

# Retail Media Council

## 2025



The Reality of Retail Media

# The Growth of Retail Media



In 2025, global retail eCommerce sales are expected to reach

**€6.9  
trillion**



**1 in 4**  
purchases will be  
online

# Who we are and what we do



## Who we are

An IAB Council founded late 2024, made up of representation from retailers and agencies, co-chaired by Jodie Kelly and Helen Beecher, supported by IAB Europe.

## What we do

Objective: to prove and promote the effectiveness of all aspects of Retail Media Advertising

## What we deliver

A forum for debate, Retail Media 101, Brand Council input, delivery of Attitudes to Retail Media Survey, development of Retail Media Measurement Standards, education.

# Attitudes to Retail Media



58%

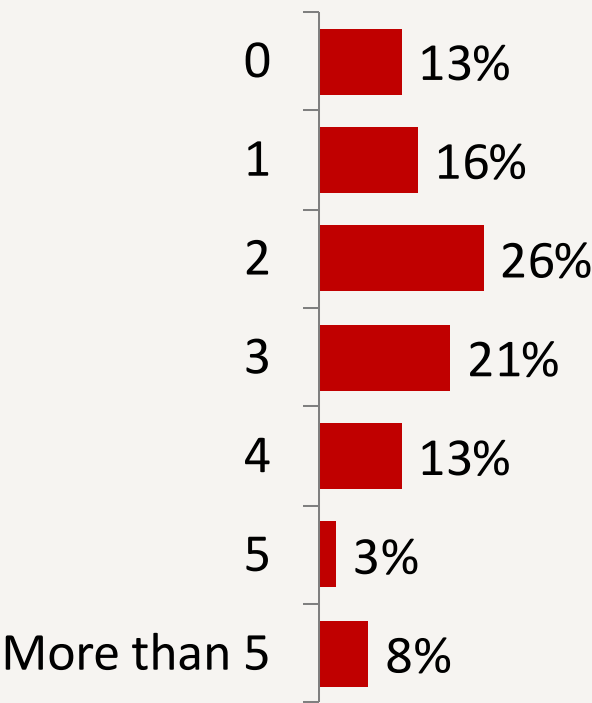
of marketers surveyed  
regularly leverage Retail Media

