

# RETAIL MEDIA ADVERTISING IN EUROPE

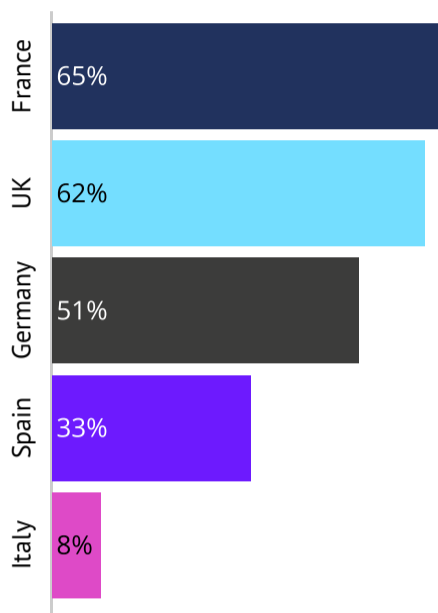
IAB Europe has compiled key stats on the current state of retail media advertising in Europe

Retail Media advertising spend in Europe is set to reach

**€25BN**  
by 2026

Source: IAB Europe

Percentage of European Retailers with a Retail Media Offering by Market (as Oct 22)



Source: IAB UK update to IAB Europe analysis of top 91 retailers in terms of e-commerce revenue in Europe's Top 5 countries, in whether they have a retail media offering or not.

Retail Media advertising in 2023 is expected to grow by

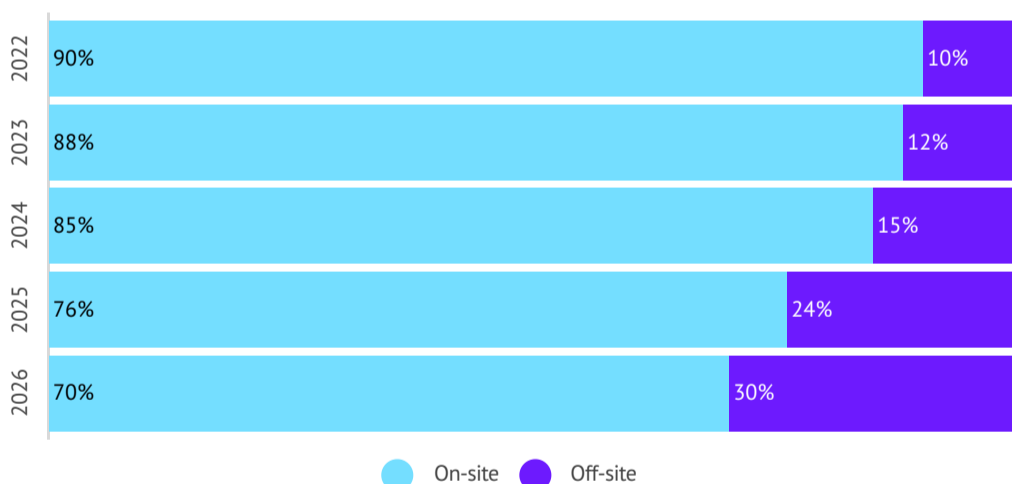
**18.7%**  
which is  
**7.8x**

the expected growth of total digital advertising

Source: IAB Europe



Share of retail media spend with European retailers - on-site vs. off-site



Source: IAB Europe

**35%**

of buyers cite access to retailer first party data as a key opportunity of retail media partnerships.

Source: The Retail Media Opportunity In Europe, IAB Europe & Microsoft, Dec 2022

**92%**

of advertisers are already partnering with retailers to reach their consumers

Source: The Retail Media Opportunity In Europe, IAB Europe & Microsoft, Dec 2022

**Get more insight!**



Head to the IAB Europe Knowledge Hub for more insight on Retail Media trends in Europe

**Get involved!**



Join IAB Europe's Retail Media Working Group to help shape the retail media market in Europe.  
Contact Marie-Claire Puffett, Marketing & Insights Director - puffett@iabeurope.eu