2026 Digital Ad Forecasts for Retail Media, Search, and Social

By Russ Dieringer // December 3, 2025 // Briefings, Forecasts, Research

TL;DR: *The digital ad market enters 2026 on solid footing with retail media remaining a major growth driver, social and search growing nicely, and AI-powered ad automation becoming an increasingly important part of the playbook.*

THIS IS A GATED ARTICLE JUST FOR MEMBERS

Join the Stratably community

Access independent research on the omnichannel market

Enterprise membership unlocks:

Bite-sized market updates

Deep dive analyses

Industry benchmarks

Retailer forecasts

Copyright 2026 Stratably Ltd., All Rights Reserved.
Stratably permission required before forwarding outside your organization.

Invites to live events

And More!

Enterprise Membership unlocks our full insights that you and your team can use to drive alignment across your organization, improve your forecasting, and invest in the right capabilities.

Simply put, it makes your organization much more informed, providing a competitive edge over your rivals.

Join Today

Already have an account? Login Now

Copyright 2026 Stratably Ltd., All Rights Reserved.
Stratably permission required before forwarding outside your organization.