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.**

**Percentage of European Retailers with a Retail Media Offering by Market (as Oct 22):**
- France: 65%
- UK: 62%
- Germany: 51%
- Spain: 33%
- Italy: 8%

Share of retail media spend with European retailers - on-site vs. off-site:
- 2022: 90% on-site, 10% off-site
- 2023: 88% on-site, 12% off-site
- 2024: 85% on-site, 15% off-site
- 2025: 76% on-site, 24% off-site
- 2026: 70% on-site, 30% off-site

*Source: IAB Europe*

Retail Media advertising in 2023 is expected to grow by 18.7%, which is 7.8x the expected growth of total digital advertising.

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.

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

Get Involved!