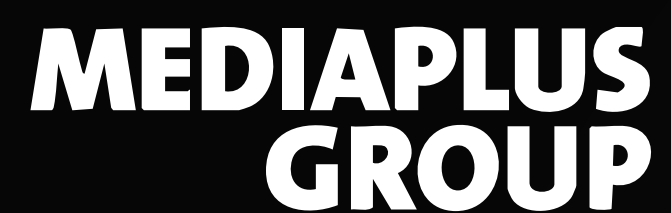
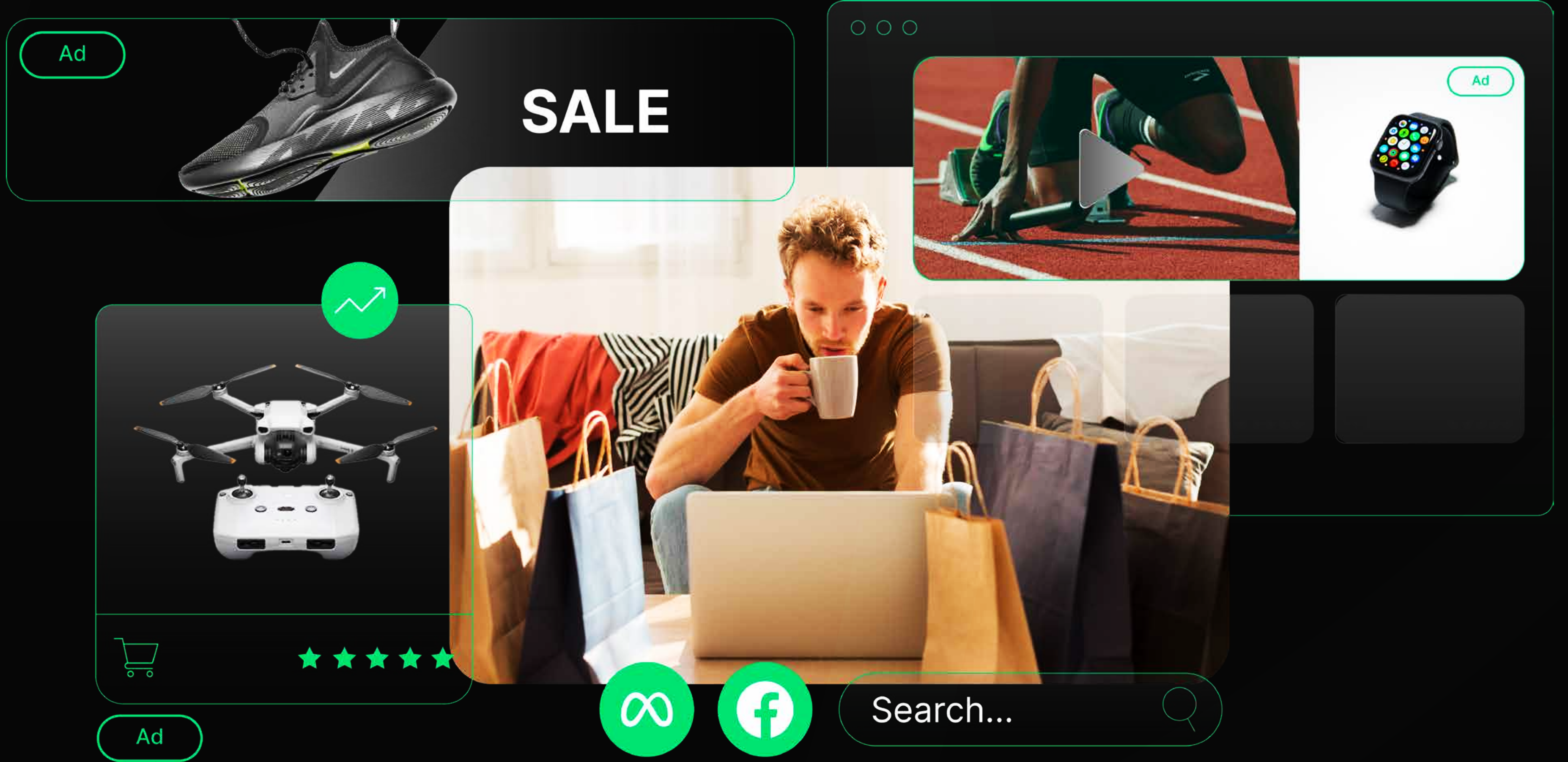




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Retail Media 2025: Expert Predictions and Key Insights



Introduction

The global Retail Media industry is projected to reach \$179.5 billion in 2025, according to Coresight Research, cementing its position as one of the fastest-growing sectors in digital advertising. As Retail Media continues to evolve, new trends, innovations, and technological advancements are shaping its future, offering both opportunities and challenges for retailers and brands.

