

# ATTITUDES TO RETAIL MEDIA 2024

IAB Europe has compiled some key stats from the first annual Attitudes to Retail Media Report. The report is based on a survey of 160+ responses from advertisers, agencies and retail media networks (RMN) in 31 markets.

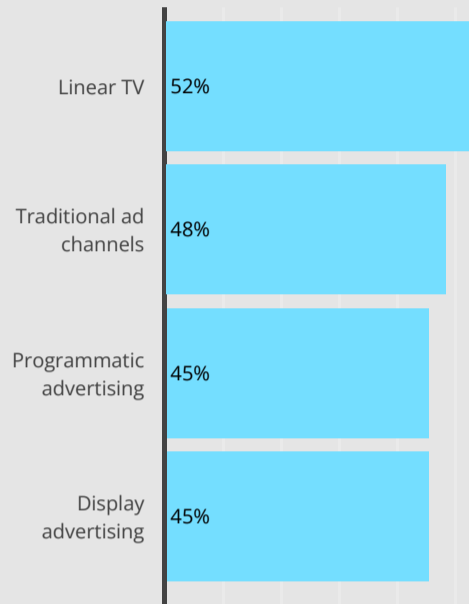
## Retail Media Adoption is Nascent

Only

**50%**

of buyers have partnered with a retailer or RMN for more than 1 year

## Buy-Side Ad Channel Investment Shifting to Retail Media



Q. Which channel(s) is your RM investment being shifted from?

## On-Site Dominates Retail Media Investment

**>90%**

of buyers are investing more than 41% of their digital ad budgets into on-site whilst 83% are investing less than 20% in off-site

## Retail Media Opportunities



**87%** of buyers cite access to first-party data as the top investment driver



**74%** cite the opportunity to reach shoppers at the point of sale



**57%** cite closed loop attribution

## Retail Media Challenges



**58%**

of buyers cite the fragmentation of RMNs as a barrier to investment



**58%**

cite the lack of standardisation as a barrier



**53%**

cite the lack of tech integration between RMNs

## Retailers and RMNs Top Investment Drivers

**74%** cite additional revenue

**59%** cite strategic objectives

**55%** want to develop better partnerships with brands

Get more insight!



[Download](#) the full Attitudes to Retail Media Report for more insights and data.