

# Retail 2025: 10 Trends Shaping the Retail Media Market

Sponsored by

**CRITEO**

January 8, 2025

Copyright © 2025 Coresight Research. All rights reserved.



## Executive Summary

Retail media is a fast-growing, high-margin revenue opportunity. We present 10 critical trends set to shape the industry in 2025 and beyond.

## Market Scale and Opportunity

- Coresight Research estimates that the global retail media market will total \$179.5 billion in 2025, representing robust year-over-year growth of 15.4%. We expect annual retail media market growth to decelerate but remain in the low-double-digit range through 2028.
- While retail media is still a relatively new marketing channel for advertisers, it continues to gain share of the global advertising market, from 20.6% in 2024 to 23.2% in 2025, we estimate.
- We identify three key tailwinds to the retail media market in 2025, bolstering the fast-growing opportunity: third-party data, advances in AI (artificial intelligence) and closed-loop attribution.

## Coresight Research Analysis

We categorize the top 10 retail media trends into three areas: innovation and technology, market shifts and data and measurement.

### **Innovation and Technology**

1. AI (Artificial Intelligence) To Deliver Next-Gen Ad Automation and Personalization
2. Programmatic Advertising Will Drive Operational Efficiencies Across RMNs
3. Ad Formats Will Continue to Expand
4. Strategic Partnerships To Unlock Offsite Growth

### **Market Shifts**

5. In-Store Retail Media Will Continue to be a “Test and Learn” Channel
6. Retail Media Will Bolster Its Position as a Full-Funnel Advertising Tool
7. Retail Media Will Drive First-Party Data Enhancements

### **Data and Measurement**

8. Building Trust and Transparency Will Be More Critical Than Ever for RMNs
9. Measurement Standardization To Gain Attention
10. Emerging RMNs Will Disrupt the Retail Media Ecosystem

## What We Think

The retail media landscape is transforming into a complex marketing channel that will require retailers to establish strong, distinctive technical capabilities and partnerships. We expect the market to mature in 2025, but success will require RMNs to have compelling value propositions and work with advertisers and strategic partners to extend their reach and effectiveness.

We anticipate 2025 to be a year of evolution and maturity for retail media for several reasons, including the all-around innovation across the retail media ecosystem driven by AI advances, strategic partnerships and newer ad formats. Retailers are realizing the potential of partnerships and in having flexible and customized user experiences to enrich the ad buying experience for their brand advertisers.

Some challenges persist, such as a lack of standardization in reporting metrics and limited control for brands. However, this year, the entire ecosystem of brands, retailers, ad agencies and AdTech companies are better positioned to address these challenges due to advances in technology, transparency and offsite attribution.

# Contents

Introduction . . . . .	4
Market Scale and Opportunity . . . . .	5
Market Tailwinds . . . . .	7
10 Retail Media Trends for 2025: Coresight Research Analysis . . . . .	8
Innovation and Technology . . . . .	9
Market Shifts . . . . .	14
Data and Measurement . . . . .	18
What We Think . . . . .	21
Implications for Brands/Retailers . . . . .	21
Implications for Technology Vendors . . . . .	21
Notes . . . . .	22
About Sponsored Reports . . . . .	23
About Criteo . . . . .	23

# Introduction

Retail media is a fast-growing market that is gaining share of overall ad spending globally and outpacing ad formats such as linear TV and search. Brand advertisers are increasingly realizing the potential of retail media in delivering personalized product experiences that drive both awareness and conversion, fueling brand interest in niche and differentiated retail media networks (RMNs) in addition to established RMNs.

As we enter 2025, adopting or operating an RMN is no longer enough: Retailers must evolve their strategy by simplifying the ad buying process for marketers with varied and niche needs, forming strategic partnerships and innovating with technology to provide the best possible service. Advancements in technology—primarily driven by AI (artificial intelligence)—are helping retailers to refine their data and support the effective execution of ad campaigns to ensure a high return on ad spend (ROAS) for brand advertisers as well as personalized and compelling experiences for their shoppers.

In this report, part of our *Retail 2025* series, we explore 10 critical trends that are set to shape the retail media market in 2025 and beyond. We discuss the impacts of these trends on key stakeholders across the retail media ecosystem: brands, retailers and AdTech companies.

This report is made available to non-subscribers of Coresight Research through its sponsorship by Criteo, a commerce media company.

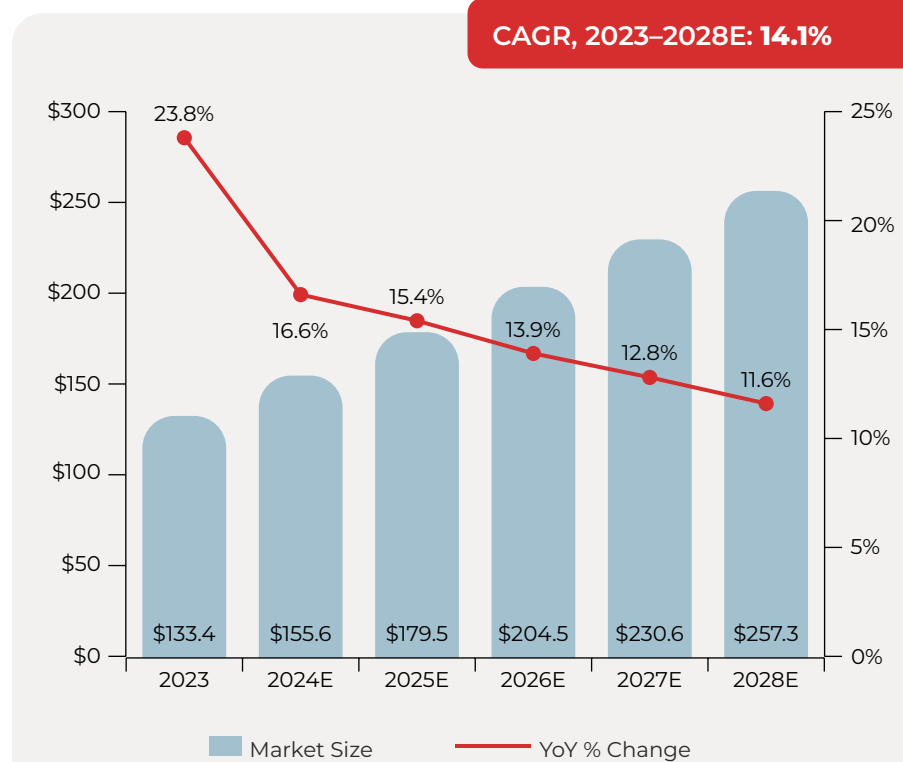
# Market Scale and Opportunity

Coresight Research estimates that the global retail media market will total \$179.5 billion in 2025, representing robust year-over-year growth of 15.4%—although this is a slower rate than in 2023 and 2024, the market is outpacing some traditional media channels. In 2024, retail media grew 16.6% year over year, compared to 2.9% for linear TV, 4.4% for out-of-home advertising, 1.1% for audio advertising and a decline of 3.3% for print advertising, per data from advertising and public relations company Dentsu.

