Beyond the Field

Retail Media Networks

An Introduction – April 2025

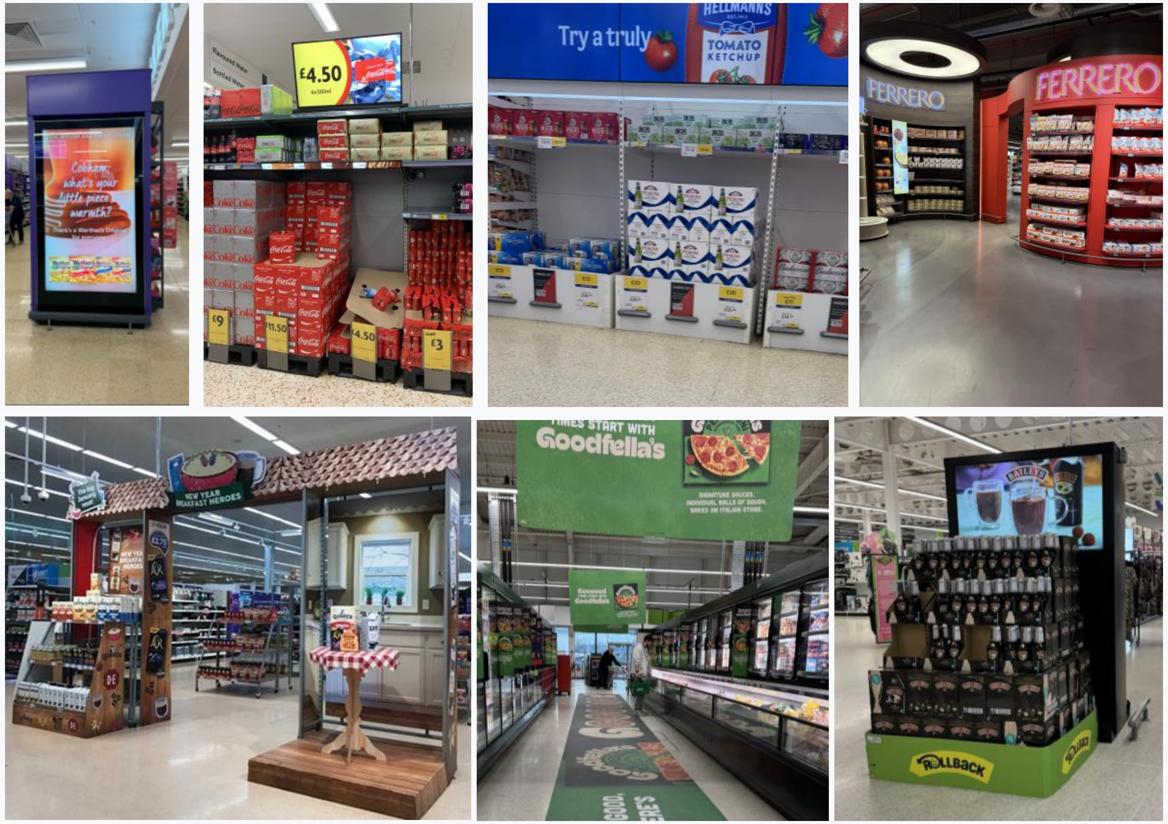
Summary

Beyond the Field

- **Retail Media Networks (RMNs)** are experiencing rapid growth, yet they have already attracted significant criticism. On one side, shoppers are voicing concerns about being bombarded by branded displays and screens that create excessive visual "noise." On the other, brands argue that it is difficult to demonstrate a clear return on investment, suggesting that RMNs often serve merely as another revenue channel for retailers.
- Nonetheless, the momentum is undeniable. For instance, leading UK retailer Sainsbury's forecasts that its RMN, Nectar360, will contribute an extra £100 million in profit by early 2027 - a sign that these networks are not a passing trend but a long-term feature in the retail landscape.
- As RMNs rapidly evolve and cross over into areas like shopper marketing, trade marketing, promotional investment, and even above-the-line advertising, branded manufacturers face several strategic questions regarding their retail media spend, particularly which budget the funding will come from.
- In the short term, most retail media expenditure appears to be drawn from trade or shopper marketing budgets. However, there is growing evidence that, over time, larger brand marketing budgets could reallocate funds from traditional media, such as TV advertising, to RMNs. This shift is reflected in market size estimations, with a 2022 Publift study quoting a value of £2.4 billion for RMN revenue in the UK alone.

