

HAVAS Market

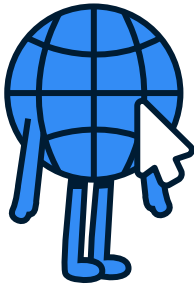
# A Complete Guide to E-Retail Media 2023



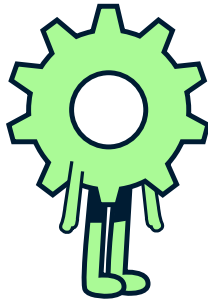
# Everything You Need To Know About E-Retail Media

E-retail media – online advertising on retailer websites – has quickly become the fastest growing media channel, with a growth rate that is 200% greater than any other form of digital media

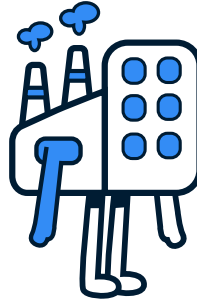
This category represents huge business growth opportunity not only for retailers, but also has significant revenue potential for the entire e-commerce ecosystem. E-commerce pure players, generalists, vertical retailers, and delivery apps are all looking for the best e-retail media solution to monetize their web traffic.



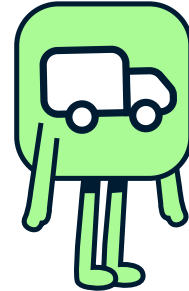
**E-Commerce  
Pure Players**



**Generalists**



**Vertical  
Retailers**



**Delivery  
Apps**

## The Intent of this Guide

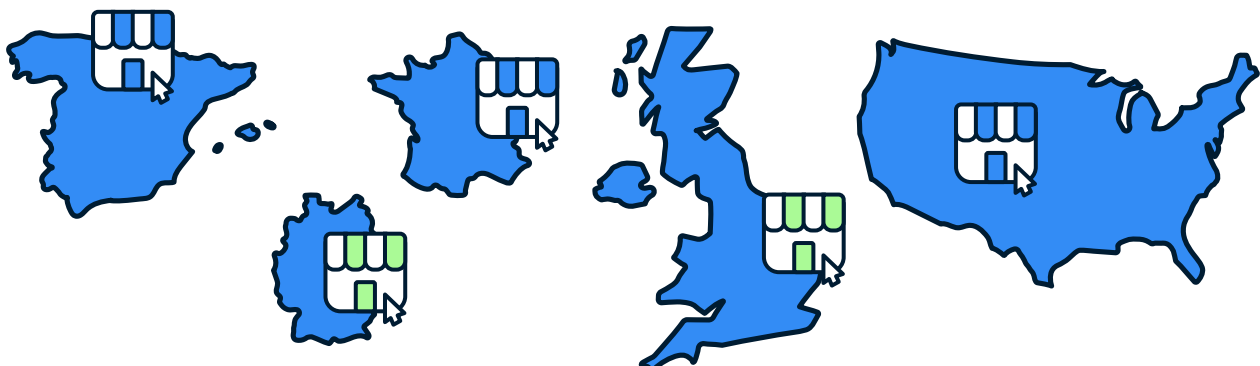
As new solutions are created every day to tap into the growth opportunities of e-retail media, the retail media landscape grows increasingly complex. In this guide, we share data from across five countries with the following objectives:



**To explore the unique e-retail media opportunity in the core western markets: US, UK, France, Germany, and Spain.**



**To identify the main e-retailers in these markets and analyze which solutions they are providing (internally or through network providers).**



## E-RETAIL MEDIA, THE NEW DIGITAL CHALLENGE OF THE NEXT DECADE

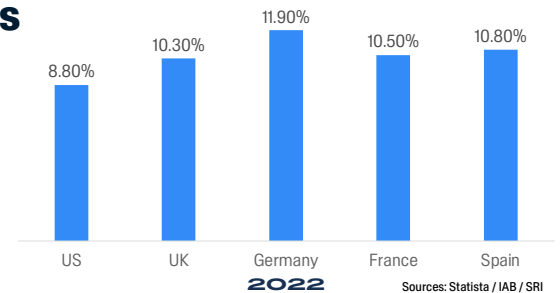
Since the start of the decade, advertisers have shifted a component of their advertising budgets from upper funnel (awareness) to lower funnel (purchase) media strategies. In turn, retailers are realizing the significant business potential that e-retail media represents.

Growth is particularly notable for top spending categories such as fast-moving-consumer-goods (FMCGs), which have newfound ability to activate and precisely track advertising that directly generates sales.

### The result is significant: e-retail media ad spend is growing at a rate of 15% to 38% across all markets.

This represents a growth rate 3 to 4 times larger than other digital media investments – which are still experiencing significant growth! E-retail media is now a core channel in media plans of advertisers universally, and accounts for 10% of all digital spend across the five countries we studied.

E-Retail Media Share of Digital Media Spend (in%)



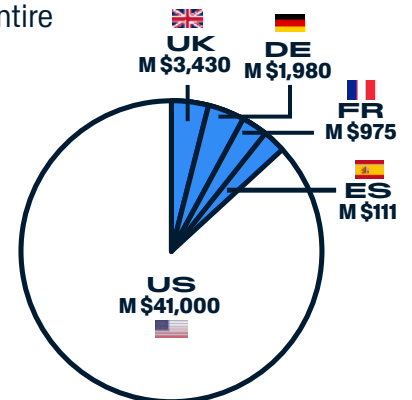
## Strong Foundations for Incremental Growth

The influx of e-retail media ad spend fuels organic e-commerce growth for brands. Cannibalization of other digital media channels accounts for only 14% of the significant growth generated by e-retail media.

The opportunities from this growth are widespread and will benefit all the entire e-commerce ecosystem: advertisers, agencies, and e-retail media networks.

### The United States Dominates the E-Retail Media Market

With a whopping 41 billion ad spend, the US E-Retail Media market is more than 6 times larger than the remaining four countries we analyzed for this guide. This can be attributed to:



The strength and influence of Amazon in the US



The Size of the US commerce market



The strength of the performance-led advertising market in the US

Online retailers in the US are showing more maturity than older European retailers with well established offerings (eg. Walmart connect, Roundel from Target...) which allow them to generate more revenues.

