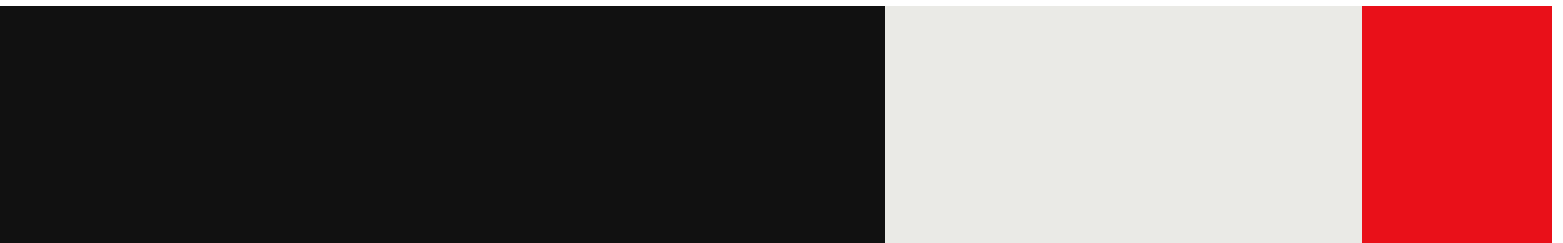


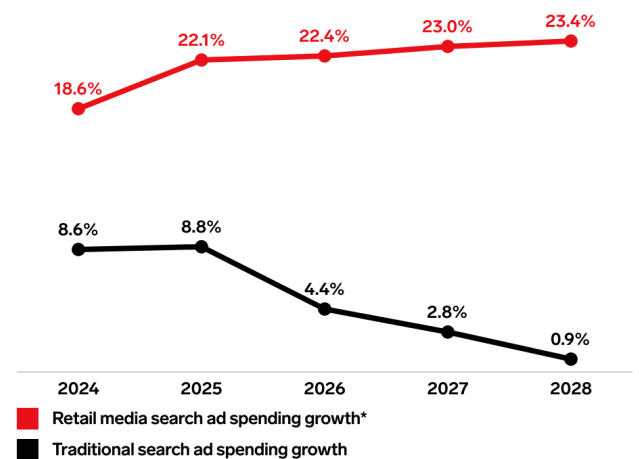
Growth in retail media search ad spend will outpace its traditional counterpart

Article



Retail Media Search Ad Spending Growth Accelerates While Traditional Market Stalls

% change in US retail media vs. traditional search ad spending, 2024-2028



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices; includes contextual text links, paid inclusion, and paid listings; *includes digital advertising that 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); includes ads purchased through retail media networks that may not appear on ecommerce sites or apps
Source: EMARKETER Forecast, March 2024

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Key stat: Advertisers will increase their spend on US retail media search ads every year of our forecast period until 2028, when it will see its most growth at 23.4% YoY, according to our March 2024 forecast. Over the same time period, traditional search ad spending growth will decline, slowing to 0.9% in 2028.

Beyond the chart:

- **Retail media** search ad spend will reach \$33.86 billion this year, and more than double by 2028 when it will hit \$76.83 billion, per our forecast.
- **Google's** rollout of AI Overviews, a feature that answers queries directly on the search engine results page, may drastically compromise clickthrough rates and, consequently, the traditional search ad industry.
- Although retailers are also experimenting with AI integrations in retail media search ads, they are likely to see less of a drop in clickthrough rates due to their closeness to the point of purchase.

Use this chart:

- Advocate for a larger retail media search ad budget.

- Prove the growth of the retail media search market.
- Show how competitive the retail media market is.

More like this:

- [Traditional search will draw the largest amount of US ad dollars in 2024](#)
- [The biggest challenges facing retail media right now](#)
- [Retail media will account for almost a quarter of all US media ad spend in 2028](#)
- [What you need to know about non-endemic retail media advertising](#)

Note: Examples of websites or apps primarily engaged in retail ecommerce include Amazon, Walmart, and eBay; examples of retail media networks include Amazon's DSP and Etsy's Offsite Ads.

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 from 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.