We expect annual retail media market growth to decelerate but remain in the low-double-digit range through 2028, as shown in Figure 1.

While retail media is still a relatively new marketing channel for advertisers, it continues to gain share of the advertising pie: Based on data from Dentsu, we calculate that retail media held 20.6% of the global \$752.8 billion advertising market in 2024. In 2025, we expect retail media's share to grow to 23.2% of the overall \$772.4 billion advertising market.

Figure 1. Global Retail Media Market Size (Left Axis; USD Bil.) and YoY Change (Right Axis; %)



Source: Coresight Research



Retail media is a high-margin business that can substantially improve retailers' bottom line. For example, an onsite retail media business can generate around 70% in gross margins, Coresight Research estimates. Many retailers across categories and around the world have launched RMNs in recent years to tap this opportunity (see selected examples in Figure 2).

Figure 2. Prominent Global RMN Launches, 2014–2024

	Digital marketplaces	Category-focused retailers	Multicategory retailers	Delivery/fulfilment companies
2014				
2015				
2016				
2017				
2018				
2019		   		
2020		 	 	
2021		   	   	  
2022		     	     	
2023		     		
2024		   	  	

Source: Coresight Research

# Market Tailwinds

## 1 | First-Party Data

The shopping journey, from search to purchase, is increasingly incorporating digital channels, leading to consumers leaving trails of data online on their preferences, demography and spending habits. Such consumer data across retailers' owned digital channels is proprietary first-party data.

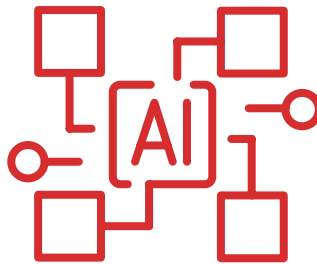
Improvements in the collection and utilization of first-party data by retailers, riding on the back of technology advances, has led to a proliferation of RMNs that brands can leverage to create and deliver targeted and personalized ad campaigns. Furthermore, ongoing measures to phase out third-party cookies or make them discretionary continue to propel a large number of brand advertisers seek retail media because of its closed-loop attribution driven by first-party data. This, in turn, is prompting retailers to enhance their first-party data to strengthen their RMN capabilities.



## 2 | Advances in AI

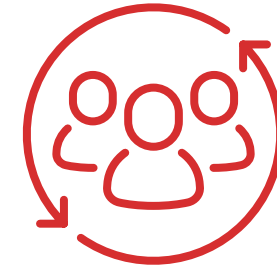
AI and ML (machine learning) can unlock the value of first-party data by analyzing vast amounts of structured and unstructured data while drawing insights and implications that can help retailers identify optimal ad inventory, platforms and channels to maximize RMN benefits for brand advertisers.

As AI-powered data analysis continues to grow, RMNs will become more effective with personalized targeting. AI drives benefits for all stakeholders in the retail media ecosystem, through ad campaign automation, audience segmentation and the technology's generative capabilities.



## 3 | Closed-Loop Attribution

Retail media helps brand advertisers connect sales to their marketing efforts by allowing them to quantify the impact of their ad campaigns. Retail media metrics extend beyond traditional media metrics such as total clicks and page views and help advertisers identify metrics such as incrementality—sales lift attributed to ad campaigns.



# 10 Retail Media Trends for 2025: Coresight Research Analysis

We categorize our 10 retail media trends into three areas—innovation and technology, market shifts, and data and measurement—as shown in Figure 3. We discuss each trend in detail in the following sections.

Figure 3. 10 Retail Media Trends for 2025, Categorized into Three Key Areas



Source: Coresight Research





## 1 AI To Deliver Next-Gen Ad Automation and Personalization

### Overview

AI is transforming multiple retail functions, such as pricing, merchandising and inventory management. One of the biggest differentiators of AI in retail media is its ability to personalize content at scale by leveraging huge amounts of data, including transactional and behavioral data. Combining disparate data sources can help retailers build customer profiles to identify and engage with their different consumer segments—for example, sending tailored ads to non-smokers and gym enthusiasts.





Moreover, recent advances in the generative capabilities of AI have made this technology invaluable in enabling real-time personalization. For example, AI-powered algorithms can identify search trends that RMNs can leverage to dynamically customize ads based on shopper interests in real time. Retailers are already reaping benefits from AI-powered retail media: Data from Kroger's data arm, 84.51°, reveals 1.3X greater iROAS (incremental ROAS), 3.4X visits uplift and 3.7X sales uplift for AI-optimized audiences across varied client campaigns through Kroger's retail media offering, Kroger Precision Marketing.

We expect AI to substantially improve retailers' capabilities to deliver personalized ads to their shoppers across different formats and channels, driven by improved data analysis and customer segmentation.

### What Is Driving This Trend?

- **Advances in AI**, including GenAI, data processing and sophisticated ML algorithms, are transforming how retailers leverage their first-party data. AdTech companies are also extensively leveraging AI to analyze shopper data for next-generation audience targeting, product recommendations and predictive bidding.

### Selected Examples

Company	Region	Insight
		<b>Amazon</b> unveiled its new AI-powered Video Generator during its Amazon Accelerate conference in September 2024. Video content is generated based on product images, a brand logo and pre-defined templates in a single click and is available to advertisers at no extra charge.
		Delivery company <b>Gopuff</b> launched an in-house AI-powered advertising platform in early July 2024 that takes into account individualized shopping behavior, time of day and purchase history to surface personalized ads for each shopper. Since its launch, the platform has driven strong results, according to Gopuff, including a 25% increase in click-through rate and 24% higher conversion, on average, as of July 25, 2024.

