

Retail media ad spend will more than double by 2027

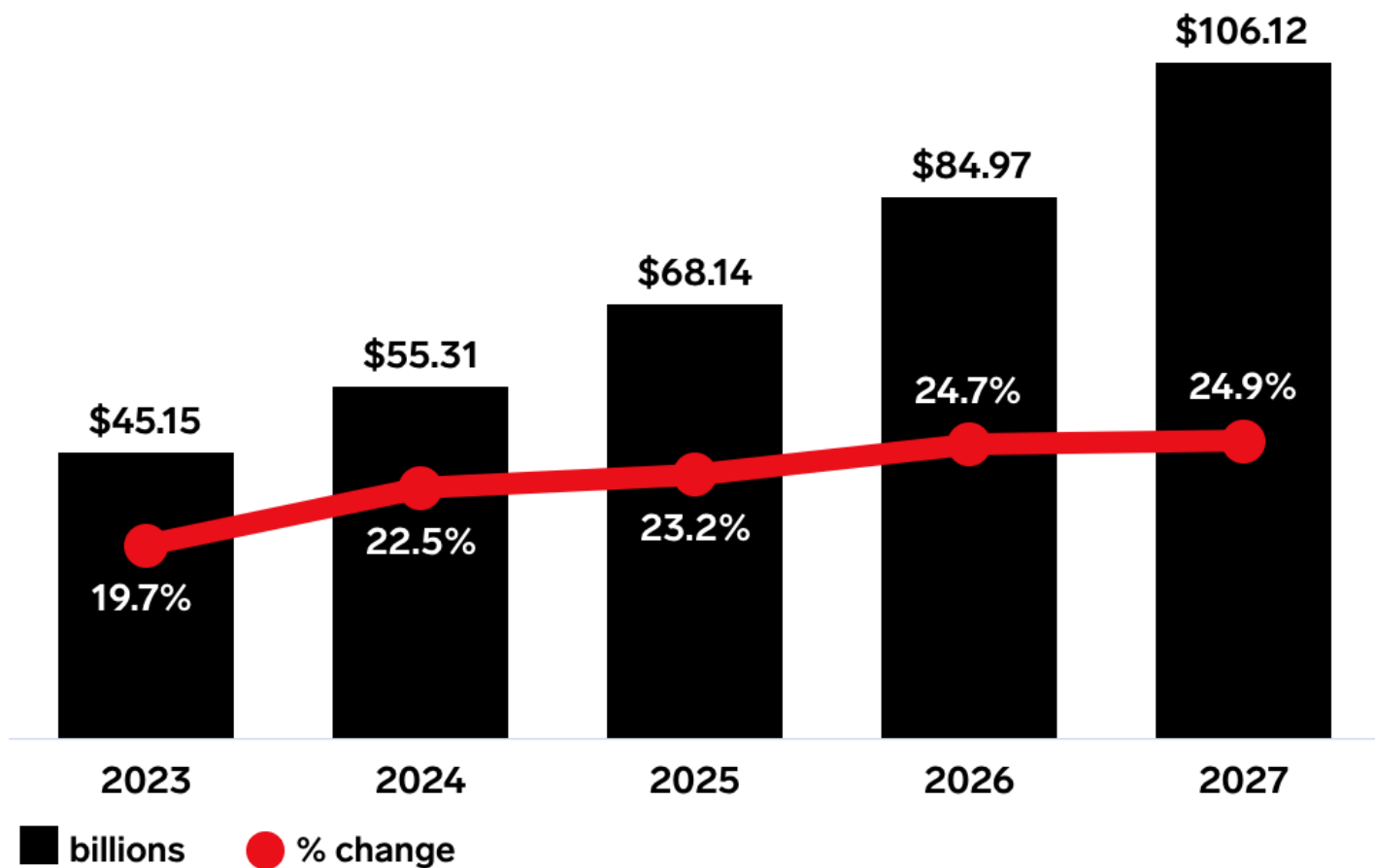
Article

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US retail media ad spend will hit \$45.15 billion this year, an increase of almost 20% over 2022, according to our forecast. Growth will accelerate each year through 2027, when we expect spend to reach \$106.12 billion.

Retail Media Ad Spending

US, 2023-2027



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, March 2023

eMarketer | [InsiderIntelligence.com](https://www.insiderintelligence.com)

Beyond the chart: Retail media ad spend is growing faster than the digital ad market overall. By the end of 2027, it will account for more than a quarter of US digital ad spend. But in order

for the channel to reach its full potential, retail media networks will have to address measurement inconsistencies.

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