# A Prime Growth Opportunity

## UNTAPPED POTENTIAL REVENUE POTENTIAL AMONG MAJORITY OF E-RETAILERS

Despite huge growth in E-Retail Media Ad Spend, there is still room significant growth as a majority of e-retailers lacking a retail media offering.

Excluding France, the majority of e-retailers across the globe are still in their infancy. While top e-retail players have crafted their own solution or built partnerships with 3rd-Party providers, medium and small e-retailers, especially in the personal care and fashion categories, are still defining their strategy.

While the largest retailers in the US have bespoke e-retail media solutions (e.g. Walmart connect), Zalendo is the only European player with their own solution. Within US and Europe, most retailers are working either with Criteo or Citrus Ad (see detailed sections per country - ERETAIL MEDIA SOLUTION PER RETAILER).

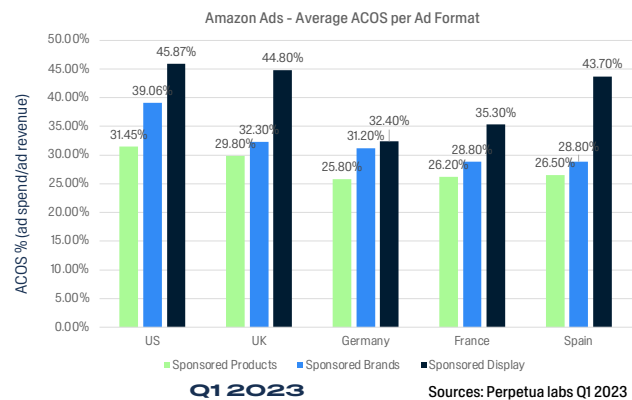
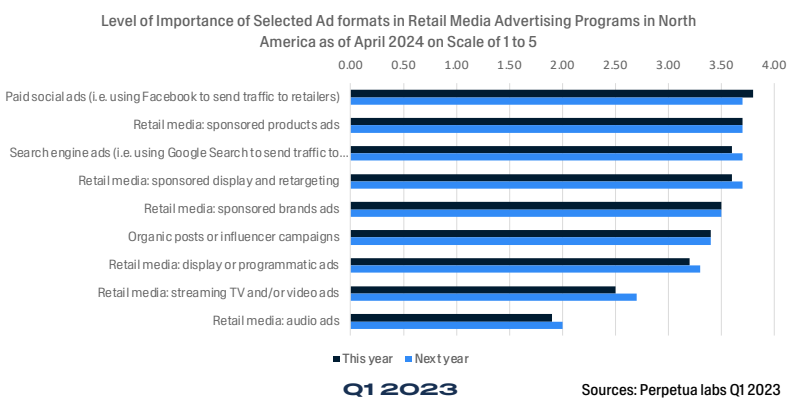


Within the last 2 years, many retailers have switched between these providers, suggesting a volatile market without a single, efficient 3rd-Party solution model emerging – with room for new solutions to capture this untapped potential revenue.

### KEY FORMATS FOR SUCCESS

After the COVID crisis of 2020, Advertiser focus shifted to ad formats with the best conversion rates and profitability, directing advertising investment strategy towards lower funnel solutions. Sponsored Products and Paid Social rose as the preferred formats.

From the top three ad formats, sponsored products is the most profitable and efficient ad format with the lowest advertising cost of sales (ACOS), which explains its predominance in Ad Spend.



# The E-Retail Revolution: THIS IS ONLY THE BEGINNING

E-retail media is growing exponentially, but it's not just a new trending media channel. This form of media is durable and will disrupt the media landscape globally because of its ability to satisfy the interest of all parties:



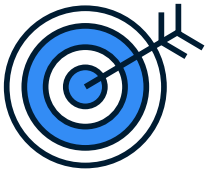
## FOR ADVERTISERS

Retail media is a way for brands to comprehensively cover the shopper's journey, from product discovery to product purchase, and ultimately incorporate ROI goals in their media strategy.



## FOR RETAILERS

Retailers seek new ways to monetize their websites, as brochures and catalogues progressively disappear. Retail media represents both a new revenue stream and a new operating model, supporting this shift from offline to online.

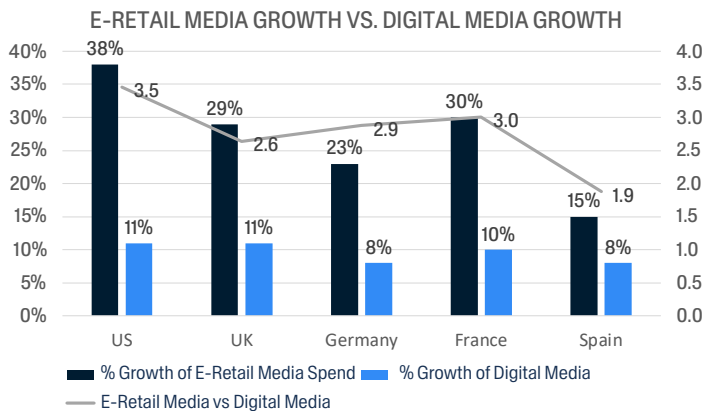


## FOR END CUSTOMERS

Shoppers are increasingly lost in the profusion of offers and products available on retail websites. Retail media offers simplicity, helping them navigate a complex environment and find products that fit their needs faster.