With competition intensifying, staying ahead requires more than just participation, it demands strategic adaptation. Self-service Retail Media platforms will play an increasingly critical role, allowing advertisers greater control and scalability. Meanwhile, advancements in AI and machine learning will refine targeting and measurement, maximizing ad efficiency.

In-store Retail Media advertising is also set to accelerate, as physical stores evolve into full-fledged media channels, bridging the gap between online and offline engagement.

While these trends are expected to shape the future, falling behind in Retail Media is not an option for those aiming to stand out in the market. Staying competitive will require continuous growth, adaptation of Retail Media networks, and feature enhancements through innovation. Leveraging these points and achieving a holistic omnichannel approach will be key to unlocking new opportunities in 2025.

This paper offers a comprehensive perspective on the **2025 predictions for Retail Media**, featuring insights from a diverse group of industry experts. Our contributors include CEOs, Retail Media experts, consultants, and senior executives from leading organizations, such as AKINON, Reckitt, Beymen Group, UM Worldwide, GoWit, IAB MENA, Zenith, Insider, and Mediaplast Group—representing sectors across e-commerce, consumer goods, luxury retail, media and advertising, commerce media, and marketing.

With valuable contributions from **Anders Hjorth, Carina Müller, Cemil Toksöz, Dina Thebian, Emrah Adsan, Ian Manning, John Reiss, Muharrem Derinkök, Roger Dunn, Serkan Tutar, Tayfun Topkoc, and Tuncay Yavuz**, this report captures a diverse range of expert perspectives on the future of Retail Media and the key trends shaping the sector. As GoWit, we extend our sincere thanks to everyone who contributed to this paper and remain committed to sharing innovations that drive Retail Media's vision forward.



From Immediate Sales to Full-Funnel Strategies

The perception of Retail Media as solely focused on bottom-funnel sales is steadily fading as we move into 2025.

A report by Econsultancy highlights that 85% of agencies and companies believe that Retail Media's capacity to raise upper-funnel brand awareness is expanding.

This shift demonstrates that Retail Media has grown into a comprehensive, end-to-end marketing tool, far beyond its initial focus on driving quick sales, and is now integral to building lasting connections with consumers and fostering lasting loyalty.



Cemil Toksöz
*Global Director of Adtech
and Media at Reckitt*



“As we enter 2025, Retail Media solidifies as the third wave of digital marketing evolution, following search and social media. Search taught brands the power of intent-based marketing, while social media unlocked storytelling and audience engagement at scale. Retail Media now bridges these approaches, bringing brands closer to purchase moments with unparalleled precision.

IAB Europe also reports that while the majority (74%) of buyers still prioritize ROAS, Retail Media is increasingly recognized for its broader impact across the marketing funnel.

Past learnings have shown us that retail media is no longer just a lower-funnel tactic. Brands have leveraged it for both conversion and awareness, transforming retail platforms into full-funnel marketing powerhouses.”

Inventory Aggregation & RMN Consolidation: **Shaping the Future of Retail Media**

One of the key developments Retail Media is poised to experience in 2025 is inventory aggregation.

The aggregation will be driven by collaboration among Retail Media networks, enabling them to work more effectively together and share resources.

This will provide advertisers with greater flexibility and more options for reaching their target audiences.

Advancements in technology will further simplify the process, allowing advertisers to manage their campaigns across multiple networks and channels seamlessly.

Rather than being limited to a single platform, advertisers will have the ability to oversee their campaigns on multiple platforms simultaneously, enhancing efficiency and control.



Anders Hjorth

*Retail Media Consultant,
Director at EPAM Systems*



"I expect the biggest trend in 2025 to be 'inventory aggregation', and it plays out in two ways: for the non-marketplace RMNs it takes the form of alliances and mergers, and across the full RMN landscape it takes the form of technical solutions allowing for brands and agencies to easily manage a much wider range of RMNs.

