

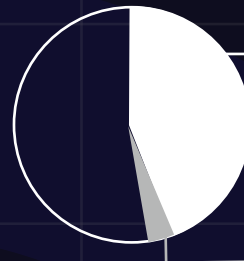
# Unlock Growth: 10 Essential Retail Media Insights You Need Today

1

The UK is growing at above market average from 2024 in Retail Media at

**30%.**

2



**42%**

of brands plan on increasing their Retail Media spend.

**4%**

whereas only of brands plan on decreasing it.

3

**Offsite** is the fastest growing area of Retail Media Spend at

**10%**  
year over year.



4

**In-Store** should be treated as part of a long-term brand building strategy and continues to grow in popularity for shoppers due to high purchase intent at



**88%.**

5

There is a continued drive for **standardisation** -

Guidelines continue to be developed with the **IAB and Media Rating Council** as fragmentation continues to be an ongoing concern.



6



**Stricter privacy laws**

are forcing retailers to rely on first-party data while brands demand cross-platform measurement without compromising consumer trust.

7

Retailers need to develop more holistic audience strategies that **balance**



**maximizing revenue** and **consumer experience** as there is a threat from MFA sites (Made For Advertising) that prioritizes ad loads over quality.

8

One of the biggest factors that affects consumer shopping are **products** and **coupons** -

**Loyalty programmes** still prove to be incredibly effective.

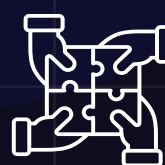


9

The biggest change we're seeing in **AI** is its usage of data through the **creative process** and **handling routine tasks**.



10



We're seeing businesses approach their **Retail Media strategies** with an increased focus on **collaboration** and **creativity**.