# CROSS COUNTRY BUSINESS POTENTIAL ANALYSIS

## US DOMINATES BUSINESS OPPORTUNITIES

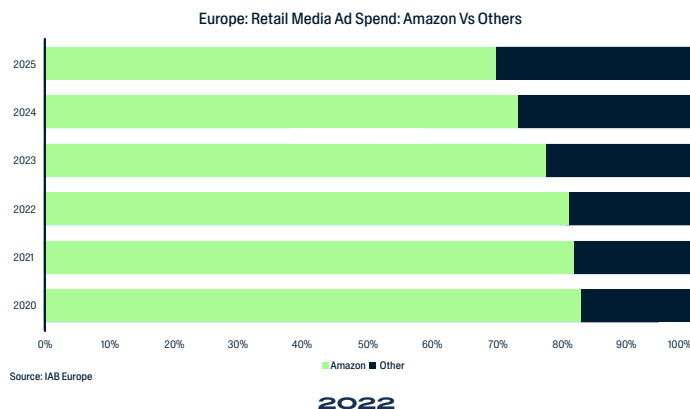


Sources: Statista / IAB / SRI

### E-RETAIL MEDIA AD SPEND GROWTH IN 2022

#### CONSISTENT DOUBLE DIGIT GROWTH ACROSS ALL COUNTRIES

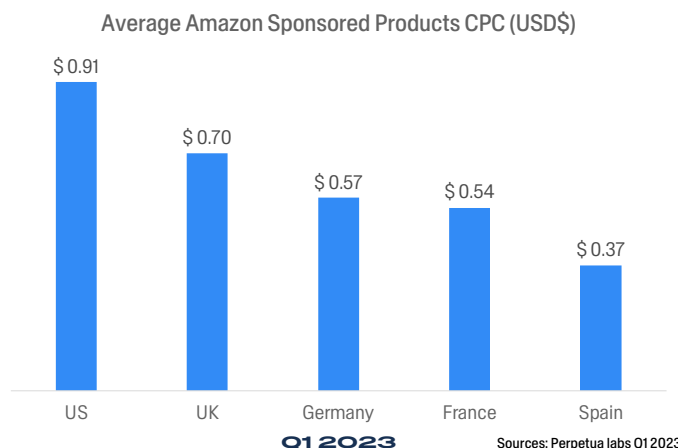
Despite steady growth in digital media investments, e-retail Media continues to grow at least 3 times faster.



### E-RETAIL MEDIA AD SPEND SHARE BETWEEN AMAZON VS. OTHER RETAILERS IN 2022

#### CONSISTENT DOUBLE DIGIT GROWTH ACROSS ALL COUNTRIES

Amazon, while still the clear market leader, is slowly losing ground against other retailers.



Sources: Perpetua labs Q1 2023

### MEDIAN SPONSORED PRODUCTS CPC IN Q1 2023

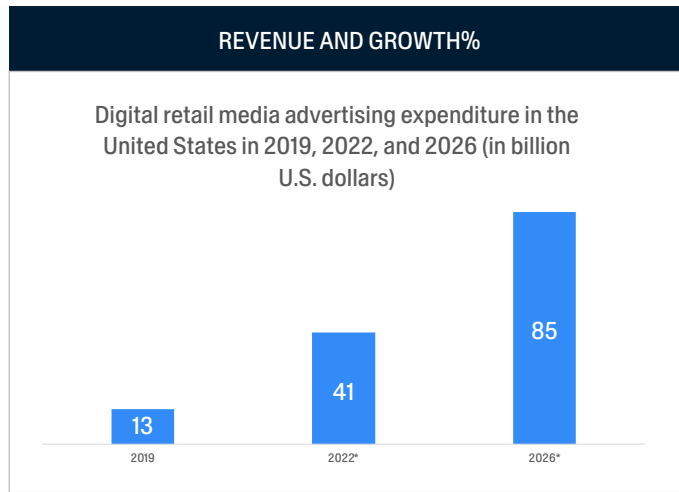
#### DISCREPANCIES IN ADVERTISING COSTS ACROSS MARKETS

As e-retail media is based on a bidding business model, cost-per-click (median CPC) is impacted by the maturity of the market and the competition intensity.

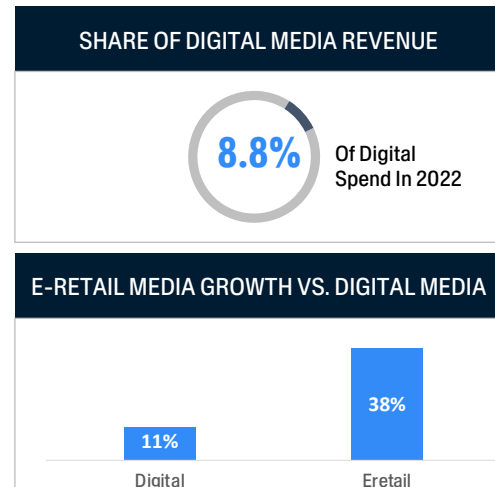


# E-RETAIL MEDIA LANDSCAPE IN THE US

## SIZE OF THE E-RETAIL MEDIA MARKET

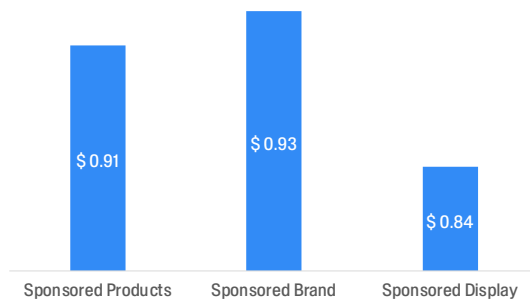


Source: Statista 2023



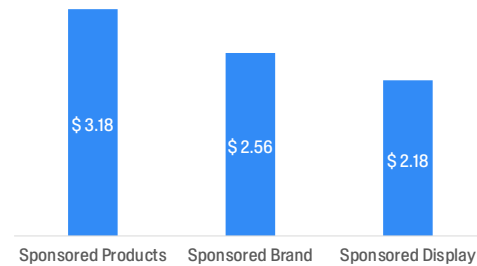
## AVERAGE E-RETAIL MEDIA PERFORMANCE

Median Amazon CPC in US in Q1 2023 per Ad Type



Source: Perpetua Labs

Median Amazon ROAS in US in Q1 2023 per Ad Type



## AVERAGE E-RETAIL MEDIA PERFORMANCE PER CATEGORY

	CPC	CVR	CTR	ROAS	CPA	AOV
Appliances	\$0.84	8.7%	0.36%	\$3.64	\$9.49	\$33.06
Author Central Departments	\$0.62	7.9%	0.22%	\$2.07	\$7.46	\$12.92
Beauty & Personal Care	\$1.12	14.6%	0.32%	\$2.75	\$8.26	\$22.06
Clothing, Shoes & Jewelry	\$0.61	7.0%	0.31%	\$3.76	\$8.45	\$30.14
Electronics	\$0.99	7.6%	0.35%	\$3.74	\$11.81	\$47.88
Grocery & Gourmet Food	\$1.18	16.1%	0.33%	\$3.39	\$7.81	\$24.81
Health & Household	\$1.27	13.4%	0.37%	\$2.84	\$10.09	\$27.20
Home & Kitchen	\$0.55	8.5%	0.38%	\$4.51	\$7.38	\$32.42
Pet Supplies	\$0.95	14.4%	0.33%	\$2.85	\$7.26	\$22.50
Sports & Outdoors	\$0.93	8.3%	0.39%	\$4.14	\$10.76	\$43.99
Tools & Home Improvement	\$0.93	7.8%	0.37%	\$3.78	\$11.44	\$35.96
Toys & Games	\$0.67	8.4%	0.39%	\$3.10	\$7.54	\$24.65