I think we'll see solutions capable of managing **10+ RMNs appear in 2025**, and I think we will see more RMN mergers and retailer alliances too."

EVOLVING BEYOND TRADITIONAL BOUNDARIES

Connecting Retail Media with Broader Digital Ecosystems

Retail Media, which is currently most prominent onsite, is expected to expand significantly across various media outlets in 2025. The three main types of Retail Media advertising—onsite, off-site, and in-store—are poised for growth as the importance of omnichannel Retail Media ads continues to rise.

Off-site Retail Media advertising is set to see increased visibility and awareness through channels such as video and Connected TV (CTV), enabling advertisers to effectively reach targeted segments. E-Marketer data predicts that CTV will generate \$8.67 billion in Retail Media revenue by 2027, making it a crucial opportunity that should not be overlooked in 2025.



Tuncay Yavuz
*Digital Business Director
at Zenith*



We are ready to step into the next phase of Retail Media. It is time to make it even better connected to digital media. With more opportunities coming into our lives through extended campaign planning, I expect to see retail ads becoming an indispensable part of media activities. Beyond just media spaces, Retail Media's targeting capabilities provide invaluable insights into consumer behavior.



Roger Dunn
*Global Retail Media Lead
at Diageo*



“In 2025, Retail Media will continue to grow offsite, with big advancements in CTV and video more broadly. Advanced measurement solutions will help bring greater accountability - but this will not just be delivered by retailers/platforms - brands will also have to work on their measurement solutions that integrate across the broader marketing mix.

Retail Media will continue to expand outside traditional retailers and marketplaces, into new areas and push the limits of today's nomenclature.”

In-Store Experiences Through Retail Media Innovation

In-store Retail Media is poised to be one of the biggest growth areas in 2025. According to eMarketer, the market is projected to reach \$1.06 billion by 2028, positioning physical stores as the next major media channel for retailers.

This growth is fueled by two key drivers: the rapid adoption of digital advertising tools within stores and evolving consumer shopping behaviors.

Leading retailers like Koçtaş (Kingfisher), Walmart, and Target have already embraced in-store advertising by integrating digital shelf displays, interactive kiosks, and in-aisle screens.

This shift reflects a broader industry trend—Forrester reports that 72% of retail sales still occur in brick-and-mortar stores, proving that in-store influence remains critical to purchasing decisions.

Beyond driving immediate sales, in-store Retail Media bridges the online-to-offline gap, creating a seamless, omnichannel shopping experience.

By integrating digital promotions, personalized recommendations, and loyalty incentives, retailers can enhance customer engagement, increase basket size, and reinforce brand loyalty.



John Reiss
*Commerce & Retail Media
Consultant at Cardlytics*

cardlytics

“I believe 2025 will be the year consumers see more digital surfaces in stores to aid in product discoverability, store navigation, and loyalty program incentives. It will be a year of in-store CX experimentation and innovation.”

Retail Media as a Revenue Driver with Data and AI & Personalization

Retail Media is rapidly evolving, driven by AI-powered personalization, data-driven marketing, and the fusion of digital and physical experiences.

By 2025, AI advancements will enhance targeting, personalization, and data gathering, with 45% of marketers already using AI for behavior-driven recommendations (eMarketer).

The rise of Phygital experiences is inevitable, as 70% of retailers plan to integrate them, and 90% of consumers find them more engaging, boosting interaction by 35% (Virtue Research).

Additionally, social media is becoming a key Retail Media channel. With consumers using it for both discovery and interaction, advertisers must leverage these platforms to maximize their reach in 2025.



Tayfun Topkoc
Executive Vice President
Global Growth at AKINON



"Retail media will become a key revenue driver, fueled by data and AI. Brands will focus on more personalized, data-driven campaigns, with first-party data playing a crucial role.

Retailers will strengthen their position in digital advertising, integrating online and offline experiences more seamlessly.

The rise of the Phygital will be central, blending physical and digital commerce for a more unified consumer journey. Additionally, cross-border commerce will continue to increase, expanding global reach and opening new opportunities for brands."



