



RETAIL MEDIA ADVERTISING IN EUROPE

IAB Europe has compiled the latest stats on the current state of Retail Media advertising in Europe

In 2024, European Retail Media Grew by

21.19⁄6

And now exceeds

€13bn

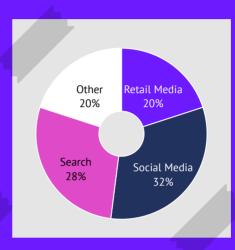
Every

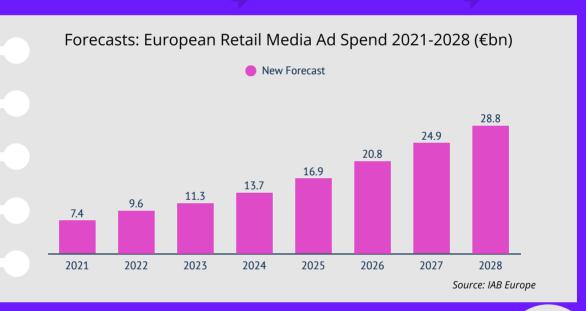
5th Euro

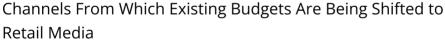
of digital ad spend is spent on
Retail Media

Source: IAB Europe

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3%

Display advertising (includ...

Linear TV 45%

Programmatic advertising 39%

Other traditional advertisi...

Search advertising 24%

Print advertising 21%

DOOH advertising 21%

Connected TV advertising 5%

Source: IAB Europe Attitudes to Retail Media 2025

Other (please specify)

85%
of buyers cite access to retailer first-party data as the key opportunity of retail media investment



<u>Hub</u> for more insight on Retail Media

trends in Europe.

5396

of buyers cite the lack of standardisation as the key barrier to retail media investment

Source: IAB Europe's Attitudes to Retail Media 2025



Committee to help shape the Retail Media market in Europe.

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