What IS Retail Media?

Beyond the Field



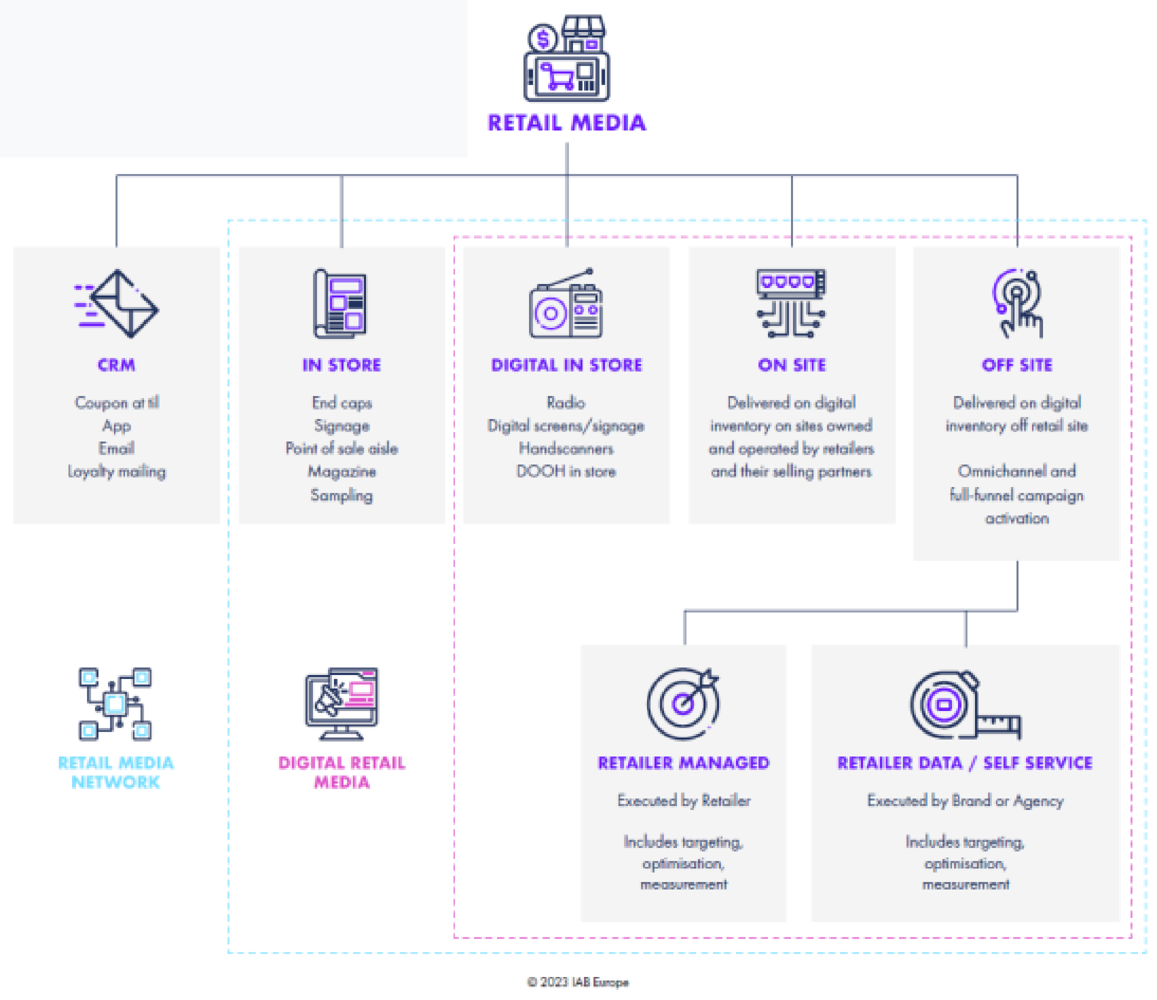
Retail media isn’t a new concept.
It has existed as long as organized retail has, historically manifested through trade spend and shopper marketing—such as branded bays, special signage, and dedicated in-store placements.
Today, these activities are collectively defined as retail media.