## 2 Programmatic Advertising Will Drive Operational Efficiencies Across RMNs



### Overview

Programmatic advertising has established a dominant share in the selling and buying of retail advertising. It automates the ad buying process across non-standardized ad inventory and helps brand advertisers maximize ad effectiveness and relevance, driven by data analysis.

Retail media has become an increasingly crowded landscape, with over 200 RMNs launched globally since 2010, according to data from retail media analytics company Mimbi. As a result, advertisers have to navigate multiple retailers to purchase retail media placements. On average, surveyed brand advertisers used six RMNs in the 12 months ended August 2023, according to a Coresight Research survey of US-based CPG/FMCG companies based in the US, conducted by Coresight Research (hereafter referred to in this report as our “retail media survey”; see the Methodology for more details). However, these networks often differ in ad formats and measurement reporting, making it challenging for ad buyers to efficiently manage campaigns across multiple ecosystems. Programmatic advertising simplifies this process, enabling advertisers to seamlessly purchase placements across multiple RMNs. For instance, if PepsiCo wanted to advertise on multiple grocery sites such as Whole Foods, Walmart and Albertsons, managing ad spend individually for each retailer and their respective platforms may not be the most efficient strategy.

From a supply perspective, retailers can benefit from working with ad servers that help optimize ad placements, determining the right time and place for ads and identifying the most relevant keywords and products to target. Programmatic advertising offers retailers the opportunity to scale their bids and tap into a broader ecosystem of ad buyers, driving greater scale and efficiency.

Programmatic advertising helps RMNs to effectively scale as it allows brands to serve their ads to the most relevant audiences. Simultaneously, it allows retailers to sell ad inventory to the highest bidder through automated programs within milliseconds, as explained in Figure 4. A programmatic demand-side platform (DSP) helps brand advertisers facilitate ad purchases through pre-defined conditions set on audiences, formats, etc., while the supply-side platform (SSP) helps ad publishers or retailers facilitate ad inventory selling to the most relevant buyers.

We expect programmatic ad buying to increase even more in relevance in 2025 as the number of RMNs expands along with the ad formats. Furthermore, the expansion of offsite retail media will increase the importance of programmatic ad buying in automating ad buying across retailers in formats such as onsite display and sponsored products. AdTech companies such as Criteo, Outbrain and The Trade Desk enable brands to reach their shoppers at the most relevant times in their shopping journey.

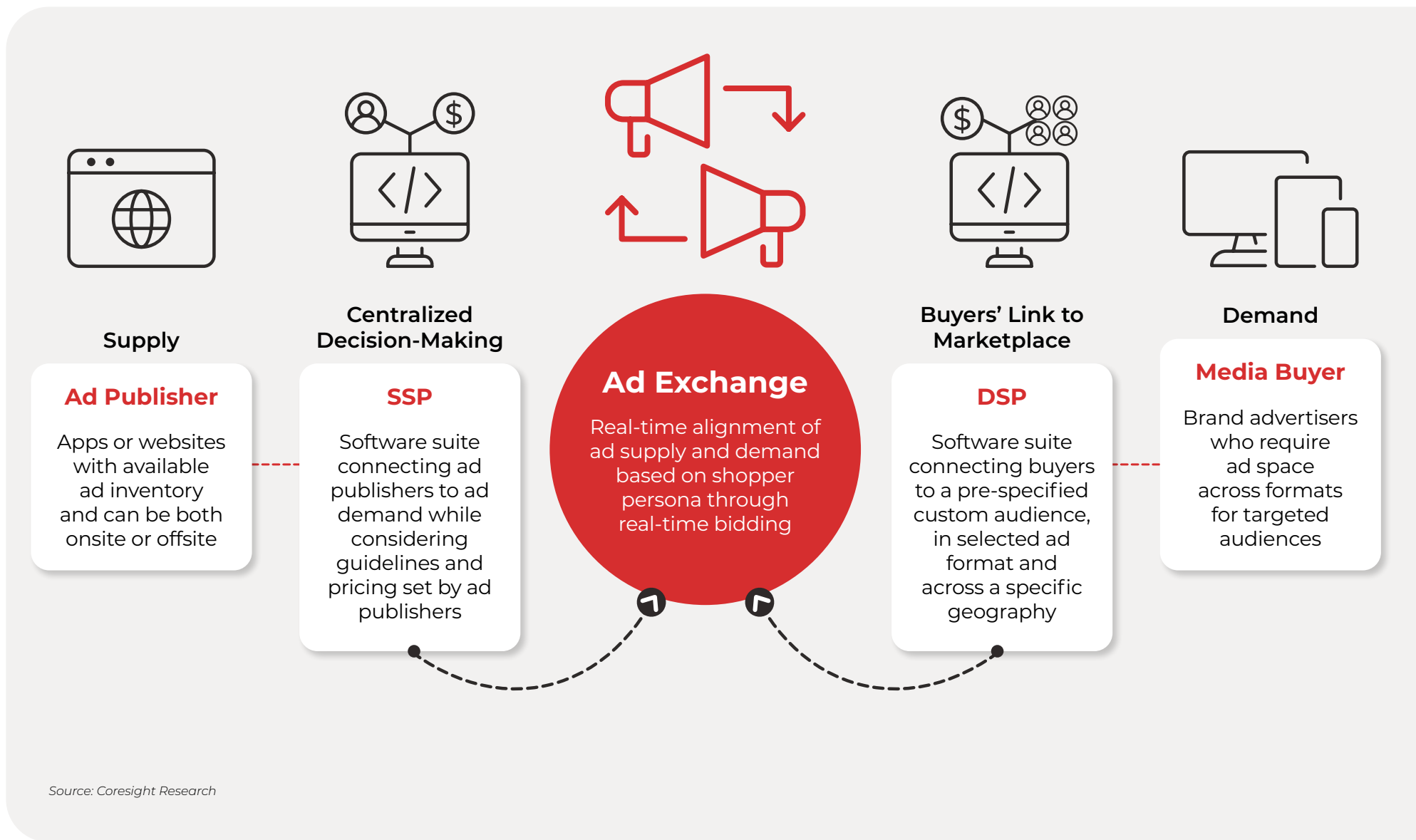
### What Is Driving This Trend?

