

The Global Retail Media Network Index 2025

Top 50 Retail Media Networks Ranked
by Reach, Innovation & Buyer
Adoption

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Executive Summary

Retail media is evolving from a performance tool to a brand building ecosystem.

As media budgets shift towards commerce, this report ranks the 50 most influential retail media networks globally. From supermarket giants to emerging marketplace innovators. Our ranking is based on visibility, growth, buyer usage, innovation and partnerships. You'll also find short case studies of notable buyer led activations and a spotlight on emerging networks to watch in 2026.

Market Trends to Watch



Brand Budgets Shift to Retail Media

CPGs and luxury brands are shifting from traditional digital to closed loop commerce networks.



Retail Media Expands Beyond Retailers

Platforms like Uber, Deliveroo and Klarna now sell media, blurring the definition of 'retail'. Enter Commerce Media.



AI + Clean Rooms Are Reshaping Targeting

Retailers are investing in AI and privacy-safe data infrastructure to stay competitive.



Premium Formats Enter the Chat

In-store digital screens, live shopping and video ads are commanding higher CPMs.



Agency Consolidation Begins

Global holding groups are streamlining commerce media buys under new practice leads.

The Top 50 Global Retail Media Networks

Ranked by Visibility, Buyer Adoption, Innovation + Growth

Rank	Network Name	HQ	Notable Buyers	Innovation Score (1-5)	Total Score (100)
1	Amazon Ads	US	Nike, Unilever	5	96
2	Walmart Connect	US	P&G, PepsiCo	4	92
3	Tesco Media & Insight	UK	Nestlé, Reckitt	4	89
4	Target Roundel	US	Mondelez, Kimberly-Clark	4	88
5	Carrefour Links	France	Unilever, Coca-Cola	4	87
6	Instacart Ads	US	L'Oréal, GSK	5	85
7	Kroger Precision Marketing	US	General Mills, Danone	4	84
8	Albertsons Media Collective	US	Mars, PepsiCo	4	82
9	The Trade Desk Retail	Global	N/A (partner model)	5	81
10	Boots Media Group	UK	J&J, Estée Lauder	3	80

Rank	Network Name	HQ	Notable Buyers	Innovation Score (1–5)	Total Score (100)
11	Sainsbury's Nectar360	UK	Kraft Heinz, L'Oréal	4	79
12	Shipt Ads	US	SC Johnson, Nestlé	3	78
13	Coles 360	Australia	Reckitt, Mondelez	4	77
14	Drizly Ads (Uber)	US	Diageo, AB InBev	3	77
15	Ahold Delhaize AD Retail Media	Netherlands	PepsiCo, Beiersdorf	3	76
16	Best Buy Ads	US	Samsung, HP	3	76
17	Deliveroo Media & Ecommerce	UK	Coca-Cola, Oatly	4	75
18	Meijer Media	US	Colgate, Hershey's	3	75
19	Criteo Commerce Growth	Global	Lego, Bayer	3	74
20	Colruyt Smart Market	Belgium	Danone, Henkel	3	74

Rank	Network Name	HQ	Notable Buyers	Innovation Score (1-5)	Total Score (100)
21	Uber Advertising	US	PepsiCo, AB InBev	5	73
22	Ocado Media	UK	Mondelez, Innocent	4	73
23	Carrefour Brazil Ads	Brazil	Unilever, Ambev	3	72
24	Casino Group Retail Media	France	LVMH, Danone	3	72
25	Seven & i Advertising	Japan	Kao, Shiseido	3	72
26	ASDA Pulse Media	UK	Nestlé, Heinz	3	71
27	Pinduoduo Ads	China	Unilever, Proya	3	71
28	Walgreens Advertising Group	US	J&J, Estee Lauder	3	70
29	Flipkart Ads	India	HUL, P&G India	3	70
30	GoPuff Ads	US	Red Bull, Coca-Cola	4	70

Rank	Network Name	HQ	Notable Buyers	Innovation Score (1–5)	Total Score (100)
31	BigBasket Ad Platform	India	Marico, HUL	3	69
32	Kaufland Performance Ads	Germany	Nestlé, Kraft	3	69
33	Coles Group Ads	Australia	Unilever, P&G	2	68
34	JD Media	China	Lenovo, L'Oréal	4	68
35	ShopRite Precision Marketing	US	Conagra, General Mills	2	68
36	Zalando Marketing Services	Germany	Adidas, Puma	4	67
37	Coupang Ads	South Korea	LG, Samsung	3	67
38	Boots Ireland Media	Ireland	LVMH, Reckitt	2	67
39	Ulta Beauty Media	US	L'Oréal, Estée Lauder	3	66
40	REWE Digital Ads	Germany	Nestlé, Henkel	2	66

Rank	Network Name	HQ	Notable Buyers	Innovation Score (1-5)	Total Score (100)
41	AEON Ads	Japan	Kao, Suntory	2	65
42	Rakuten Ad Platform	Japan	Shiseido, Sony	3	65
43	Sephora Media Network	US	Fenty Beauty, L'Oréal	3	65
44	Soriana Connect	Mexico	P&G, Grupo Bimbo	2	64
45	NTUC Link Ads	Singapore	Nestlé, PepsiCo	3	64
46	Salling Group Ads	Denmark	L'Oréal, Mars	2	64
47	ShopBack Ads	SEA	Grab, Foodpanda	3	63
48	Veepee Advertising	France	LVMH, Carrefour	2	63
49	Woolworths Cartology	Australia	Reckitt, J&J	3	63
50	AEON Ads	Japan	Kao, Suntory	2	65

