

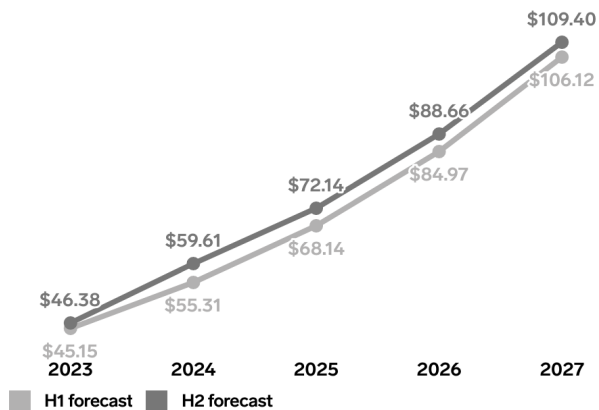
Retail media ad spend will reach over \$100B by 2027

Article

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Our 2024 US Retail Media Ad Spending Forecast Is Over \$4 Billion Higher Than It Was This Spring

billions, 2023-2027



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), 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)

Source: Insider Intelligence | eMarketer Forecast, Nov 2023

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Insider Intelligence | eMarketer

Key stat: US retail media ad spend will more than double between 2023 and 2027, reaching a total of \$109.40 billion, according to our forecast.

Beyond the chart:

- Increased spending in retail media connected TV and other off-site formats has pushed our forecast up several percentage points, as noted in our [Retail Media Forecast H2 2023](#) report.
- US retail media ad spend will grow by more than 20% every year through the end of our forecast period in 2027.
- The uptick in our forecast resulted from strong showings from both Amazon Ads and Walmart Connect, the two biggest retail media networks in the country.
- By 2027, retail media will account for more than one-quarter of US digital ad spend, per our forecast.

Use this chart:

- Reassess retail media investments.
- Communicate the importance of retail media.

More like this:

- 3 questions brands should ask before working with retail media networks
- Inside 7-Eleven's upper-funnel approach to retail media
- Amazon, Walmart turn to shoppable TV ads to shorten the path to purchase
- 3 challenges advertisers are facing and how retail media networks can solve them