

# All media is retail media

## Embracing enhanced targeting across platforms

With over 100 retailers globally offering retail media programmes, it's vital that the channel embraces programmatic technology, making it easier for advertisers to find their audience, buy media across platforms and, in turn, accelerating investment. Over the next five years, spend in retail media will increasingly come from primary media budgets as retailers prioritise not only deliver high ROI formats such as sponsored products, but expand offerings with social ads and video formats.

## Omnichannel experiences will become standard

According to [Adobe research](#), 77% of retail customers feel it's important for brands to provide consistent interactions across channels, highlighting the importance of a unified approach. Looking to the future, retailers will need to deliver consistent customer experiences across both digital and physical touchpoints to drive loyalty and engagement. AR and VR will play into this - as adoption grows, AR/VR is set to become a standard part of the retail experience for both consumers, media owners and brands alike.

## The battle between UK retailers & global heavyweights

UK retailers will face growing competition from global e-commerce giants like Amazon, Shein and Temu. To stay competitive, UK retailers must focus on local sourcing, faster delivery times, and leveraging advanced technologies like AI and data analytics to personalise marketing and optimise inventory. Collaborating with tech platforms or fintech companies can help reduce costs, enhance competitiveness, and foster innovation through shared resources and solutions.

By 2030, platforms, publishers and broadcasters will be able to offer end-to-end advertising solutions to deliver short and long-term brand objectives as they partner, collaborate and in some cases merge with retail media platforms. This shift will mark the end of traditional media funnels and the beginning of a more fluid, dynamic approach to reaching consumers across multiple touchpoints as all media becomes retail media.

According to [IAB UK's Futurescape Barometer](#), on-site digital retail media is expected to reach £8.6bn in 2030, growing by an average of 17% per year from 2024. For more from the IAB UK Futurescape Barometer, log in to download the graphs.

## How to future-proof for 2030

- 1 Rip up the funnel. The industry must rethink the traditional marketing funnel and reimagine the consumer journey, recognising how media partners can play multiple roles. This approach will allow advertisers to plan holistically - balancing brand and sales objectives in an increasingly connected media landscape with end-to-end solutions
- 2 Embrace accountable measurement. Media owners will need to enhance their advertising solutions with accountable measurement to demonstrate both short-term and long-term results. Partnerships with technology providers will be key to bringing shoppable formats to life
- 3 Speak the language of planners. Retail media networks must evolve to operate like media owners, speaking the language of planners and traders by using consistent media currencies and programmatic solutions. This will help them compete with established media companies and deliver effective omnichannel solutions
- 4 Leverage emerging technologies. Advertisers and media owners should start testing and experimenting with emerging technologies like AI, AR and VR now, in order to be able to scale their use as these innovations become standard expectations from consumers



I think integration will become the north star for advertisers as the media ecosystem changes and becomes more complex. Retail media networks will no longer operate as isolated channels; they will need to become properly integrated into a brand's broader media strategy.

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