

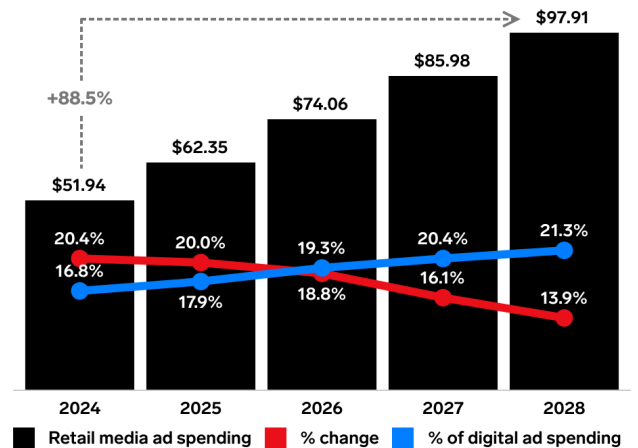
Advertisers adjust their budgets to capitalize on retail media

Article



US Retail Media Ad Spending Will Increase by 88.5% From 2024 to 2028

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



Note: 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); 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; includes ads purchased through retail media networks that may not appear on ecommerce sites or apps

Source: EMARKETER Forecast, Nov 2024

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Key stat: US [retail media](#) ad spending will increase 88.5% from 2024 to 2028, reaching \$97.9 billion, according to a November 2024 EMARKETER forecast.

Beyond the chart:

- Retail media ad spend on [connected TV \(CTV\)](#) is growing quickly in the US, increasing 45.5% YoY in 2025, EMARKETER forecasts.
- Nine in 10 US marketers plan to promote their [creator](#) partnerships via [retail media networks](#) in 2025, according to an October 2024 LTK survey.

Use this chart: [Marketers](#) can use this chart to consider the role of retail media in their strategies, and how reaching consumers at the point of purchase can benefit other channels like [influencer marketing](#) and CTV.

Related EMARKETER reports:

- [Retail Media Forecast Report Update: Diversification Drives a New Phase of Growth](#) (EMARKETER subscription required)
- [The State of Measurement in Retail Media](#) (EMARKETER subscription required)