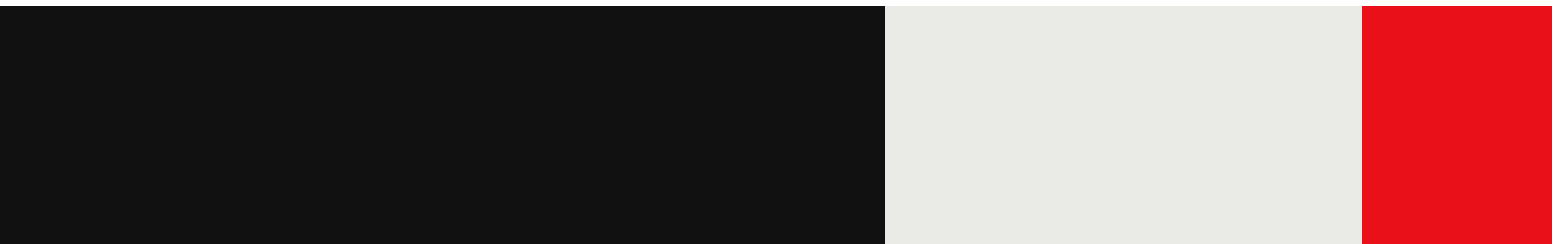


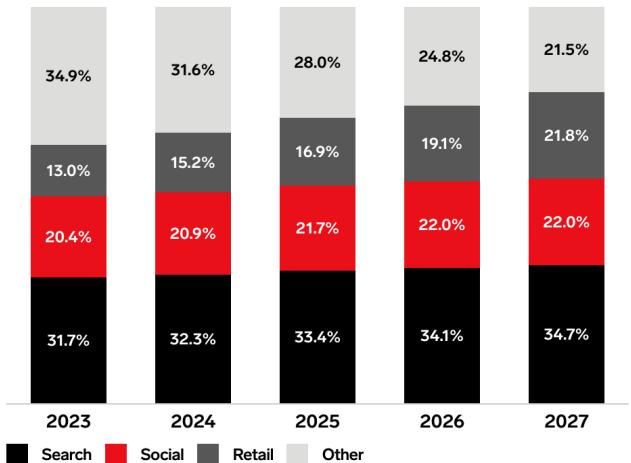
Retail media grows its share of total US ad spend, but isn't overtaking social just yet

Article



Social Will Just Retain Its Title of Second-Biggest Ad Spending Channel Through 2027

% of US ad spending, 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; paid advertising only; includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; excludes payments to influencers or other creators to produce sponsored content; includes branded content amplified as paid media; includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices for all formats mentioned; includes contextual text links, paid inclusion, paid listings, and SEO

Source: Insider Intelligence | eMarketer Forecast, Oct 2023

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Insider Intelligence | eMarketer

Key stat: Retail media ad spend will make up over one-fifth of total US ad spending by 2027, per our forecast.

- Social media will maintain its position as second-biggest ad channel through 2027, though not by much.
- Retail media ad spend is growing faster than either search or social, per our forecast.
- The battle for second may come down to which channel can grab more dollars from slower-growing or declining legacy channels (like linear TV), per our [Social Network Ad Spending and Trends Q4 2023](#) report.

Use this chart:

- Identify growth trends across top ad channels.
- Assess search, social, and retail media ad spend.

More like this:

- Retail media is the fastest growing ad channel, but 'is not invincible,' our analyst warns
- Retail media ad spend will reach over \$100B by 2027
- Why retail media standardization may take a while
- 3 ad channels bolstering the growth of the US ad market