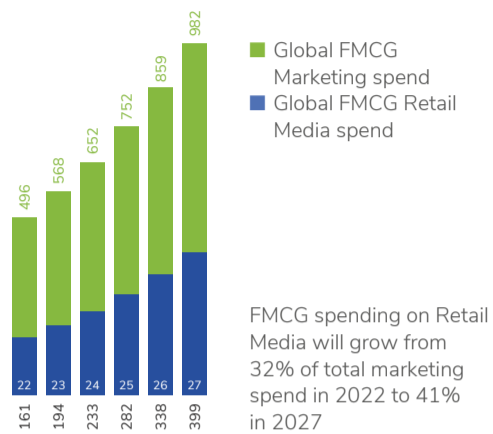
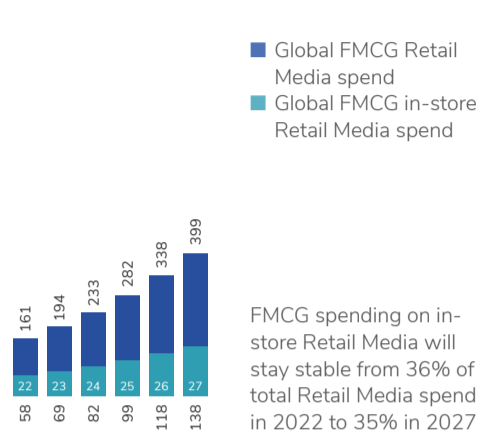


The Numbers Behind the Exploding In-Store Retail Media Opportunity

Global FMCG Retail Media spend as a share of Global FMCG marketing spend (2022-2027, in US\$ billions)



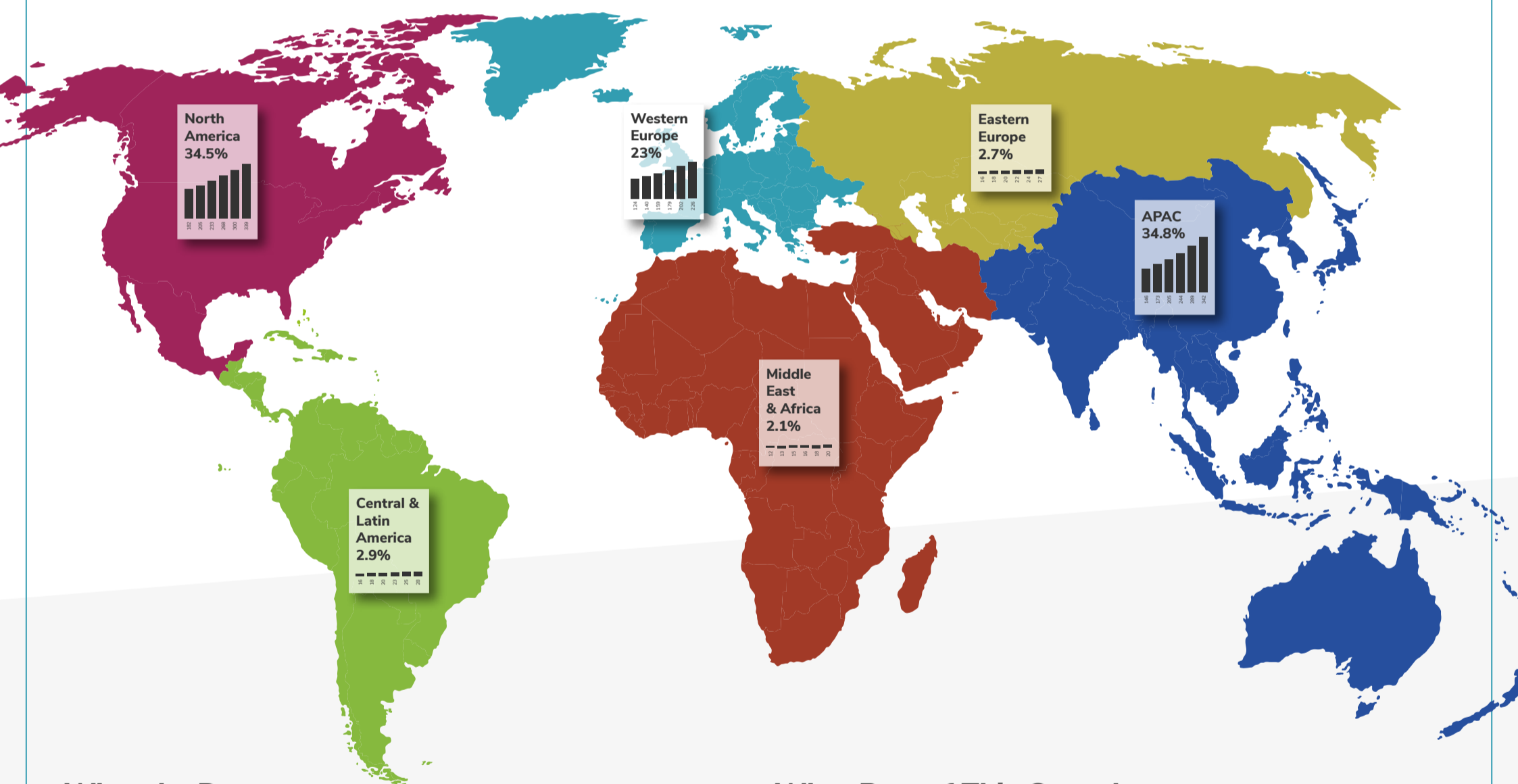
Global FMCG In-Store Retail Media spend as a share of total FMCG Retail Media spend (2022-2027, in US\$ billions)