- Pursuit of advertising efficiency:** Efficiency in retail media is critical for demonstrating ROAS for brand advertisers. Programmatic advertising helps brand advertisers optimize and automate their ad campaigns, primarily aimed toward ad buys, real-time campaign optimization and high precision in running targeted campaigns.

### Selected Examples

Company	Region	Insight
	 Global	In October 2024, commerce media company <b>Criteo</b> announced a collaboration with multiple order management system (OMS) companies—ADvendio, Boostr, Placements.io, Vantage and Salesforce Media Cloud—for automated ad activations, allowing platform interoperability and vendor flexibility for sustained RMN growth.

Figure 4. Programmatic Advertising: Infrastructure and Functioning



### 3 Ad Formats Will Continue to Expand

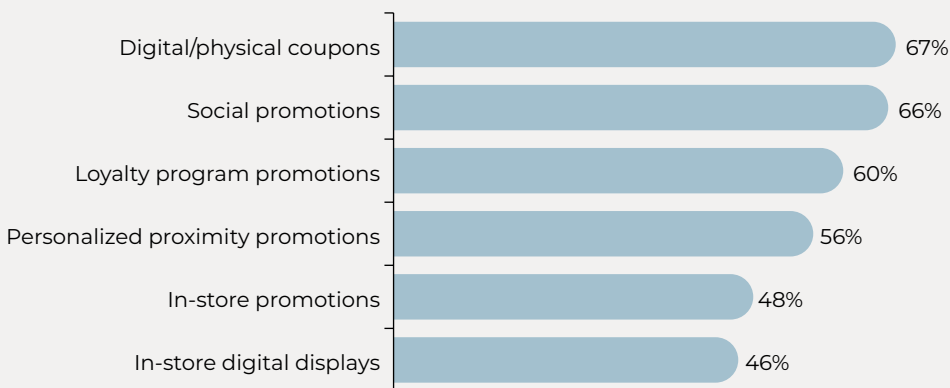


#### Overview

Technology is playing a critical role in shaping consumer behavior and preferences. For example, shoppers can have immersive experiences through interactive in-store displays. To keep up with changing consumer habits in this technology-driven retail landscape, it is critical for retailers to expand their ad formats while offering brands newer ways to engage with shoppers. This is creating a need for more ad formats beyond traditional ad formats such as sponsored ads and onsite displays. To sustain growth and market share in the retail media market, we expect retailers to expand their offerings into new ad formats to meet the wide-ranging needs of brand advertisers.

From a brand perspective, advertisers expect RMNs to offer a wide range of promotional tools as part of their retail media offering. Two-thirds of surveyed brand advertisers in the US expect retailers to include digital coupons (onsite) and social promotions (offsite) as a part of their RMN offering, according to the Coresight Research retail media survey. The data also highlight the role of digital promotional tools in expanding to physical channels, through in-store promotions and digital displays.

Figure 5. Promotional Tools That Brand Advertisers Expect to be Part of Retail Media (% of Respondents)







Respondents could select multiple options  
 Base: 100 CPG/FMCG brand manufacturers in the US, surveyed in August 2023  
 Source: Coresight Research

#### What Is Driving This Trend?

- Shifts in consumer behavior:** Shoppers are increasingly leveraging multiple online touchpoints in their shopper journey, such as user-generated content (UGC) and influencer-led content. This provides RMNs with an opportunity to explore new and emerging formats, including gamification and social promotions, helping brands reap maximum benefit from their ad campaign investments.

#### Selected Examples

Company	Region	Insight
	 US	US-based grocery technology company <b>Instacart</b> partnered with mobile technology company <b>ibotta</b> in August 2024 to provide Instacart shoppers with Ibotta's catalog of digital coupons. The partnership allows CPG companies to leverage coupons to reach out to shoppers close to the point of purchase.
	 UK	Consumer electronics retailer <b>Currys</b> announced its partnership with <b>Roku</b> in September 2024 to run connected TV (CTV) ads on its platform. The partnership allows Currys' partner brands to reach customers across the streaming households for relevant and targeted ads to deliver tangible results.

## 4 Strategic Partnerships To Unlock Offsite Growth



### Overview

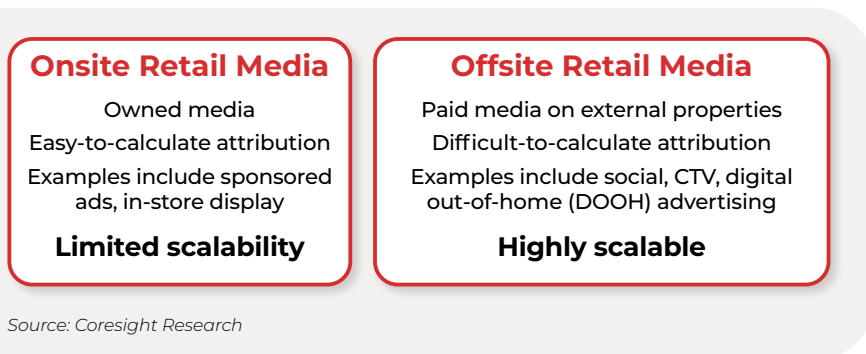
While onsite retail media—ad inventory available on retailer-owned physical and digital channels—is the big existing opportunity today, offsite retail media is set to disrupt the retail media ecosystem in the coming years, and we expect 2025 to be the tipping point for this change.

The retail media ecosystem is increasingly expanding beyond retailers' owned properties through strategic partnerships with traditional and social media platforms. A number of partnerships were announced in 2024, including Instacart's partnership with Google in January 2024, enabling cross-platform advertising capabilities. This was closely followed by Walmart's acquisition of smart devices manufacturer Vizio and its operating system, SmartCast, in February 2024, allowing brand advertisers to reach shoppers on CTV. These partnerships demonstrate diverse approaches to retail media expansion, from extending ad reach on external platforms to creating seamless paths to purchase.

The primary driver of onsite retail media growth is customer access during their moment of intent and the power of attribution in a closed-loop environment, but retailers are realizing that there are ways to partner with companies to bring the power of closed-loop attribution to the open Internet with their first-party data. This expands the revenue opportunity (albeit at a lower margin) by offering more advertising units and engagement opportunities.

