains—have launched [media networks](#).
- With third-party cookies set to vanish next year, retail media networks—which offer access to first-party data—are gaining favor as an effective form of digital advertising.

There are many reasons brands should incorporate retail media into their marketing mix, our report finds.

**Go further:** For more information on opportunities retail media networks present for brands in Latin America, read our [report](#).