



RETAIL MEDIA ADVERTISING IN EUROPE

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

€31BN

by 2028

Source: IAB Europe

In 2023 Retail Media advertising in Europe grew by

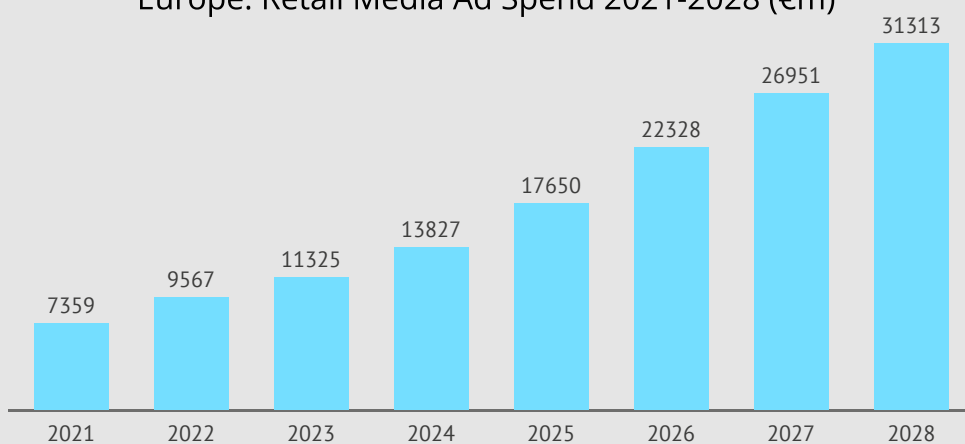
22%*

compared to total ad market growth of

6%

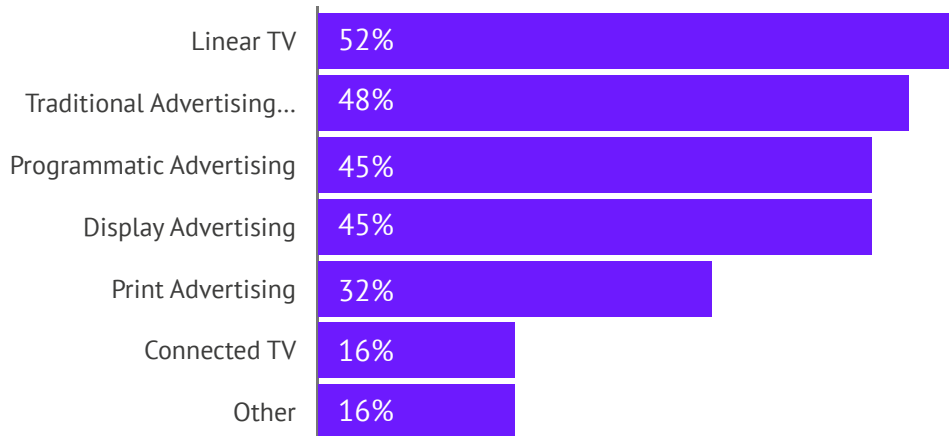
Source: IAB Europe

Europe: Retail Media Ad Spend 2021-2028 (€m)



Source: IAB Europe

Channels From Which Existing Budgets Are Being Shifted to Retail Media



Source: IAB Europe Attitudes to Retail Media

54%

of retailers cite **operational elements** as the barrier to investing in a RM proposition

Source: IAB Europe's Attitudes to Retail Media 2024

113

Retail Media Networks (RMNs) currently active in EMEA

Source: IAB Europe

Get more insight!



Head to the IAB Europe [Retail Media Hub](#) for more insight on Retail Media trends in Europe.

Get involved!



Join IAB Europe's Retail Media Committee to help shape the Retail Media market in Europe.

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