We expect retailers to pursue strategic partnerships with major media companies in order to expand their advertising footprint and reach wider and unique audiences.

Figure 6. Onsite and Offsite Retail Media: Key Differences









Source: Coresight Research

### What Is Driving This Trend?

- **Revenue opportunity:** Onsite retail media is a highly crowded market, and the competition is stiff. On the brand side, demand for ad inventory may be saturated given finite budgets. This means that RMNs would require innovation and competitive differentiation to continue the retail media market's robust growth, which may not be easy to achieve. Offsite retail media, on the other hand, provides brand advertisers with large audiences, increasing their reach and helping retailers diversify their revenues.
- Brand advertisers are increasingly realizing the value of retail media in unlocking **full-funnel execution**. Offsite retail media can help brands target their shoppers across their shopping journey on the open Internet.

### Selected Examples

Company	Region	Insight
		<b>Instacart</b> announced the availability of Google Shopping ads to its advertising partners in January 2024. The advertisers can leverage Instacart's first-party data and closed-loop insight to reach high-intent shoppers searching on Google. In June 2024, Instacart expanded its partnership with <b>Google</b> to include <b>YouTube</b> ad offerings for its CPG advertisers.
		<b>Kroger</b> partnered with <b>Disney Advertising</b> making the first-party data from its retail media arm available to advertisers for targeting and measurement on streaming TV platforms in Disney's portfolio in April 2023.
		Home-improvement retailer <b>Lowe's</b> partnered with <b>Yahoo</b> in October 2022, integrating Yahoo's DSP with Lowe's RMN to offer offsite media for brand advertisers through Yahoo Exchange.



## 5 | In-Store Retail Media Will Continue to be a “Test and Learn” Channel

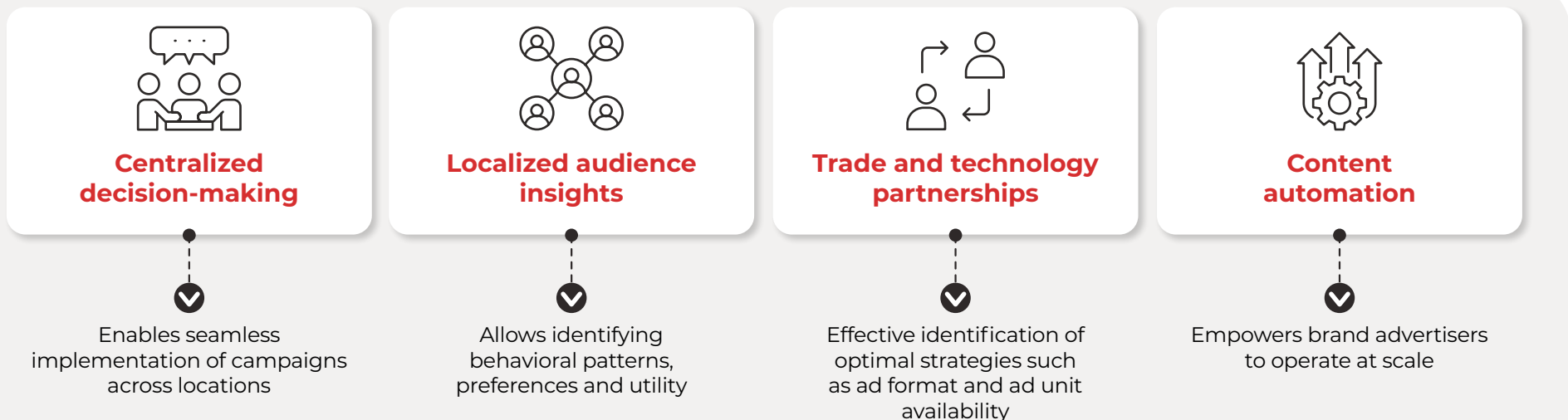
### Overview

The offline channel remains dominant in retail; it is set to hold a 77% share of total US retail sales in 2025, Coresight Research estimates. Stores are critical to offer a seamless and cohesive experience to shoppers—and with the growth of retail media, retailers are investing in digital innovations to personalize and enhance the shopper experience. The digital element is critical to targeting shoppers, and we expect retailers to increasingly leverage their first-party data to improve the shopper experience through digital touchpoints within their stores. We expect retailers to further invest in innovations such as smart carts, digital endcaps, store radios and cooler screens to bolster their in-store retail media offering.

Today, only a fraction of retail media advertising dollars are flowing into the store, partly due to a lack of measurement capabilities. For retail media to be full-funnel and seamless, stores cannot be overlooked. However, retailers need to overcome challenges such as the inability to separate in-store marketing promotions from retail media and difficulties in calculating performance metrics. We therefore expect retailers to evaluate and evolve their strategies in this space, making in-store retail media a “test and learn” channel for yet another year.

In Figure 7, we highlight strategies that can help retailers set up their in-store ad offerings to achieve in-store retail media success.

Figure 7. Strategies for In-Store Retail Media Success



Source: Coresight Research



## What Is Driving This Trend?

- **Ability to personalize in-store ads:** When combined with digital innovations such as smart carts and self-scanners, in-store retail media allows retailers to target shoppers with personalized and targeted ads at the true moment of purchase intent within stores.
- **Increased need to elevate the shopper experience:** Innovative in-store formats, such as Walmart’s Live Events and In-Store Demos, allow brands to engage with their shoppers and enhance their relationship with prospective customers. Store sales data can be leveraged to identify shopper profiles and provide them with relevant experiences.