## TOP 20 E-RETAILERS PER CATEGORY

FOOD		
Rank	Name	Revenue (mUSD)
1	kroger.com	4566
2	walmart.com	4191,7
3	hellofresh.com	3595,4
4	amazon.com	3061,3
5	stopandshop.com	1541,7
6	safeway.com	1330,8
7	costco.com	1045,5
8	target.com	1000
9	freshdirect.com	874,4
10	giantfood.com	849,1
11	samsclub.com	838,3
12	albertsons.com	815,8
13	hannaford.com	665,1
14	sprouts.com	644,1
15	fredmeyer.com	640,6
16	publix.com	551
17	homechef.com	527,1
18	jewelosco.com	468,5
19	harristeeter.com	448,1
20	frysfood.com	434,7

Source: Ecommerce DB

ELECTRONICS		
Rank	Name	Revenue (mUSD)
1	amazon.com	44096,2
2	apple.com	30988,5
3	bestbuy.com	7098,5
4	walmart.com	6811,6
5	dell.com	1892,6
6	target.com	1700,1
7	samsclub.com	1509
8	costco.com	1254,6
9	samsung.com	904,3
10	hp.com	864,1
11	newegg.com	647,7
12	ring.com	596,5
13	bhphotovideo.com	544,8
14	lenovo.com	437,5
15	lowes.com	424,1
16	staples.com	415,4
17	microcenter.com	263,8
18	crutchfield.com	254,5
19	kroger.com	210,7
20	microsoft.com	208,1

FASHION		
Rank	Name	Revenue (mUSD)
1	shein.com	7709,1
2	walmart.com	5239,7
3	amazon.com	5210,8
4	macys.com	4937,4
5	kohls.com	3981,4
6	gap.com	3446,9
7	nordstrom.com	2921,1
8	target.com	1900,1
9	stitchfix.com	1826,6
10	nordstromrack.com	1497,5
11	victoriasecret.com	1486,6
12	ae.com	1381,1
13	qvc.com	1205,5
14	zara.com	1205,2
15	lululemon.com	1116,3
16	nike.com	1114
17	neimanmarcus.com	1072,1
18	asos.com	1063,3
19	jcpennney.com	977,3
20	express.com	893,3

PERSONAL CARE		
Rank	Name	Revenue (mUSD)
1	walmart.com	4715,7
2	amazon.com	3908,1
3	sephora.com	2591,8
4	ulta.com	1928,6
5	target.com	1920,1
6	walgreens.com	1757,1
	bathandbodywork	
7	s.com	1716,2
8	cvs.com	1434,4
9	kroger.com	1404,9
10	samsclub.com	1006
11	safeway.com	828,1
12	shein.com	790,7
13	vitacost.com	704,7
	1800contacts.co	
14	m	630,6
15	qvc.com	620
16	costco.com	522,7
17	fragrancenet.com	456
18	bestbuy.com	425,9
19	lowes.com	424,1
20	iherb.com	402,9

## E-RETAIL MEDIA SOLUTION PER E-RETAILER

FOOD	
E-retailer	Solution
Shipt	CitrusAd, Criteo
Albertsons	CitrusAd, Google
Instacart	Custom
Costco	Criteo
Casey's	CitrusAd
ShopRite	CitrusAd
The Fresh Grocer	CitrusAd
Price Rite	CitrusAd
Cub	CitrusAd
United Supermarkets	CitrusAd
Price Chopper	CitrusAd
King Kullen	CitrusAd
Smart & Final	CitrusAd
Foodland	CitrusAd
Piggly Wiggly	CitrusAd
Weis	CitrusAd
Stater Bros.	CitrusAd
Winn-Dixie	CitrusAd
Harvey's Supermarket	CitrusAd
Fresco y Más	CitrusAd
Stop & Shop	CitrusAd
Giant Food Stores	CitrusAd
Giant Food	CitrusAd
Food Lion	CitrusAd
Hannaford	CitrusAd
Hy-Vee	CitrusAd
Drizly	CitrusAd
Provi	CitrusAd
Target	CitrusAd, Criteo
Gourmet Garage	CitrusAd
Dearborn Market	CitrusAd
Fairway Market	CitrusAd
	PromoteIQ, Custom
Kroger	
Gopuff	CitrusAd

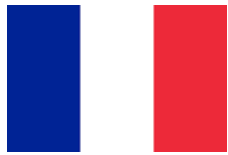
FASHION	
E-retailer	Solution
Kohl's	CitrusAd, PromoteIQ
Nordstrom	Criteo
Macy's	Criteo
Lord & Taylor	inmobi
Target	CitrusAd, Criteo