The digital era has expanded its reach.
With the rise of ecommerce, m-commerce, social media, email, and digital TV, retailers now have a broader sphere of influence that covers physical stores and the digital environment.
Although measurement of these investments has improved, there is still room for further refinement.

There is no single agreed-upon definition.
Some stakeholders focus solely on online aspects, while others emphasize in-store activations.
The IGD has suggested that a comprehensive definition provided is:
"A supplier-funded retailer-enabled communication with shoppers at home, pre-store, or in-store intended to generate a positive reaction to a brand."

Retail Media Reach

Beyond the Field



IGD/ IAB research suggests that brands are funding investment in Retail Media by primarily diverting spend from Linear TV budgets rather than reallocating existing in-store spend.

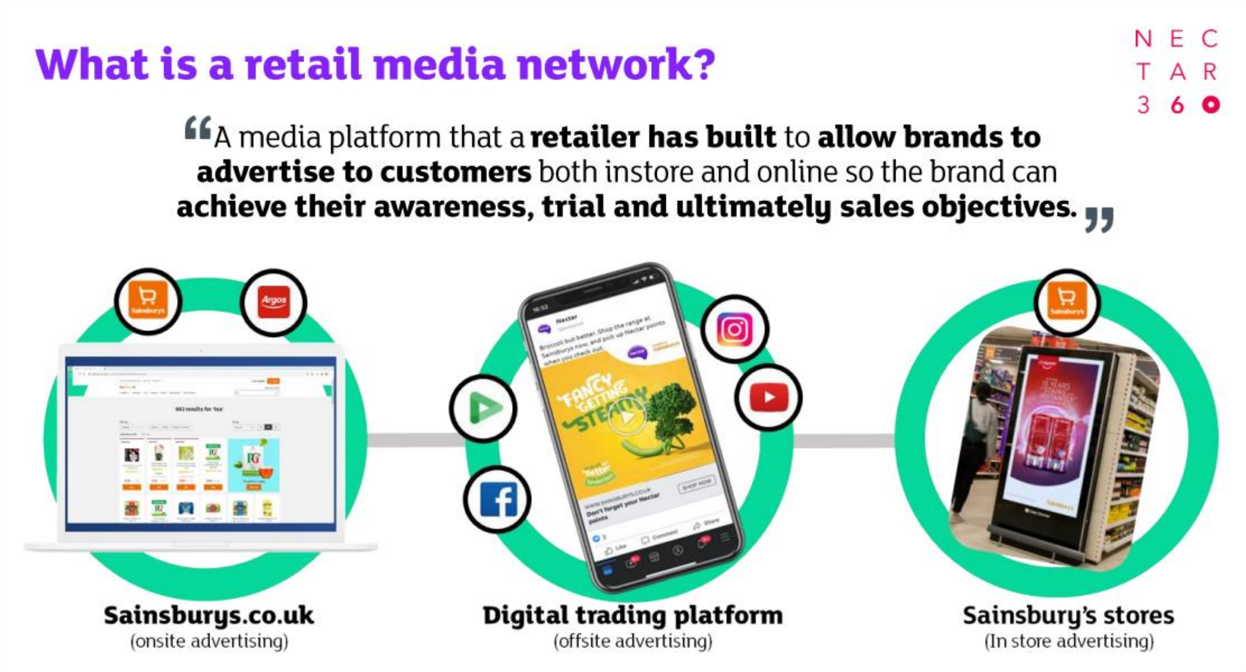
Source: IAB European Attitudes to Retail Media Report, July 2024