## Selected Examples

Company	Region	Insight
	 US	In November 2024, convenience-store retailer <b>7-Eleven</b> announced the deployment of North America’s largest commercial radio network, <b>Gulp Radio</b> , to 5,000 US stores by the end of 2024 and more than 12,000 stores (including all 7-Eleven, Speedway and Stripes stores across the US) by the end of 2025 to allow brand advertisers to deploy advertising via in-store radio networks.
	 US	Grocery retailer <b>Dierbergs</b> partnered with <b>Swiftly</b> in March 2024 to offer retail media capabilities on its mobile app. The partnership is aimed at enhancing personalization and convenience. For example, Swiftly’s “on sale for you” feature highlights personalized recommendations or releases coupons based on shoppers’ purchase history.
	 US	<b>Instacart</b> announced the introduction of ads to its AI-powered smart shopping carts, Caper carts. Ads on smart carts allow brand advertisers to reach shoppers based on past purchases and real-time shopping behavior.
	 US	Grocery retailer <b>Save a Lot</b> partnered with AdTech company <b>Retail Fluent Media Network (RFMN)</b> in November 2024, giving advertisers access to dynamic digital window displays by RFMN.
	 UK	In October 2024, <b>Tesco’s</b> retail media arm Tesco Media & Insight Platform announced the launch of geo-targeting capabilities for its “Scan as you Shop” service (where shoppers scan products with a handheld scanner as they put items in their basket and check out quickly at a designated terminal). The new feature allows brand advertisers to reach shoppers when they are in the vicinity of the product through small promotional callouts on top of the handheld device or next to the scanned product. The ads can be personalized using individual shopper data; the “Scan as you Shop” service is only available to members of Tesco’s Clubcard loyalty program.



## 6 Retail Media Will Bolster Its Position as a Full-Funnel Advertising Tool

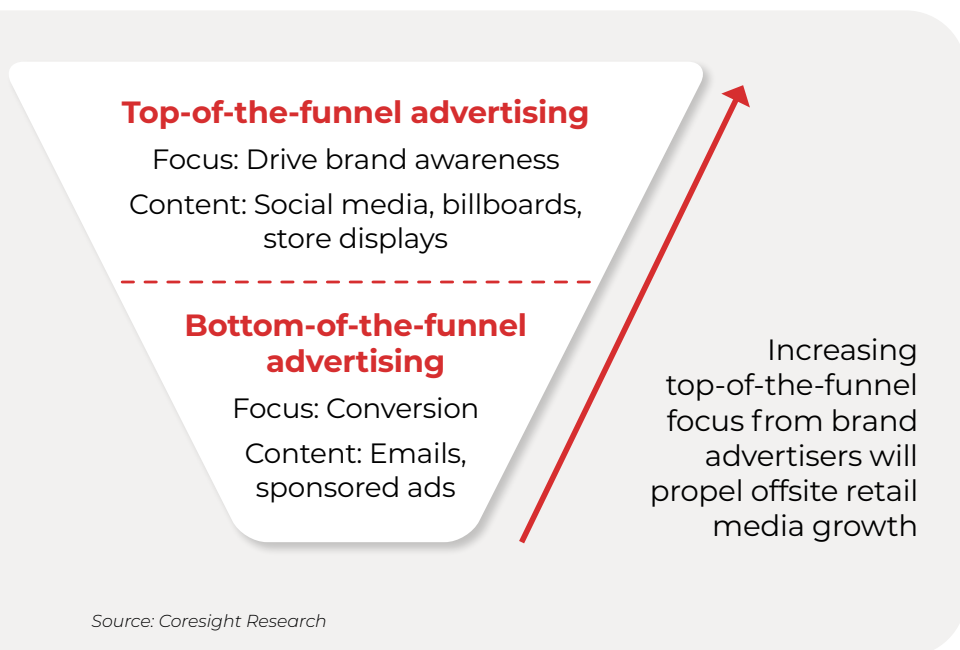
### Overview

As retailers expand their media offerings to the open web through partnerships, we expect more brand advertisers to recognize the value of retail media as a full-funnel advertising tool and expand their reach to influence shoppers at all stages of their purchase journey.

Although retail media is currently concentrated onsite, we expect retailers to continue to shift their ad inventory offsite to meet brands' full-funnel marketing objectives. Retail media can drive benefits for customer acquisition, retention and sales across multiple channels and platforms such as social media and CTV, and brand advertisers now expect retailers to offer unified ad experiences that would reach consumers through the shopping journey and maximize ROAS.

This increased full-funnel focus is set to propel offsite retail media as advertisers look for newer ways to target shoppers.

Figure 8. Top of The Funnel Advertising Will Unleash Offsite Retail Media








Source: Coresight Research

### What Is Driving This Trend?

- There is **growing demand from brand advertisers for wide-ranging promotional tools** to be a part of RMNs, indicating their expectations from retail media in being a full-funnel advertising tool. On average, brand advertisers expect 3.4 promotional tools from RMNs, according to the Coresight Research retail media survey.
- **Customer acquisition costs (CAC) are rising**, which can be attributed to expensive advertising. For example, cost per click (CPC) increased by 10% year over year in the US in the first quarter of 2024, according to marketing company LocaliQ—a substantial acceleration compared to the 2% increase in the year-ago period. Rising CAC is driving brand advertisers to shift their advertising budgets to retail media to run targeted and relevant ad campaigns: A higher likelihood of conversion through effective marketing would help ease the pressure of rising CAC.

### Selected Examples

Company	Region	Insight
 		In April 2024, <b>Best Buy</b> and <b>CNET</b> announced a partnership to implement a commerce media model to help brand advertisers reach consumers throughout the shopping journey, offering a combined reach of 50 million visitors.
		Discount-store retailer <b>Dollar General</b> partnered with <b>Criteo</b> in May 2024 to support its onsite ad offerings. As a part of this partnership, Dollar General aims to provide its brand advertisers with premium ad inventory through integrations with Criteo's DSP, Commerce Max. Commerce Max integrates a wide range of data, such as in-store sales data and online signals, equipping brand advertisers with omnichannel insights to reach shoppers at the most relevant stages throughout their shopping journey.

# 7 Retail Media Will Drive First-Party Data Enhancements



## Overview

First-party consumer data comprise the backbone of a successful RMN. Ad campaigns can only be effective if retailers have first-party data that are robust, organized and actionable. Furthermore, collaborating with brand advertisers to enhance data and insights can also be critical for optimizing ad campaigns and simultaneously increase brand advertisers' spending on retail media networks. In our retail media survey, we asked brand advertisers about positive influences on their retail media spending and found that trust and collaboration is the biggest positive influences on brands' ad spend, cited by 40% of respondents. This is closely followed by the breadth of data, with the number and uniqueness of reporting metrics cited by 37%.