# Attitudes to Retail Media

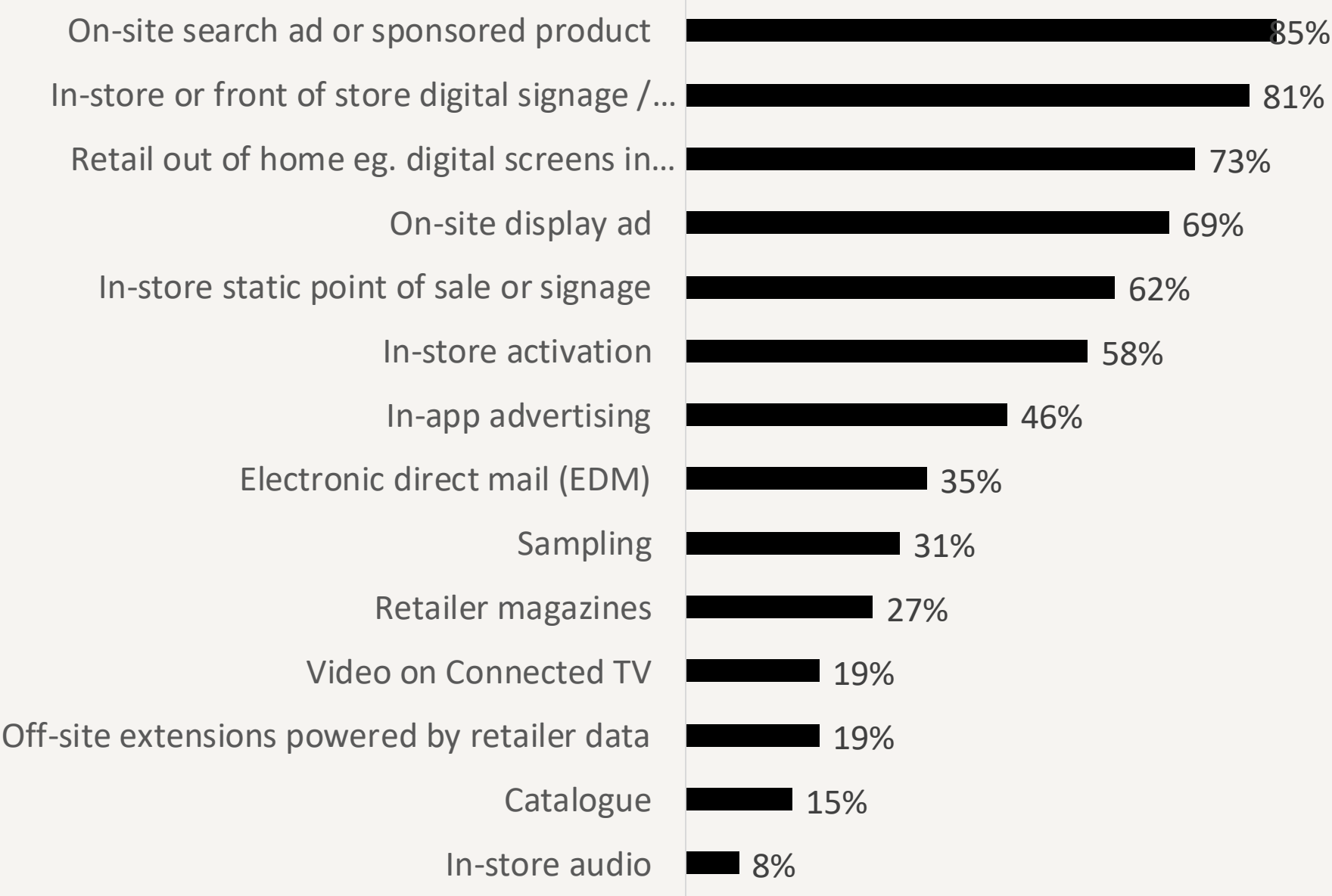
## 1. Our Expectations



How many different Retail Media partners have you worked with so far?



Which of the following Retail Media advertising products have you used?



# Attitudes to Retail Media

## 1. Our Expectations



What do you see as the key opportunities offered by retail media?



What have been the objectives of the Retail Media activities you've been involved with over the past year? Or if you are in planning mode, what will your objectives be?