Serkan Tutar
*Chief E-Commerce
Officer at Beymen Group*

B E Y M E N ● C O M

“In the 2025 Retail Media industry, I expect brands to enhance the customer experience through more targeted and personalized advertising strategies. Brands will integrate digital and physical data to better understand consumers' shopping journeys and provide more customized content.

With trends such as data-driven marketing, AI, machine learning, and social media integration, as well as leveraging targeted advertising, the retail media industry will evolve into a more efficient, interactive, and customer-oriented structure.”

CREATING A COHESIVE & UNIFIED AD EXPERIENCE

Retail Media's Strategic Edge for Multi-Brand Retailers

Retailers that fail to adopt Retail Media, risk being left behind in a rapidly evolving market. Retailers operate on thin margins and find Retail Media to be one of the most profitable channels.

It has become a critical driver of revenue, offering a powerful solution to boost profitability. Ignoring Retail Media means forfeiting what could be their most lucrative opportunity for growth and success.

According to GroupM Nexus's 2025 predictions, onsite ads such as Sponsored Products and Display ads yield exceptionally high profitability (EBIT) margins, ranging from 80-90%. This strong financial performance underscores the strategic importance of Retail Media, motivating retailers to integrate it more deeply into their overall marketing strategy.

As Retail Media emerges as a key revenue channel for retailers, one of the primary reasons for its success is its ability to meet consumer demands effectively. Today's consumers expect a seamless shopping experience, yet delivering this can be challenging due to the diversity of customer segments. Retail Media networks simplify this process, bridging the gap by creating a more streamlined and personalized shopping journey for consumers.



Muharrem Derinkök
*Co-Founder & Chief
Product Officer at Insider*



“Retail Media has become critical for multi-brand retailers, offering a highly profitable new revenue channel that surpasses the profitability they earn from their own products. **Across nearly all of the 30 regional offices where we operate globally, we observe strong interest from our customers.**”

Consumers’ demand for a seamless and consistent experience is driving adjacent industries—such as martech, ad tech, e-commerce platforms, and Retail Media—to collaborate or consolidate. In 2025, every piece of content they encounter, including ads, will contribute to a cohesive and unified overall experience.”

SELF-SERVE EVOLUTION & OMNICHANNEL APPROACH

The Shift Toward Self-Service Retail Media Platforms

As technology and the Retail Media sector evolve in 2025, advertiser demands are also evolving. Nowadays, advertisers increasingly seek more control and transparency over their campaigns.

Self-service Retail Media platforms give advertisers full control, flexibility, and transparency, enabling them to create, adjust, and optimize campaigns with advanced targeting, bidding, and automation.

Seamless API integration enhances efficiency, while powerful analytics provide deep insights for a competitive edge in a cookie-less future. Having a self-service ad platform offers the simplicity to manage campaigns, eliminating the need for intermediaries and allowing advertisers to execute their strategies without relying on third parties.

For retailers, these platforms scale ad revenue by accommodating more advertisers with lower operational costs. Automation streamlines workflows, reducing the need for large account teams.

Agencies benefit from multi-account management and standardized reporting, while lower spend requirements and intuitive interfaces attract small to medium-sized advertisers and third-party sellers, driving growth.



Emrah Adsan
Co-Founder & CEO at GoWit



"As we move into the next year, the adoption of self-service Retail Media will accelerate, driven by advertisers' demand for more control, transparency, and democratization. **Evolving from traditional managed services, this shift gives advertisers real-time access to campaign management, reporting, and measurement tools.**

Retail media platforms are now ecosystems where data from online, in-app, and in-store touchpoints converge. By leveraging technologies like digital shelf displays and interactive kiosks, retailers can unify customer data across physical and digital channels."

COMPETITIVE RETAIL MEDIA STRATEGY

Optimizing Campaign Performance with Retail Media Networks

Retail Media networks present brands with powerful opportunities to enhance their key KPI results and overall ad performances. As the Retail Media landscape rapidly evolves in 2025, success for both brands and retailers hinges on delivering highly targeted, personalized ads to the right audience through the right channels. **According to Forbes, 91% of shoppers are more likely to make a purchase when a brand personalizes its messaging.**

Beyond boosting sales, RMNs elevate the customer experience at every stage of the shopping journey by leveraging omnichannel strategies—offsite, onsite, and in-store—to create more tailored interactions.