ELECTRONICS	
E-retailer	Solution
Best Buy	Criteo
B&H	PromoteIQ
Newegg	PromoteIQ

PERSONAL CARE	
E-retailer	Solution
Ulta	Criteo
My Origenes	CitrusAd

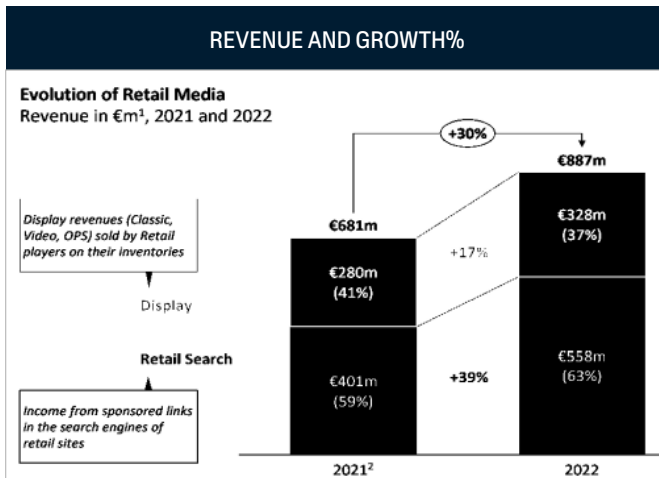
Source: Citrus Ad/Criteo/Promote IQ



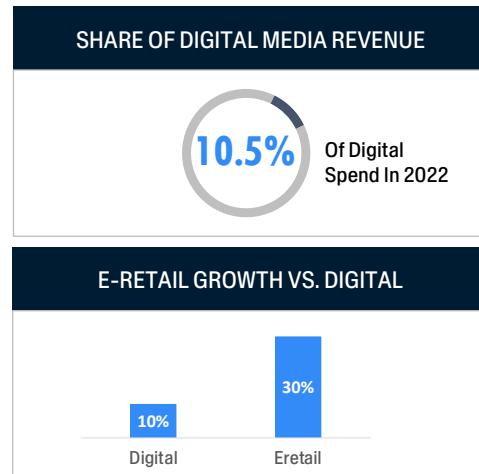


# E-RETAIL MEDIA LANDSCAPE IN FRANCE

## SIZE OF THE E-RETAIL MEDIA MARKET

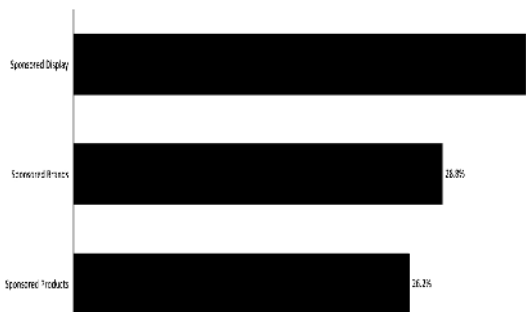


Source: Baromètre SRI 2023 – Observatoire de l'Epub



## AVERAGE E-RETAIL MEDIA PERFORMANCE

**MEDIAN AMAZON ACOS (ADVERTISING COST OF SALE) FOR SPONSORED BRANDS, DISPLAY, AND PRODUCTS IN FRANCE IN 2022**



**MEDIAN AMAZON CPC (COST-PER-CLICK) FOR SPONSORED BRANDS, DISPLAY, AND PRODUCTS IN FRANCE IN 2022**

in U.S. dollars



Source: Perpetua Labs

## TOP 20 E-RETAILERS PER CATEGORY

FOOD		
Rank	Name	Revenue (mUSD)
1	coursesu.com	555,6
2	auchan.fr	463,1
3	carrefour.fr	304,4
4	intermarche.com	204,2
5	amazon.fr	120,9
6	aroma-zone.com	92,3
7	monoprix.fr	61,4
8	picard.fr	57,2
9	nespresso.com	56,7
10	vinatis.com	47,7
11	veepee.fr	47,2
12	ventealapropriete.com	41,8
13	houara.fr	39
14	greenweez.com	36,7
15	whisky.fr	34,3
16	idealwine.com	32,7
17	millesima.fr	23,5
18	nicolas.com	22
19	bienmanger.com	20,7
20	cora.fr	19,6

Source: Ecommerce DB

ELECTRONICS		
Rank	Name	Revenue (mUSD)
1	amazon.fr	1740,8
2	apple.com	1370,5
3	e.leclerc	285,3
4	boulanger.com	265,6
5	cdiscout.com	254,7
6	fnac.com	230
7	auchan.fr	185,3
8	samsung.com	161,1
9	hihonor.com	121
10	dell.com	87,8
11	idlc.com	85,2
12	hp.com	84,7
13	ruedcommerce.fr	77,5
14	carrefour.fr	69,6
15	darty.com	68,8
16	coursesu.com	63,1
17	electrodepot.fr	58,8
18	amazon.com	53,7
19	hardware.fr	48,4
20	lenovo.com	41,2

FASHION		
Rank	Name	Revenue (mUSD)
1	shein.com	1026,7
2	veepee.fr	880,9
3	zalando.fr	779,1
4	showroomprive.com	324,9
5	zara.com	297,6
6	hm.com	293,1
7	asos.com	264,7
8	zalando-prive.fr	224
9	amazon.fr	205,7
10	decathlon.fr	157,7
11	promod.fr	134,9
12	blancheporte.fr	133,3
13	etam.com	130,4
14	sarenza.com	130,2
15	kiabi.com	128,4
16	e.leclerc	126,8
17	coursesu.com	126,3
18	courir.com	121,4
19	bonprix.fr	115,7
20	laredoute.fr	115,2

PERSONAL CARE		
Rank	Name	Revenue (mUSD)
1	veepee.fr	251,7
2	sephora.fr	242,5
3	nocibe.fr	167
4	amazon.fr	154,3
5	yves-rocher.fr	105,4
6	shein.com	105,3
7	carrefour.fr	104,4
8	e.leclerc	95,1
9	notino.fr	89,7
10	coursesu.com	88,4
11	boulanger.com	75,9
12	beauteprivee.fr	73,7
13	marionnaud.fr	70,5
14	amplifon.com	68,6
15	zalando.fr	66,5
16	auchan.fr	66,2
17	loreal-paris.fr	63,2
18	laredoute.fr	46,9
19	pharma-gdd.com	38,7
20	onatera.com	38,1

## E-RETAIL MEDIA SOLUTION PER E-RETAILER

FOOD	
E-retailer	Solution
Auchan	Criteo
Leclerc	Criteo
Intermarché	RelevanC
Casino	RelevanC

Source: Citrus Ad/Criteo/Promote IQ

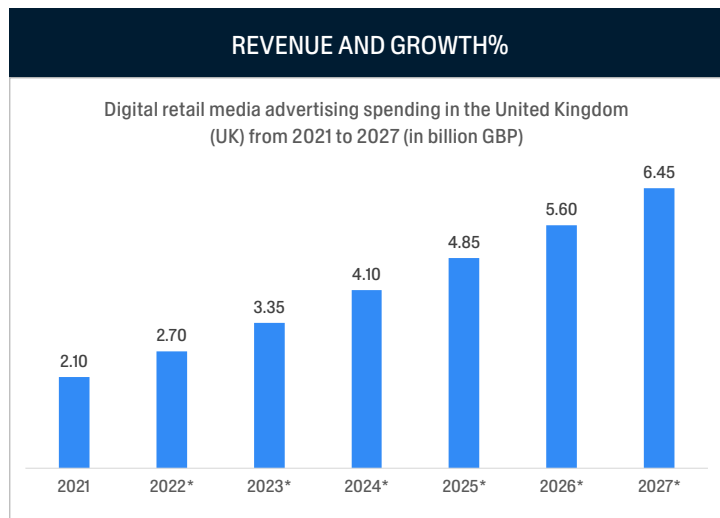
ELECTRONICS	
E-retailer	Solution
Fnac-Darty	Criteo
Rakuten	Citrus Ad
Cdiscount	Criteo