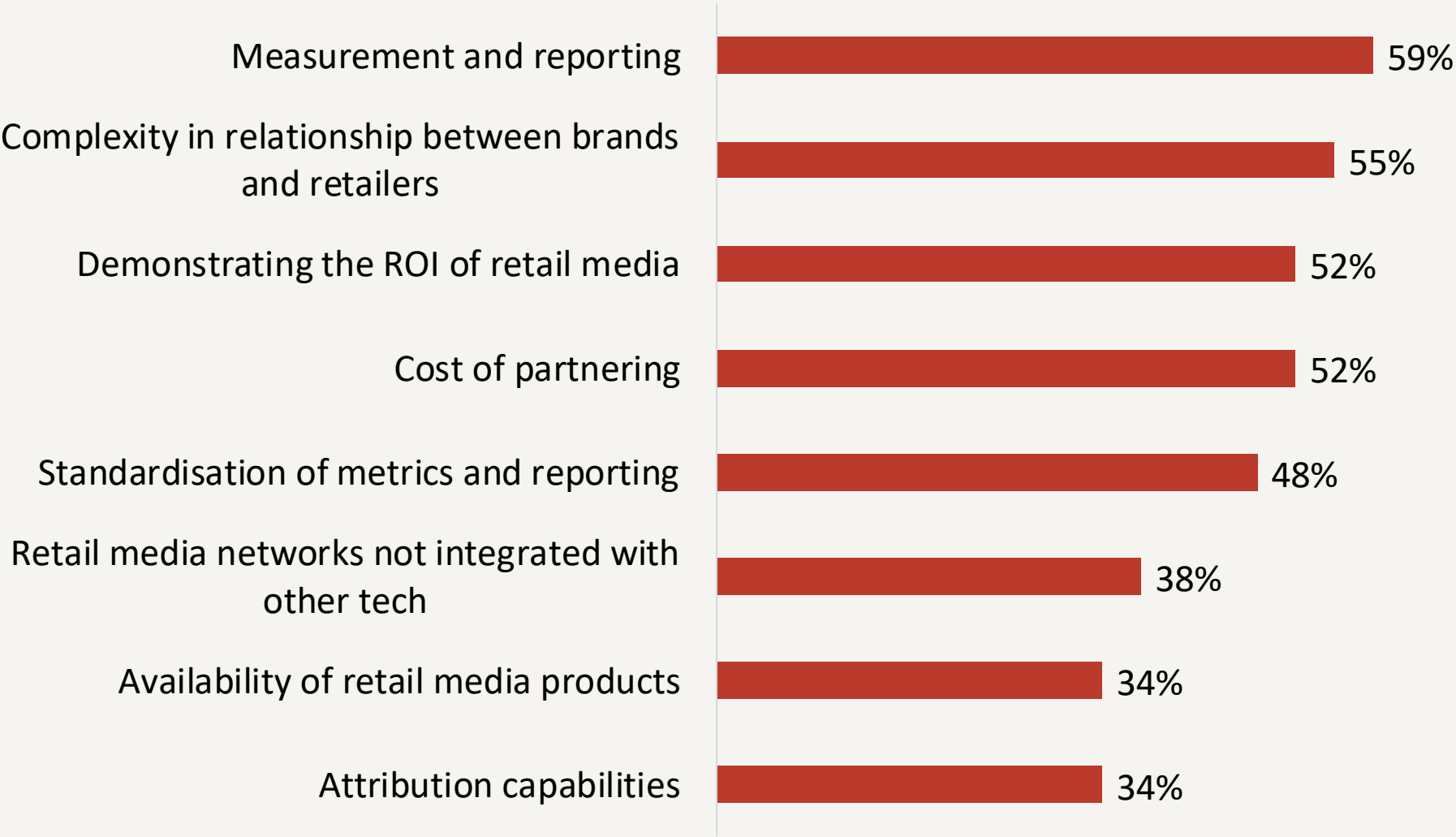


# Attitudes to Retail Media

## 2. Expectations Vs Reality



What do you see as the key barriers to investing in Retail Media?