Data is the driving force behind these targeted ads, and RMNs equip brands with valuable insights to track and optimize campaign performance.

With advertisers seeing a 12% year-over-year increase in conversion rates, RMNs are set to continue their strong growth in 2025, cementing their role as an essential tool for personalized and high-impact marketing.



Dina Thebian
*Snr. Media & E-Commerce
Manager at UM Worldwide*



"To stand out in a competitive market, brands can leverage Retail Media Networks (RMNs) by utilizing consumer data for targeted, personalized advertising across online and offline channels.

RMNs offer valuable insights that enable real-time campaign optimization and improved ROI and other main metrics such as conversion rate and new-to-brand.

By increasing brand visibility within the shopping experience and collaborating with retailers on joint campaigns, brands can enhance reach and strengthen partnerships.

This data-driven, omnichannel approach helps brands engage consumers at the right moment and maximize their marketing impact."

THE PRECISION OF TARGETING

The Evolution and Growth of Retail Media in the MENA Region

With continuous innovations, Retail Media is experiencing steady growth each year and is expected to become a key topic of discussion for CMOs, CFOs, Monetization Directors and Product Leads in 2025.

This expansion is projected to deliver even greater returns for businesses while driving increased awareness in regions like MENA.

MENA has recently attracted significant attention as the region is firmly establishing itself as one of the world's fastest-growing e-commerce regions, where the market size is expected to reach **\$50 billion by 2025**. According to data and trends on e-commerce in the Middle East, **80% of customers already shop online, and internet penetration stands at nearly 100%**.

In addition to the recent market insights, it is important to highlight recent industry developments. IAB MENA has published three key resources focused on the Retail Media Platforms and Retail Media Networks across the MENA market.

The MENA Retail Media ECOScape, which is the first MENA-focused Retail Media ecosystem landscape summary, maps out the entire Adtech market, outlining key companies in each segment.

Getting Started with Retail Media explores the role of Retail Media in advertisers' marketing plans and demonstrates how mastering the process of buying it, and leveraging the right data and technology, can drive increased returns on marketing investments.

Additionally, Setting up a Retail Media Offering for retailers in MENA explains the role of Retail Media from the retailer's perspective, highlighting the key steps in setting up an offering and the necessary technology partnerships required to build a strong Retail Media network.



Ian Manning

*Exec Director & Independent Media
Business Consultant at IAB MENA*



“Retail media is, and will continue to be, a significant part of the MENA growth story. Today’s appeal for marketers is the rich consumer data which allows advertisers to develop targeted and relevant communications throughout the customer journey.

Developments and adoption of enhanced technology and data management solutions will ultimately allow for decision making across multiple business functions from manufacture to distribution to marketing. This will put retail media front and centre of the c-suite discussion and not be confined to the marketing team, leading to more growth for the sector.

From the IAB MENA perspective, we will continue to collaborate with our members to develop local resources to support the market in understanding and leveraging the opportunity that Retail Media will provide.”

Key Trends in European Retail Media for 2025

The Retail Media landscape in Europe is experiencing significant growth, underscoring its increasing importance in the region's advertising ecosystem.

In 2023, the European digital Retail Media market was valued at approximately €10.5 billion, accounting for a 9% share of the continent's digital advertising market.

Projections by IAB Europe indicate that this upward trajectory will continue, with forecasts suggesting that Retail Media spending in Europe could reach €31 billion by 2028.

This growth is nearly four times faster than the overall advertising market, highlighting the rapid adoption and integration of Retail Media trends.

In particular, CTV and video will see significant growth in Europe, driven by consumer demand. The rising popularity of streaming media and the effectiveness of video advertisements in capturing audience attention are key factors behind this shift.

As this trend accelerates, the role of data will become even more crucial. With data gaining importance, both data privacy measures and the use of first-party data for tagging and personalized advertising will continue to expand.



Carina Müller
*General Manager Retail Media
& Commerce at Mediaplus Group*

**MEDIAPLUS
GROUP**

"For Retail Media in 2025, I foresee three key trends: more retailers in Europe will expand their video and CTV initiatives, significant iROAS and incrementality cases from brands will be showcased, and retailers in Europe will engage in successful data collaborations."

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