FASHION	
E-retailer	Solution
Rakuten	Criteo, CitrusAd
ldkids	CitrusAd
Galleries Lafayette	CitrusAd
La Redoute	Criteo
Veepee	CitrusAd
Shoowroomprive	Criteo, CitrusAd

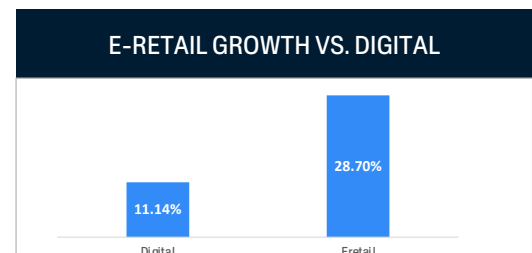
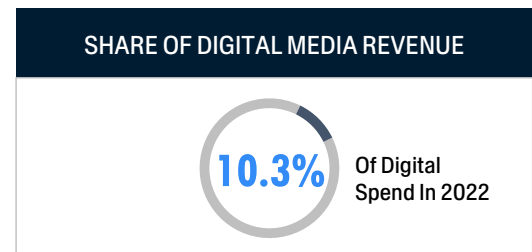
PERSONAL CARE	
E-retailer	Solution
My Origines	CitrusAd

## E-RETAIL MEDIA LANDSCAPE IN THE UK

### SIZE OF THE E-RETAIL MEDIA MARKET

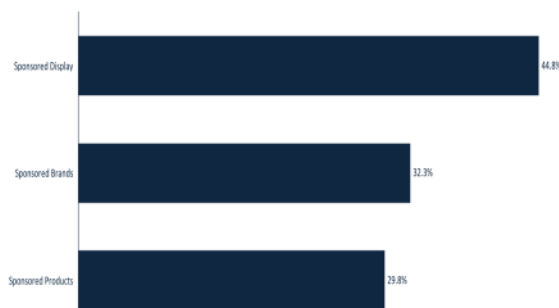


Source: Statista estimates + Group M / IAB UK



### AVERAGE E-RETAIL MEDIA PERFORMANCE

#### MEDIAN AMAZON ACOS (ADVERTISING COST OF SALE) FOR SPONSORED BRANDS, DISPLAY, AND PRODUCTS IN THE UK IN 2022



#### MEDIAN AMAZON CPC (COST-PER-CLICK) FOR SPONSORED BRANDS, DISPLAY, AND PRODUCTS IN THE UK IN 2022

in U.S. dollars



Source: Perpetua Labs

TOP 20 E-RETAILERS PER CATEGORY

FOOD			ELECTRONICS			FASHION			PERSONAL CARE		
Rank	Name	Revenue (mUSD)	Rank	Name	Revenue (mUSD)	Rank	Name	Revenue (mUSD)	Rank	Name	Revenue (mUSD)
1	tesco.com	5347,9	1	amazon.co.uk	5199,9	1	sainsburys.co.uk	3034,4	1	boots.com	561,7
2	sainsburys.co.uk	3793,1	2	apple.com	2744	2	next.co.uk	2199,4	2	amazon.co.uk	460,8
3	asda.com	3508,6	3	currys.co.uk	1713,2	3	johnlewis.com	1555,1	3	tesco.com	281,5
4	ocado.com	2366,1	4	argos.co.uk	1163,2	4	shein.co.uk	1500,1	4	superdrug.com	280,2
5	waitrose.com	1161,1	5	ao.com	318,6	5	asos.com	1348,5	5	asda.com	263,8
6	morrisons.com	1042,4	6	tesco.com	281,5	6	very.co.uk	1064,8	6	sainsburys.co.uk	227,6
7	iceland.co.uk	538,6	7	very.co.uk	277,8	7	amazon.co.uk	614,5	7	morrisons.com	225,9
8	amazon.co.uk	361	8	johnlewis.com	239,2	8	marksandspencer.com	611	8	pharmacy2u.co.uk	189,3
9	coop.co.uk	309,8	9	samsung.com	236,7	9	zara.com	554,8	9	cultbeauty.co.uk	160,4
10	nakedwines.com	200,4	10	dell.com	160,4	10	jdsports.co.uk	480,8	10	ocado.com	157,7
11	marksandspencer.com	183,3	11	hihonor.com	156,5	11	newlook.com	381,8	11	lookfantastic.com	150,4
12	majestic.co.uk	174,9	12	amazon.com	145,6	12	hm.com	366,4	12	allbeauty.com	149,2
13	abelandcole.co.uk	159,1	13	webuy.com	127,4	13	riverisland.com	344,9	13	argos.co.uk	139,6
14	aldi.co.uk	125,8	14	laptopsdirect.co.uk	120	14	asda.com	342,9	14	notino.co.uk	139
15	hotelchocolat.com	90,2	15	hp.com	110,5	15	boohoo.com	326,7	15	theperfumeshop.com	126,6
16	hollandandbarrett.com	71,6	16	musicmagpie.co.uk	96	16	prettylittlething.com	326	16	lloydspharmacy.com	118,6
17	waitrosecellar.com	69,9	17	ebuyer.com	93,5	17	argos.co.uk	325,7	17	next.co.uk	113,5
18	cadburygiftsdirect.co.uk	64	18	scan.co.uk	84,6	18	mandmdirect.com	250,8	18	thefragranceshop.co.uk	100
19	brewdog.com	49,5	19	lenovo.com	74,3	19	studio.co.uk	233,5	19	feelunique.com	99
20	very.co.uk	46,3	20	halfords.com	69,1	20	zalando.co.uk	214,3	20	very.co.uk	92,6

