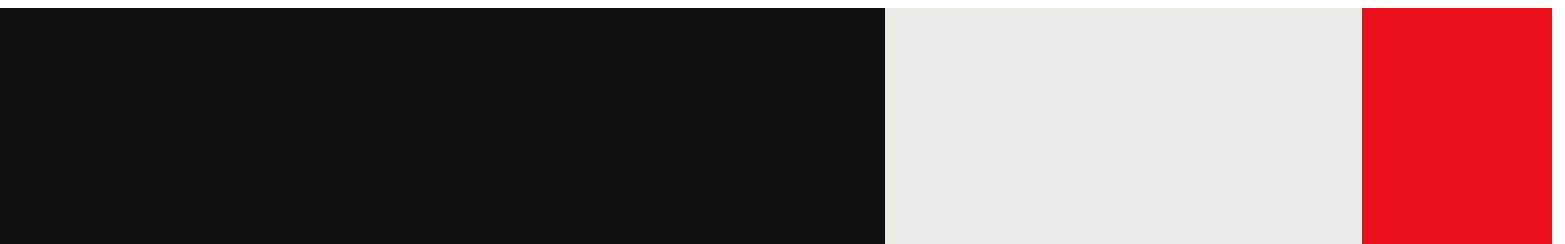


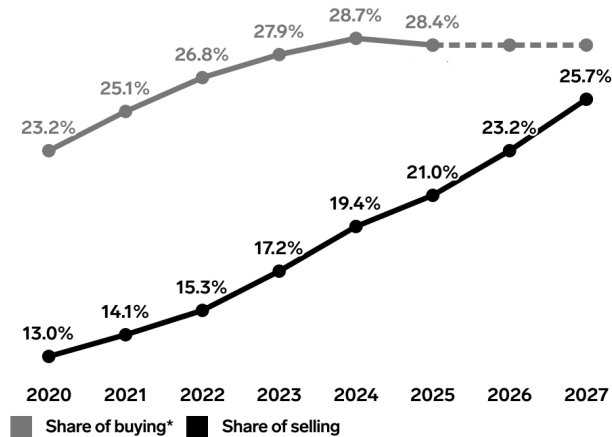
Retail's share of the sell side of digital advertising is approaching its share of the buy side

Article



Retail's Share of the Sell Side of Digital Advertising Is Approaching Its Share of the Buy Side

retail % of US digital ad buying and selling, 2020-2027



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; 2020-2025 forecast from Oct 2023, 2026-2027 projected by analyst; *includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices on all formats mentioned
Source: Insider Intelligence | eMarketer Forecast, Dec 2023

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Insider Intelligence | eMarketer

Key stat: Retail will account for over a quarter (28.7%) of all US digital ad spending in 2024. By 2027, it will also account for over a quarter of the sell-side market through **retail media networks**.

Beyond the chart:

- US retail media ad spend will reach \$59.61 billion this year, according to our October 2023 forecast.
- 18.5% of retail media network ad spend is coming from off-site advertising, and that share is growing, per our forecast.
- With **retail media** gaining so much of the digital ad landscape, it's no surprise ad giants like [Google](#) and [Microsoft](#) are building out their own retail media tools.

Use this chart:

- Demonstrate the prevalence of retail in ad buying and selling.

More like this:

- US retail digital ad spend growth will outpace overall digital ad spend growth in 2024
- Measuring performance is critical to CPG brands' retail media investments
- Three quarters of US advertisers incorporate on-site ads in their retail media strategy
- In-store retail media, standardization, and partnerships are on our mind

Note: 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.

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.