Key Insights From the Research:

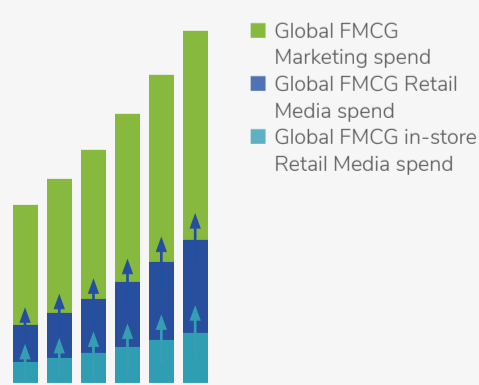
1. The share of Retail Media (Trade Marketing, Shopper Marketing, and Media) in global FMCG marketing spend will grow **from \$160 US\$ billion (2022) to \$400 US\$ billion (2027)** over a five-year period.
2. The highest growth in FMCG marketing spending will come from APAC, North America, and Europe, followed by Latin America and Africa
3. While the initial growth was led by large e-commerce players, sustained expansion is coming from smaller players with niche audiences and the expansion of in-store Retail Media opportunities
4. The share of **in-store Retail Media** as a part of all Retail Media is growing steadily, **from \$58 US\$ billion (2022) to \$138 US\$ billion (2027)**. This stable growth is driven by FMCG brands and advertisers, 80% of whose shoppers are - and will remain - in-store.
5. However, technology breakthroughs for in-store audience creation have the potential to spike this trend upward, and will drive the next wave of growth for in-store Retail Media opportunities

Growth of Global FMCG Marketing Spend (2022-2027, in US\$ billions)



What the Data Doesn't Account For

The growth, impressive as it is, is based on what is currently possible with in-store and online retail audiences. However, if you factor in new audience creation technology like **Advertima's InStore Shopper Data Platform**, the growth potential for in-store retail media will grow by several percentage points, and transform the revenue opportunity for brick-and-mortar retailers.



What Part of This Growth Story Can Be Yours?

Find out your missed in-store Retail Media revenue potential today, so you don't miss out next quarter. **Get in contact with Advertima today**, and we'll help you do the math. www.advertima.com future@advertima.com

Also Read: This exclusive White Paper **How To Integrate Your In-Store Audience Into Your Omnichannel Retail Media Network** that is elevating advertiser performance and growing retailer revenue.

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