Methodology

We ranked each network using five transparent, annually repeatable metrics:

01

Brand Visibility (25%)

Presence in media, conferences, LinkedIn, analyst coverage

02

Revenue/Growth (25%)

Size of the media operation or recent YoY growth

03

Buyer Adoption (20%)

Use by global brands or household CPGs

04

Innovation Score (15%)

AI usage, ad formats, tech partnerships

05

Strategic Investment (15%)

M&A activity, VC funding, exclusive partnerships

Each network receives a score out of 100. Data is compiled from public sources, investor updates, interviews, and Retail Media Insiders' proprietary insights.



Case Study 1

Nike & Amazon Ads



Nike's use of Amazon DSPs and retail media placements has driven a **30% uplift in new customer acquisition** across prime holiday periods. The brand now pairs upper-funnel campaigns with Amazon Marketing Cloud insights to track conversion downstream.

- ❑ **Key Takeaway:** Big brands are no longer "just testing" retail media. They're integrating it into always on media planning.

Case Study 2

Unilever & Carrefour Links

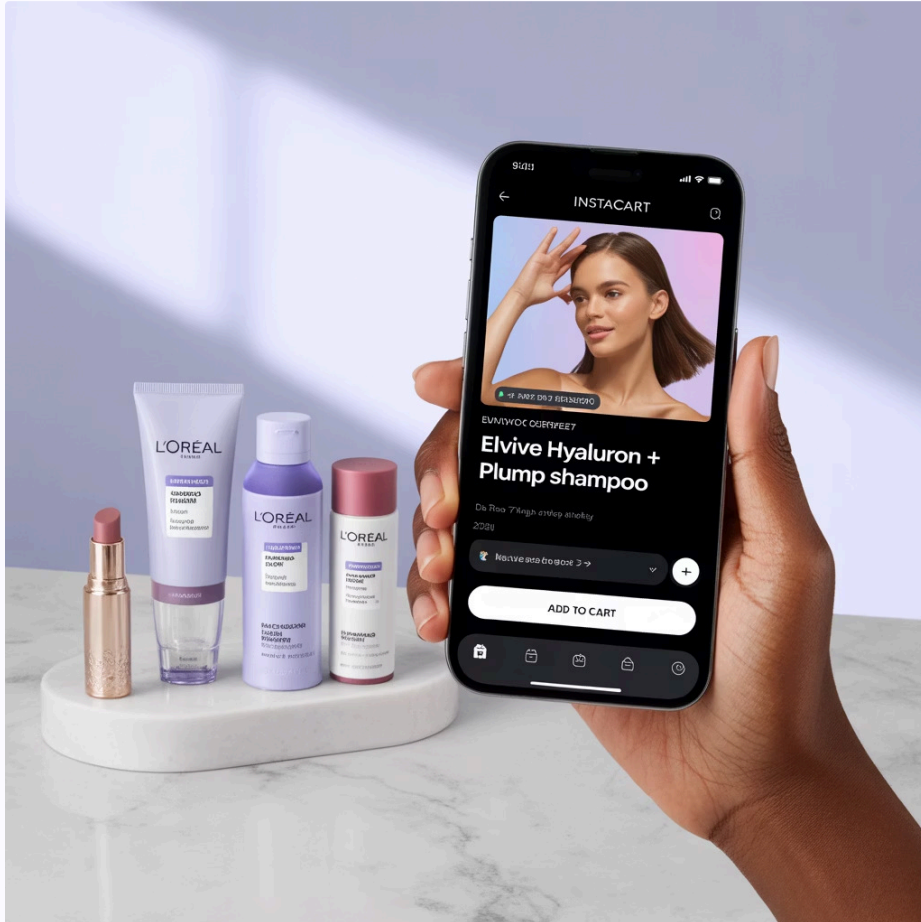
Unilever partnered with Carrefour's retail media arm in France to run hyper-localised promotions across digital shelf and in-app media. Using Carrefour's clean room, Unilever could attribute media spend directly to incremental sales uplift.

📌 **Key Takeaway:** Clean room data partnerships are driving measurable ROI that rivals traditional programmatic.



Case Study 3

L'Oréal & Instacart Ads



L'Oréal brands executed a multi-brand campaign using Instacart's new shoppable video format and AI-generated audience segments. Product pages featured branded content, whilst click-through rates exceeded **2%**.

Key Takeaway: Retail media networks that offer creative innovation + data precision are winning large beauty budgets.

New Entrants to Watch

These networks are gaining traction fast, expect movement in next year's index.

Uber Advertising (US)

Rapid scale across mobility and delivery

Deliveroo Media & Ecommerce (UK)

Hyper local format innovation

Bolt Ads (Europe)

Pan-European commerce data plays

Zalando Marketing Services (Germany)

Premium fashion buyer targeting

Coupang Ads (Korea)

Backed by logistics scale + new brand studio

Final Insight & What's Next

Retail media is no longer a niche, it's the connective tissue of modern commerce. Networks that deliver real performance data, buyer trust and creative flexibility will rise to the top.

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