Source: Ecommerce DB 2023

E-RETAIL MEDIA SOLUTION PER ERETAILER

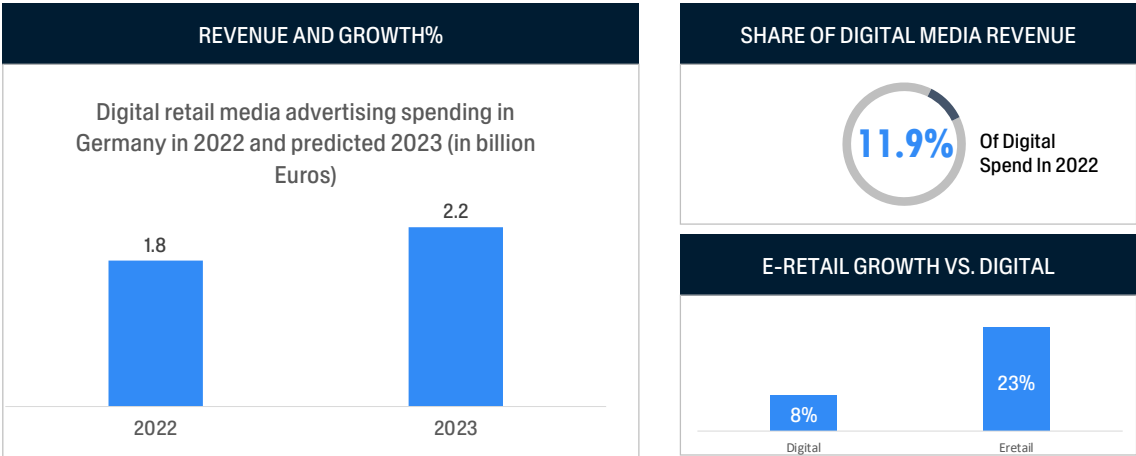
FOOD		ELECTRONICS		FASHION		PERSONAL CARE	
E-retailer	Solution	E-retailer	Solution	E-retailer	Solution	E-retailer	Solution
Tesco	CitrusAd	Currys	Criteo	Asos	Criteo	Lookfantastic	Criteo
Sainsbury's	CitrusAd	Argos	CitrusAd			Boots	Criteo
Ocado	CitrusAd	Very	Criteo			Superdrug	Criteo
ASDA	Criteo	Littlewoods	Criteo				
Morrisons	Criteo	Box	Criteo				
Waitrose	CitrusAd	John Lewis	CitrusAd				
SPAR	CitrusAd						

Source: Citrus Ad/Criteo/Promote IQ



# E-RETAIL MEDIA LANDSCAPE IN GERMANY

## SIZE OF THE E-RETAIL MEDIA MARKET



Source: Statista estimates + Group M

## AVERAGE E-RETAIL MEDIA PERFORMANCE

**MEDIAN AMAZON ACOS (ADVERTISING COST OF SALE) FOR SPONSORED BRANDS, DISPLAY, AND PRODUCTS IN GERMANY IN 2022**



**MEDIAN AMAZON CPC (COST-PER-CLICK) FOR SPONSORED BRANDS, DISPLAY, AND PRODUCTS IN GERMANY IN 2022**

in U.S. dollars



Source: Perpetua Labs

## TOP 20 E-RETAILERS PER CATEGORY

FOOD			ELECTRONICS			FASHION			PERSONAL CARE		
Rank	Name	Revenue (mUSD)	Rank	Name	Revenue (mUSD)	Rank	Name	Revenue (mUSD)	Rank	Name	Revenue (mUSD)
1	flaschenpost.de	507,7	1	amazon.de	5449,6	1	zalando.de	2393,1	1	docmorris.de	719,8
2	rewe.de	465,3	2	apple.com	1522	2	otto.de	1530,5	2	shop-apotheke.com	669
3	amazon.de	378,3	3	mediamarkt.de	1021,1	3	hm.com	946,9	3	douglas.de	599
4	bofrost.de	146,9	4	otto.de	983,9	4	aboutyou.de	881,8	4	amazon.de	483
5	hawesko.de	125,2	5	cyberport.de	663,6	5	bonprix.de	697,5	5	flaconi.de	310,1
6	bringmeister.de	97,6	6	notebooksbilliger.de	628,1	6	breuninger.com	654,8	6	medikamente-per-klick.de	220,3
7	korodrogerie.de	57,2	7	saturn.de	496,2	7	amazon.de	644	7	otto.de	218,6
8	netto-online.de	48	8	alternate.de	461,4	8	bestsecret.com	630,9	8	dm.de	215,3
9	lidl.de	43,2	9	mindfactory.de	368,1	9	shein.com	378,7	9	zalando.de	204,3
10	vinos.de	42,9	10	jacob.de	239,6	10	lidl.de	313,3	10	medpex.de	173,7
11	worldofsweets.de	42,7	11	teufel.de	140	11	baur.de	308,4	11	apodiscounter.de	163,6
12	mymuesli.com	40,4	12	euronics.de	127	12	limango.de	284,1	12	misterspex.de	129,9
13	motatos.de	38,3	13	samsung.com	121,5	13	zalando-lounge.de	281,2	13	rewe.de	109,1
14	whisky.de	37,3	14	office-partner.de	121,2	14	zara.com	261,3	14	disapo.de	97,4
15	eismann.de	36,4	15	computeruniverse.net	121,2	15	soliver.de	247,4	15	eurapon.de	90,6
16	gefro.de	35,1	16	rebuy.de	119,2	16	c-and-a.com	230,2	16	aponeo.de	78,9
17	justspices.de	32,6	17	medion.com	117,9	17	asos.com	223,2	17	parfumdreams.de	76,7
18	tchibo.de	32,4	18	expert.de	116,8	18	tchibo.de	175,2	18	hygi.de	76,5
19	belvini.de	31,4	19	dell.com	105,8	19	hse.de	162	19	esn.com	72,3
20	weinfreunde.de	29,9	20	refurbed.de	91,2	20	peek-cloppenburg.de	161,9	20	fielmann.de	70,3

