

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.

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