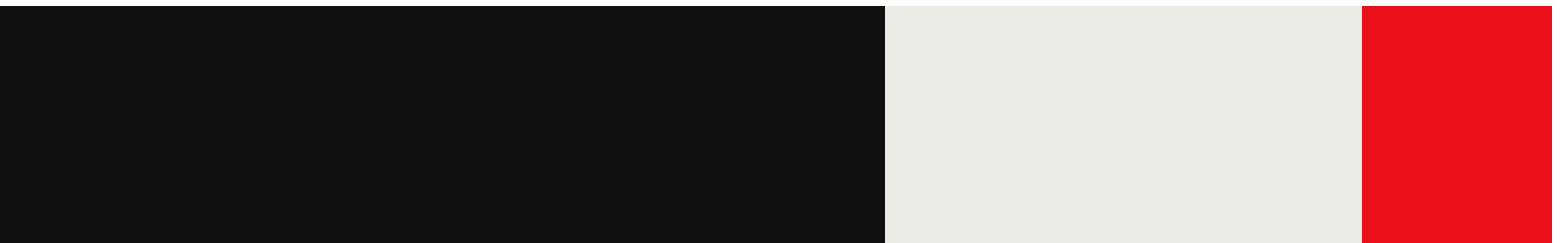


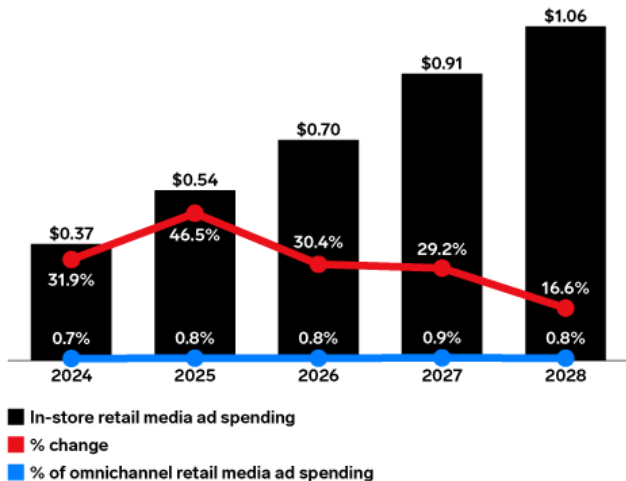
In-store retail media spend will hit \$1 billion in 2028

Article



In-Store Retail Media Spend Will Top \$1 Billion— but Not Reach 1% of Total Retail Media—by 2028

billions in US in-store retail media ad spending,
% change, and % of omnichannel retail 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); includes place-based advertising at grocery stores, gas stations, restaurants, etc.; excludes common area signage not directly affiliated with a retailer (e.g., inside of malls)

Source: EMARKETER Forecast, March 2024

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Key stat: In-store [retail media](#) ad spend will reach \$1.06 billion by 2028, accounting for 0.8% of all retail media spend, according to our March 2024 forecast.

Beyond the chart:

- In-store retail media's growth is the result of a growing number of screens at retailers.
- Almost all (99.3%) of retail media ad dollars will be put toward digital channels this year, per our March 2024 forecast. [Digital's](#) share of retail media ad spend will hold steady through the end of our forecast period in 2028.
- However, the majority of [retail sales](#) (83.7% this year) will occur in brick-and-mortar stores, highlighting an opportunity for retailers to integrate more digital media into their customers' in-store buying journey.

Use this chart:

- Evaluate retail media spend allocation.
- Secure budget for more in-store screens.

More like this:

- What marketers need to know about the off-site retail media boom
- Retail media, merchant teams must work together to maximize in-store marketing
- 4 (more) retail media networks worth watching
- In-Store Retail Media 2024 (EMARKETER subscription required)

Note: All numbers are EMARKETER estimates. Examples of in-store retail media include interactive retail displays at the front of the store, checkout, end caps, cooler aisles, and smart carts; at gas stations (e.g., GSTV video ads); at Volta and other electric vehicle charging stations; and at the Redbox ...More

Methodology: Estimates are based on the analysis of various elements related to the ad spending market, including macro-level economic conditions, historical trends of the advertising market, historical trends of each medium in relation to other media, reported revenues of major ad publishers, estimates from other research firms, data from benchmark sources, consumer media consumption trends, consumer device usage trends, and eMarketer interviews with executives at ad agencies, brands, media publishers, and other industry leaders.