

Brands Can't Optimize Retail Media Budgets Fast Enough

By Russ Dieringer // June 6, 2024 // Benchmarks, Research

June 6, 2024

3 minute read

It's easy to put more money into retail media.

Brands are doing it hand over fist. As a percentage of their sales, our benchmarking suggests:

- 74% of brands are increasing their retail media budgets this year¹
- [Amazon budgets are growing 50-100 basis points annually](#)
- [33% are increasing their Walmart Connect budgets](#)
- [40% are increasing their Instacart budgets](#)

Further, retail media is projected to grow 22% this year. According to our digital ad index, that's twice as fast as Search and 1.4x faster than Social.

But it's another thing altogether to build retail media capabilities.

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