

Pan-European Retail & Commerce Media Landscape

The Retail and Commerce media landscape continues to grow at pace and with new players continuing to enter the ecosystem it can be difficult to keep up. This landscape from IAB Europe provides a clear overview of the key sectors and players within this ecosystem.

October 2025

Pan-European Retail & Commerce Media Landscape

Retail & Commerce Media Network







































ebav



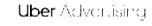


unlimitail

















REETMG

In Store RMN/CMN Ad Tech Provider

STRATACACHE



Broadsign

ADVERTIMA

Quividi



vistar media



VusionGroup

zıtcha

dunhumby

empathy*lab*™

Koddi





THG

alzaAds

FRASERS GROUP

COTSWOLD

Cocado ads

Intergamma



adform

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CRUXO



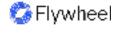


empathylab"

Demand Side Platform / Ad Tech Provider

























adform



empathylab

kairion Koddi

Supply Side Platform / Ad Tech Provider

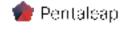


ROKT









Magnite

A triplelift

Data Collaboration tool

/LiveRamp







CRITEO





dunhumby

empathy*lab*

Attribution and Measurement

NIQ



increment 1



OPTIMINE



/LiveRamp



mediarithmics

Tesco Media and Insight Platform.

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Verification











Media Agency











HAVAS







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