# Attitudes to Retail Media

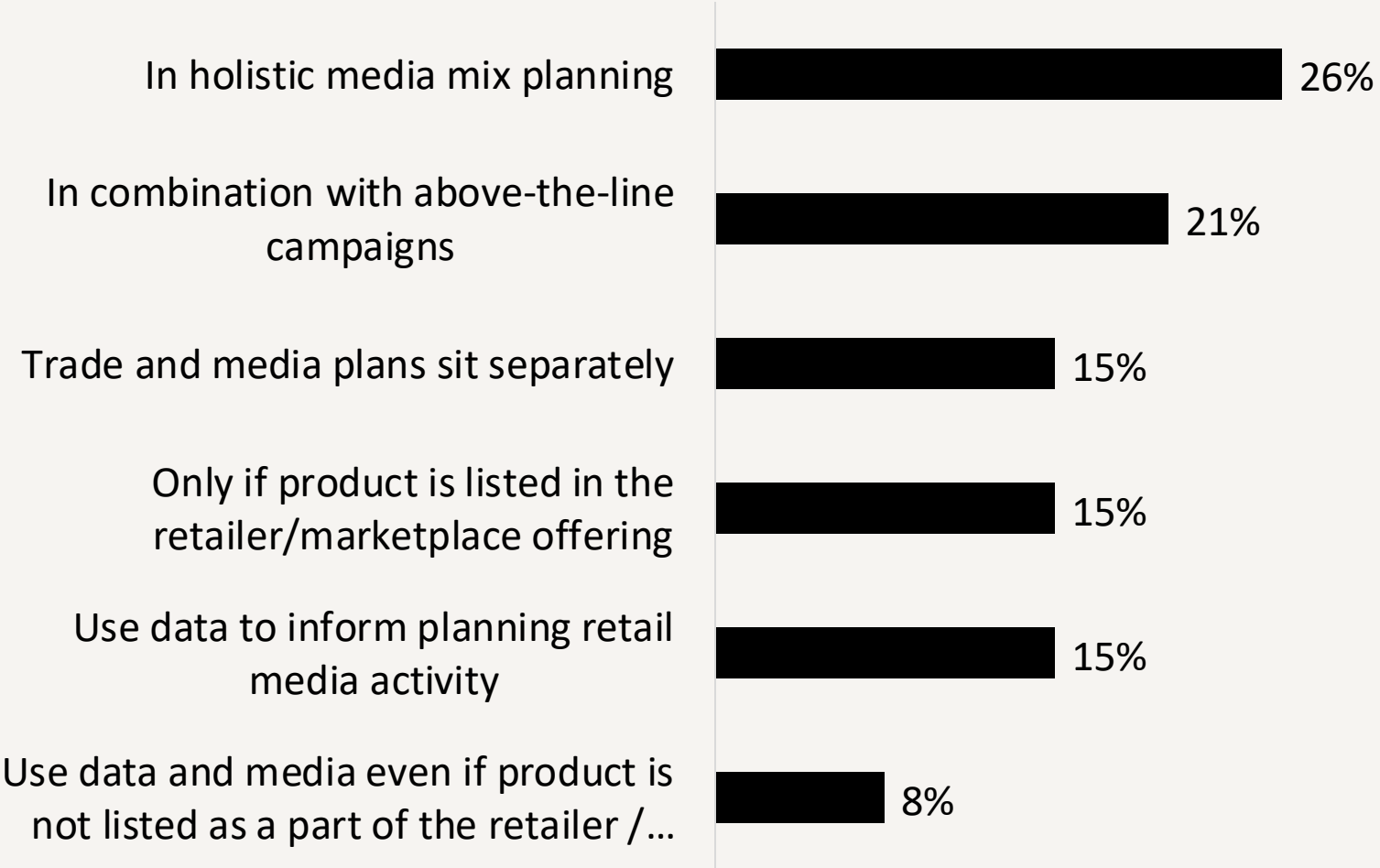
## 2. Expectations Vs Reality



Within your organisation, which of the following is having the most influence on participation in retail media?



How have you mostly considered Retail Media within your media planning? OR: Or if you haven't used Retail Media yet, how would you plan to consider it in your media planning? Select all that apply