We expect retailers to invest in enhancing their first-party data, including through AI-powered customer data platforms (CDPs) and data lakes to bolster their RMN offering and to capture a higher share of growing ad demand. Retailers can effectively collect and leverage consumer data using CDPs, which are able to draw behavioral insights and have the added benefit of collecting the data of prospective buyers. CDPs can power marketing teams with insights such as the types of audiences they should target along with guidance on messaging tone and style for maximum impact.

Furthermore, the prominence of data clean rooms (DCRs) allows centralized collaboration for driving first-party insights and fosters transparency even in walled-garden environments (e.g., social media).

## What Is Driving This Trend?

- **Advances in AI** are enabling retailers to harness their first-party data more effectively than ever before. AI can help retailers find insights and trends from enormous amounts of data—both structured and unstructured. These insights can then help retailers' RMNs in improving ad personalization and targeting to improve both the shopper experience and conversion rates.

## Selected Examples

Company	Region	Insight
		In November 2024, commerce data and analytics company <b>MikMak</b> announced the launch of its newest API, Insights API, which integrates commerce intelligence data such as purchase intent and attribution sales into data lakes, analytics platforms and tools such as PowerBI and Tableau. The API was launched in beta and is scheduled to be fully available in the first quarter of 2025.
		<b>Walmart</b> announced the self-serve integration of its first-party data platform, Walmart Luminare, with its retail media arm, Walmart Connect, in October 2024. This integration makes the path “from insights to activation” more efficient for brands.



## 8 Building Trust and Transparency Will Be More Critical Than Ever for RMNs

### Overview

As we pointed to earlier in this report (trend #3), differences in reporting metrics across a growing number of RMNs have reduced brand advertisers' ability to compare the performance of their ad campaigns. Walled-garden metrics, such as Amazon's proprietary "new-to-brand" metrics, add to the increasing desire among brand advertisers for transparency.

The Coresight Research retail media survey revealed brands' desire for greater control and improved transparency in working with RMNs, as shown in Figure 9. To build trust and provide transparency in reporting, retailers must break down siloes and ensure that their performance metrics are clear, channel-specific and easy to understand.

Figure 9. Key Statistics Highlighting the Importance of Transparency and Collaboration in Retail Media

**84%**

of brand advertisers reported that an ability to understand or influence how performance metrics are calculated has at least a "strong" influence on the amount they spend on an RMN

**46%**

of brand advertisers\* reported that a collaborative approach to managing ad campaigns would incline them to work with an RMN—the highest proportion, making this the top RMN differentiator

**43%**




of brand advertisers\* reported that improved transparency in data sharing would prompt them to allocate a higher proportion of their ad spend to an RMN in their next budget cycle—with this factor ranking within the top five most influential

\*Respondents could select multiple options  
Base: 100 CPG/FMCG brand manufacturers in the US, surveyed in August 2023  
Source: Coresight Research

### What Is Driving This Trend?

- Limited brand control over advertising campaigns: RMNs are built on retailer first-party data, with retailers having a high degree of control over that data as well as reporting metrics and other operational aspects such as where an ad should be served. However, as technology advances and brand advertisers continue to partner with AdTech companies, campaign management will become increasingly automated, with greater visibility and control for brand advertisers.

### Selected Examples

Company	Region	Insight
 	 UK	In November 2024, data collaboration platform <b>LiveRamp</b> announced its partnership with <b>Criteo</b> to enable retailers to enhance their first-party data across online and offline channels. The launch partner for this partnership is British retailer <b>Boots</b> , and the collaboration is aimed at providing brand advertisers with more transparent attribution across both digital and physical channels.

## 9 Measurement Standardization To Gain Attention



### Overview

Measurement standardization is critical for brand advertisers to make apples-to-apples comparisons in reporting metrics across RMNs and evaluate whether their investment is worthwhile. In January 2024, the Interactive Advertising Bureau (IAB) and Media Rating Council (MRC) made their finalized guidelines available for standardizing retail media, but retailers seem far off from the recommended standards and guidelines. For example, “Chapter 2: Audience Measurement and Metrics” of the IAB/MRC Retail Media Measurement Guidelines recommends making “appropriate disclosures” to users “concerning the measurement methodologies.” In practice, RMNs are failing to provide brand advertisers with methodologies associated with their measurement metrics. This is a concern for brands: 52% of surveyed brand advertisers in the US ranked a lack of standardization in reporting metrics as among their top five challenges in working with RMNs (ranking fourth-most-challenging overall), according to the Coresight Research retail media survey.

It has nearly been a year since IAB/WRC released their retail media measurement guidelines. Given the pace at which the retail media market is evolving across areas such as ad buying, ad formats and channel proliferation, the guidelines may require revisions to factor in emerging ad formats. We expect a lack of standardization in reporting metrics to spark discussions on optimal ways to achieve standardization among trade groups such as IAB and brand advertisers as we progress through 2025 with an evolving retail media ecosystem.

Figure 10. IAB/MRC’s General Principles for Measurement Guidelines, 2024

### What Is Driving This Trend?

- Growing measurement complexity:** Brand advertisers are increasingly challenged in activating and managing their ad campaigns across multiple RMNs amid ongoing proliferation in ad formats and RMNs. Diversifying media spending across retailers of different scales and across disparate media types is adding to the complexity for brand advertisers, and a lack of standardization means there is no clear way to determine if one ad campaign is performing better than another across retailers or platforms.

### Selected Examples

Company	Region	Insight
		In June 2024, <b>Albertsons Media Collective</b> , the retail media unit of grocery retailer Albertsons, announced a proposal for a standardization framework in retail media. In September 2024, Albertsons announced that IAB would assume its retail media standardization framework.

**Transparency and consistency**

**Accuracy and reliability**

**Privacy and security**

**Compliance with industry standards**

Source: IAB/MRC Retail Media Measurement Guidelines

# 10 Emerging RMNs Will Disrupt the Retail Media Ecosystem



## Overview

In an increasingly competitive retail media landscape, RMNs can distinguish themselves based on their reach, audience and measurement capabilities, driven by AdTech partnerships.