Retail Media Networks

Beyond the Field

IGD cites Nectar360, Sainsbury's retail media and insights division as a good demonstration of the importance of in-store and online activations and breaks down the impacts into three outcomes:

- Awareness
- Trial
- Sales



[Click for full IGD report]

Retail Media Networks

Beyond the Field

	Grocery Market Share	Store Numbers (2024)	Estimated Store Numbers (2029)	Retail Media Network
EDEKA	16.1%	13,013	13,020	Edeka Retail Media Network
ALDI ALDI	10.8%	4,259	4,352	No
LIDL	9.6%	3,244	3,242	Schwarz Media
REWE	9.3%	6,896	7,159	Retail Media Connect
Kaufland	6.7%	826	829	Schwarz Media
Netto Marken-Discount	5.4%	4,644	4,636	Framen
PENNY.	2.5%	2,120	2,106	Retail Media Connect
NORMA	1.2%	1,342	1,358	No
globus	1.2%	65	64	No
NETTO	0.3%	340	336	No

Source: IGD Research, Spain Country Presentation, December 2024

	Grocery Market Share	Store Numbers (2024)	Estimated Store Numbers (2029)	Retail Media Network
TESCO	19.5%	3,995	4,324	Tesco Media & Insight Platform
Sainsbury's	11.3%	1,450	1,528	Nectar360
ASDA	9.2%	1,079	1,180	LS Eleven Media Services
ALDI	6.7%	1,061	1,261	Under development
Morrisons	6.5%	1,470	2,187	Morrisons Media Group (operated by SMG)
LIDL	4.6%	1,024	1,120	Schwarz Media
M&S	4.5%	1,062	1,168	No
WAITROSE & PARTNERS	3.2%	346	445	JLP Insights & Media
co op	3.0%	2,623	2,921	Co-op Media Network
b&m	1.9%	1,121	1,274	No

Source: IGD Research, UK Country Presentation, September 2024

	Grocery Market Share	Store Numbers (2024)	Estimated Store Numbers (2029)	Retail Media Network
MERCADONA	25.1%	1,634	1,644	No
Carrefour	8.4%	1,489	1,569	Unlimitail
LIDL	4.9%	709	803	No
Alcampo	4.3%	532	551	No
EROSKI	3.6%	1,458	1,537	in-Store Media
consum	3.2%	963	1,113	No
Dia %	2.9%	2,318	2,268	No
ALDI	1.2%	465	615	No
AhorraMas	1.6%	295	307	No

Source: IGD Research, Spain Country Presentation, January 2025

- Growing number of retailers setting up networks across Europe – these are correct as of April 2025
- While some are keeping the networks in-house, others are establishing arms-length companies, or completely outsourcing

Network Partnerships

Beyond the Field

To help keep up with technology, retailers are using outsource partners

Agency/Tech Partner	Core Strength	Countries of Operation	Notable Retail Clients
smg	Full RMN build incl. in-store	Strong in UK	Tesco, Sainsbury's Asda, Co-op
unlimitail The Retail Media PowerHouse	Pan-European RMN with in-store & DOOH	Active in Spain, Germany, France	Carrefour, REWE, Edeka
FRAMEN	Digital screens / DOOH in retail	Germany	Globus, retail-adjacent Digital Out of Home (DOOH) sites
StoreBoost	In-store digital & print buying	Germany, France	Globus, mid-size grocery chains
CitrusAd	Online-first, expanding to omnichannel	Some EU in-store pilots	Kaufland (online), US/AU grocers

Beyond the Field

Disclaimer

This presentation contains confidential and proprietary information of Beyond The Field Consulting Ltd. and is intended solely for the recipient. The content herein is for informational purposes only and does not constitute professional advice. While every effort has been made to ensure accuracy, Beyond The Field Consulting Ltd. makes no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability of the information contained in this presentation.

Any reliance you place on such information is therefore strictly at your own risk. This presentation is not intended to be a substitute for professional consultation, and specific business decisions should always be made with independent professional advice.