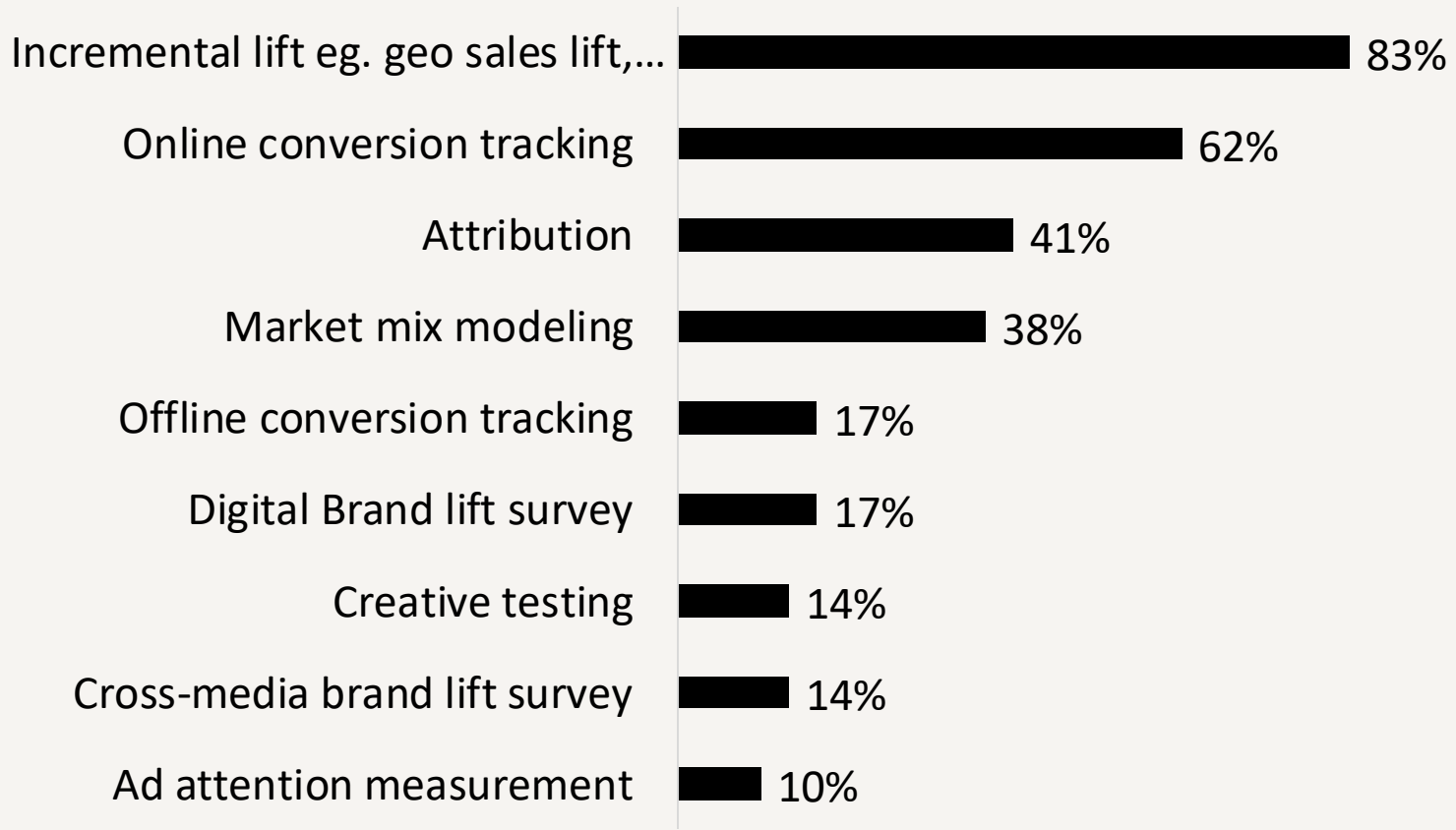


# Attitudes to Retail Media

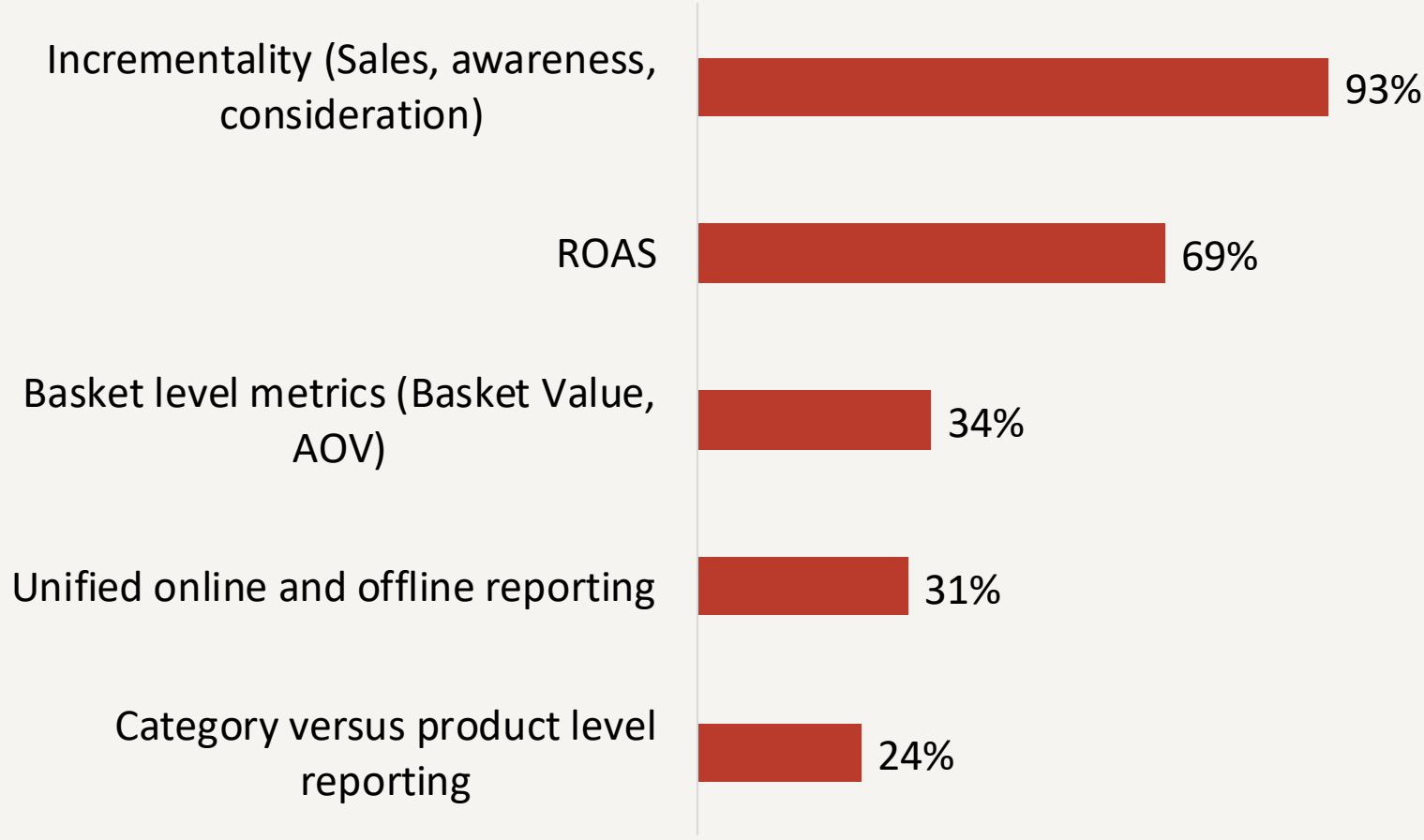
## 3 . Key Opportunities



When assessing the effectiveness of Retail media advertising investment, which of the following measurement tools are / will be important to you?



Thinking about attribution, which elements are most important for an advertiser retail media proposition?



# Thank you



- 1.** Retailers and Agencies partnering to deliver on the expectations of advertisers
- 2.** IAB Retail Media standards
- 3.** Education and Training

# Resources



- IAB Ireland Retail Media Website - <https://iabireland.ie/retail-media/>
- Retail Media Glossary - <https://iabireland.ie/wp-content/uploads/2025/03/IAB-Europe-Retail-Media-Glossary-March-2025.pdf>
- Retail & Commerce Media Definitions - [https://iabireland.ie/wp-content/uploads/2025/03/IAB-Europe\\_retail-media-definitions-march-2025.pdf](https://iabireland.ie/wp-content/uploads/2025/03/IAB-Europe_retail-media-definitions-march-2025.pdf)
- 101 Guide to Retail Media - [https://iabireland.ie/wp-content/uploads/2024/08/IAB-Europe\\_101-Retail-Media-Guide-June-2024.pdf](https://iabireland.ie/wp-content/uploads/2024/08/IAB-Europe_101-Retail-Media-Guide-June-2024.pdf)
- Retail Media Measurement Standards - [https://iabireland.ie/wp-content/uploads/2024/08/IAB-Europe\\_Retail-Media-Measurement-Standards-2024.pdf](https://iabireland.ie/wp-content/uploads/2024/08/IAB-Europe_Retail-Media-Measurement-Standards-2024.pdf)
- Retail Media Essentials – Tue 8<sup>th</sup> July – Online course - <https://www.iabeurope.live/courses/retail-media-essentials-tuesday-8-july-online>