Source: Ecommerce DB 2023

## E-RETAIL MEDIA SOLUTION PER ERETAILER

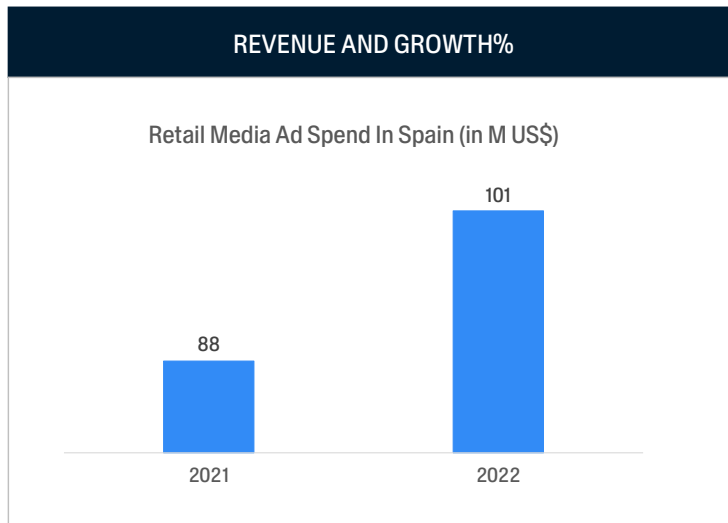
FOOD		ELECTRONICS		FASHION		PERSONAL CARE	
E-retailer	Solution	E-retailer	Solution	E-retailer	Solution	E-retailer	Solution
REWE	CitrusAd	Mediamarkt	Criteo	Zalando	Own	Douglas	Criteo
Kaufland	Mabaya	Conrad	Mabaya	Baur	Criteo	Flaconi	Criteo
Lidl		Cyberport	Criteo	Breuninger	Criteo		
Metro	CitrusAd	Expert	Criteo	Bonprix	Criteo		
		Notebooksbilliger	Criteo	OTTO	PromoteIQ		
				Quelle	Criteo		

Source: Citrus Ad/Criteo/Promote IQ

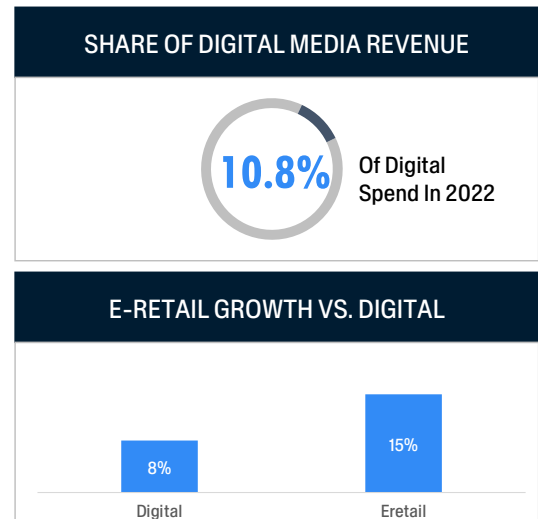


# E-RETAIL MEDIA LANDSCAPE IN SPAIN

## SIZE OF THE E-RETAIL MEDIA MARKET



Source: Statista estimates + Group M



## AVERAGE E-RETAIL MEDIA PERFORMANCE

### MEDIAN AMAZON ACOS (ADVERTISING COST OF SALE) FOR SPONSORED BRANDS, DISPLAY, AND PRODUCTS IN SPAIN IN 2022



### MEDIAN AMAZON CPC (COST-PER-CLICK) FOR SPONSORED BRANDS, DISPLAY, AND PRODUCTS IN SPAIN IN 2022

In U.S. dollars



Source: Perpetua Labs

## E-RETAIL MEDIA SOLUTION PER E-RETAILER

ELECTRONICS	
E-retailer	Solution
PC Componentes	Criteo

Source: Citrus Ad/Criteo/Promote IQ

PERSONAL CARE	
E-retailer	Solution
Maquillalia	CitrusAd
Promofarma	CitrusAd

TOP 20 E-RETAILERS PER CATEGORY

FOOD			ELECTRONICS			FASHION			PERSONAL CARE		
Rank	Name	Revenue (mUSD)	Rank	Name	Revenue (mUSD)	Rank	Name	Revenue (mUSD)	Rank	Name	Revenue (mUSD)
1	mercadona.es	483,2	1	amazon.es	1787,2	1	shein.com	669,4	1	amazon.es	176,9
2	carrefour.es	189,1	2	apple.com	669,5	2	zara.com	449,7	2	primor.eu	133,9
3	dia.es	129,6	3	pccomponentes.com	356,2	3	zalando.es	393,6	3	druni.es	127,8
4	elcorteingles.es	125,5	4	mediamarkt.es	317,3	4	elcorteingles.es	376,4	4	mercadona.es	90,6
5	amazon.es	105,6	5	elcorteingles.es	237	5	amazon.es	264	5	carrefour.es	81
6	eroski.es	75,7	6	hihonor.com	78,1	6	hm.com	232,9	6	naturitas.es	71,3
7	consum.es	58,6	7	samsung.com	66,4	7	pullandbear.com	189	7	shein.com	68,7
8	capraboacasa.com	52,7	8	amazon.com	55,2	8	veepee.es	178,1	8	dosfarma.com	63
9	bodeboca.com	33,5	9	carrefour.es	54	9	stradivarius.com	157,8	9	hsnstore.com	56,5
10	alcampo.es	32,1	10	hp.com	49,1	10	bershka.com	157,3	10	elcorteingles.es	55,8
11	vinoseleccion.com	23	11	alcampo.es	37,9	11	zalando-privé.es	130,1	11	sephora.es	54,5
12	nespresso.com	16,8	12	lenovo.com	26,3	12	mango.com	119,6	12	atida.com	51,5
13	bonpreuesclat.cat	13,4	13	dell.com	23,6	13	asos.com	114,9	13	veepee.es	50,9
14	lasirena.es	12,3	14	fnac.es	21,3	14	massimodutti.com	81,4	14	notino.es	36,6
15	decantalo.com	11,2	15	canon.es	18	15	sfera.com	78,3	15	zalando.es	33,6
16	vinissimus.com	10,8	16	k-tuin.com	14,3	16	decathlon.es	62,8	16	nutritienda.com	32
17	lidl.es	9,6	17	microsoft.com	13,1	17	nike.com	58,4	17	pharmaciuss.com	31,8
18	veepee.es	9,5	18	coolmod.com	12,9	18	jdsports.es	56,7	18	perfumesclub.com	29,4
19	planetahuerto.es	8,8	19	oneplus.com	11,3	19	adidas.es	54,1	19	myprotein.es	25,7
20	bmsupermercados.es	6,4	20	madridhifi.com	11,3	20	oysho.com	48,9	20	arenal.com	24,7

Source: Ecommerce DB 2023



HAVAS Market



Thank  
you!