The niche audiences and nationwide scale facilitated by strategic partnerships can help newer RMNs establish their presence. Established RMNs such as Amazon and Walmart draw a high share of retail media dollars, primarily due to their scale and rich first-party data. On the other hand, emerging RMNs can capitalize on the growing retail media market through precise targeting of niche audiences, innovative ad formats and strategic partnerships aimed at building personalized and performance-driven ad campaigns. Lastly, customizing the front ends of RMNs by adding features such as cross-channel campaign management in real time can further enhance the value proposition of emerging RMNs.

We expect newer and emerging RMNs to disrupt the retail media market in 2025, on the back of strategic technology partnerships.

Figure 11. Competitive Differentiation of Newer RMNs



**Flexible and customized front end**



**Niche and focused audience segments**



**Strategic partnerships**

Source: Coresight Research

## What Is Driving This Trend?

- Demand for innovation:** There have been multiple RMN launches in recent years, and the emergence of smaller and regional RMNs implies that market growth is being fueled by an increased level of flexibility and customization in RMNs. Retailers are realizing that demand is finite; to differentiate and sustain their growth, retailers must build integrations with leading DSPs and forge API partnerships that can help provide transparent and exhaustive measurement while offering robust ad inventory.

## Selected Examples

Company	Region	Insight
		Department-store retailer <b>Belk</b> launched its RMN, Belk Media Network, in October 2024 in partnership with <b>Criteo</b> . Belk touted its audience as “high-earning, predominately women shoppers.” Belk operates over 300 stores across 16 Southeastern states in the US.
		In September 2024, India’s quick-commerce and food-delivery company <b>Swiggy</b> partnered with <b>Criteo</b> to power its offsite retail media campaigns. Advertising brand <b>Kellogg’s</b> has reaped a ROAS of 1.9X, new-to-brand rate of 25% and reached 50% of its target audience, according to Criteo, reflecting the power of this partnership.



# What We Think

The retail media landscape is transforming into a complex marketing channel that will require retailers to establish strong, distinctive technical capabilities and partnerships. We expect the market to mature in 2025, but success will require RMNs to have compelling value propositions and work with advertisers and strategic partners to extend their reach and effectiveness.

We anticipate 2025 to be an eventful year for retail media for several reasons, including the all-around innovation across the retail media ecosystem driven by AI advances, strategic partnerships and newer ad formats. Retailers are realizing the potential of partnerships and in having flexible and customized user experiences to enrich the ad buying experience for their brand advertisers.

Some challenges persist, such as a lack of standardization in reporting metrics and limited control for brands. However, this year, the entire ecosystem of brands, retailers, ad agencies and AdTech companies are better positioned to address these challenges due to advances in technology, transparency and offsite attribution.

## Implications for Brands/Retailers

- Transparency in how retailers calculate performance metrics is critical in helping brands understand how their ad campaigns are performing across RMNs and develop meaningful comparisons. Transparency will play a key role in brand retention in 2025.
- AI is touching multiple business functions within retail media such as data collection and enrichment, performance reporting, ad creation and personalization at scale. It will be critical for RMNs to incorporate AI into their RMN infrastructure for sustained success.
- Ad inventory such as onsite sponsored search is limited, so there is higher competition among brand advertisers for premium ad inventory, leading to inflationary pressure. Brand advertisers must find the optimal balance between their bidding and ad placements.

## *Brands or Retailers Poised To Gain Advantage*

- Retailers such as **Best Buy** that are enhancing their content strategy to help brand advertisers—e.g., through Best Buy's 70,000-square-foot studio—will benefit from competitive differentiation, and attract and retain brand advertisers.
- Retailers such as **Swiggy** that are partnering with technology companies and platforms to bolster their offsite retail media offering will be better positioned to unlock the offsite retail media growth in the coming years.

## Implications for Technology Vendors

- As the retail media ecosystem continues to mature, technology companies will benefit substantially from growing demand saturation, limited ad formats and rising emphasis on targeted and personalized campaigns.
- A lack of standardization means there is no clear way to determine if one ad campaign is performing better than another across retailers or platforms. Technology companies will play a critical role in driving standardization in reporting metrics as brands increasingly rely on their AdTech partners for insights and data.

## Notes

Data in this report are as of December 5, 2024.

Informing the data in this report is an online survey of 100 CPG (consumer packaged goods)/FMCG (fast-moving consumer goods) brand manufacturers based in the US, conducted by Coresight Research during August 16–29, 2023. The results have a margin of error of +/-10%.

Respondents in the survey satisfied the following criteria:

- Company—revenues of at least \$100 million in the most recent financial year
- Position—involved in strategic decision-making for advertising and holding responsibility across C-suite, Division President/GM, EVP/SVP/VP and Director/Senior Director
- Departments—e-commerce, marketing, merchandising and executive team

Companies mentioned in this report are: 7-Eleven, AB InBev (NYSE: BUD), Albertsons (NYSE: ACI), Amazon (NASDAQ: AMZN), Belk, Best Buy (NYSE: BBY), Criteo (NASDAQ: CRTO), Dollar General (NYSE: DG), Dierbergs, GoPuff, Home Depot (NYSE: HD), Instacart (NASDAQ: CART), Kroger (NYSE: KR), LiveRamp (NYSE: RAMP), Lowe's (NYSE: LOW), MikMak, Outbrain (NASDAQ: OB), Pepsico (NASDAQ: PEP), Roku (NASDAQ: ROKU), Save A Lot's, Swiggy (NSE: SWIGY), Tesco (LSE: TSCO), The Trade Desk (NASDAQ: TTD) and Walmart (NYSE: WMT).



## About Sponsored Reports

*Sponsored reports from Coresight Research are made available to non-subscribers through commercial partnerships with retail or technology firms. These reports, which present expert analysis and proprietary data, are prepared by Coresight Research but may incorporate input into their content from the sponsoring company.*

*This report is sponsored by Criteo.*

### **Manik Bhatia**

Head of Custom Research

### **Steven Winnick**

Vice President—Innovator Services

---

New York • Hong Kong • Lagos • London • Mangaluru (India) • Shanghai

[coresight.com](https://coresight.com)

To discuss our research or partnership opportunities, email [contactus@coresight.com](mailto:contactus@coresight.com)

## About Criteo

*Criteo is a commerce media company enabling marketers and retailers to drive better commerce outcomes with their advertising campaigns and inventory through impactful advertising.*

*For more information, visit [www.criteo.com](https://www.criteo.com).*