

BVDW Market Landscape – Retail Media 2025



Retailer

Pure Player (Online oder Offline)



Omnichannel Retailer



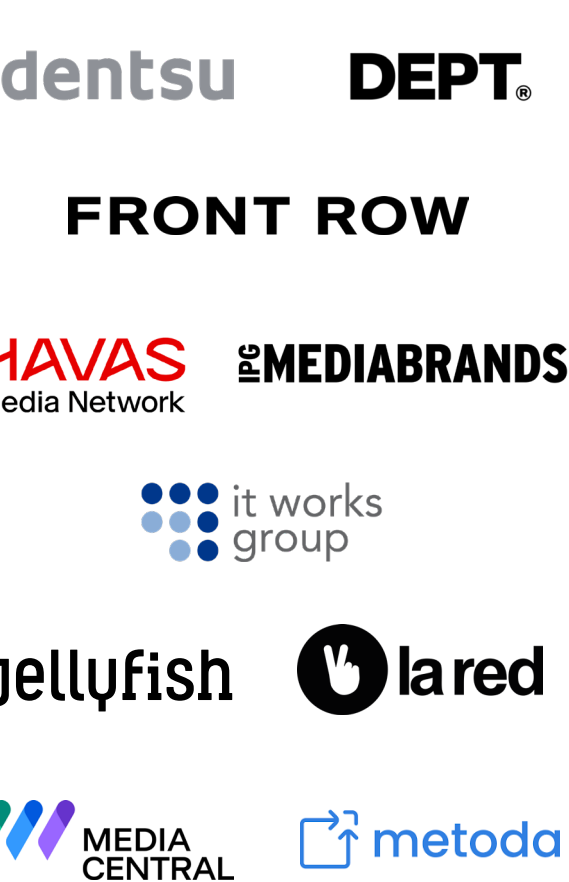
Retail Media Networks



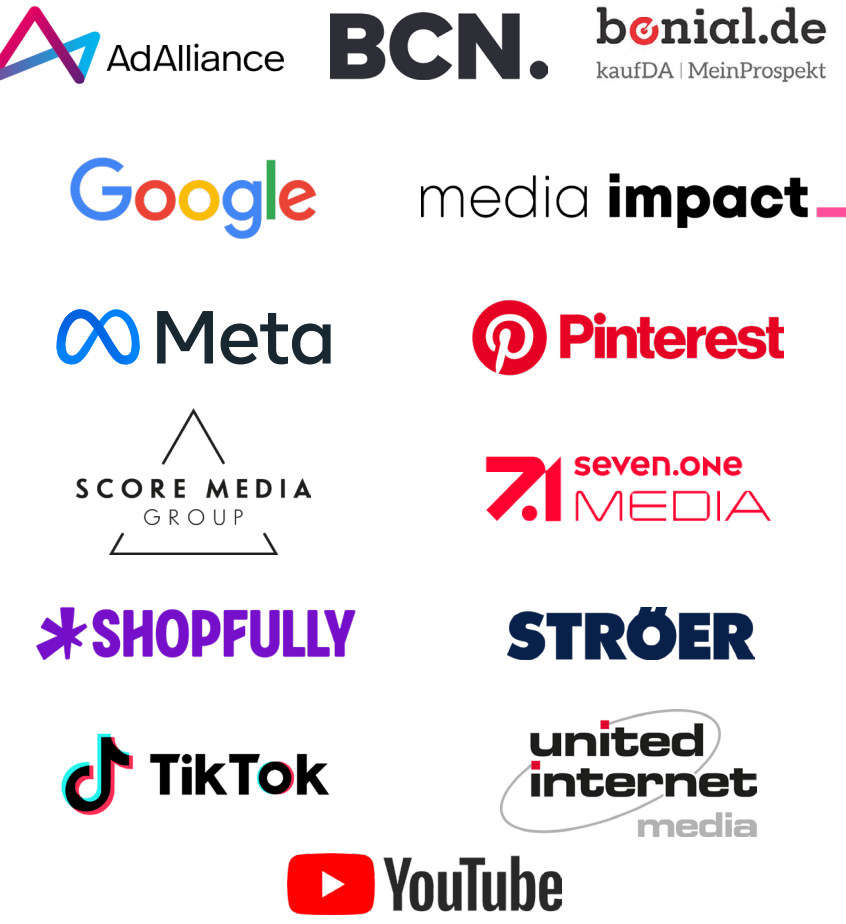
Netzwerk-Vermarkter



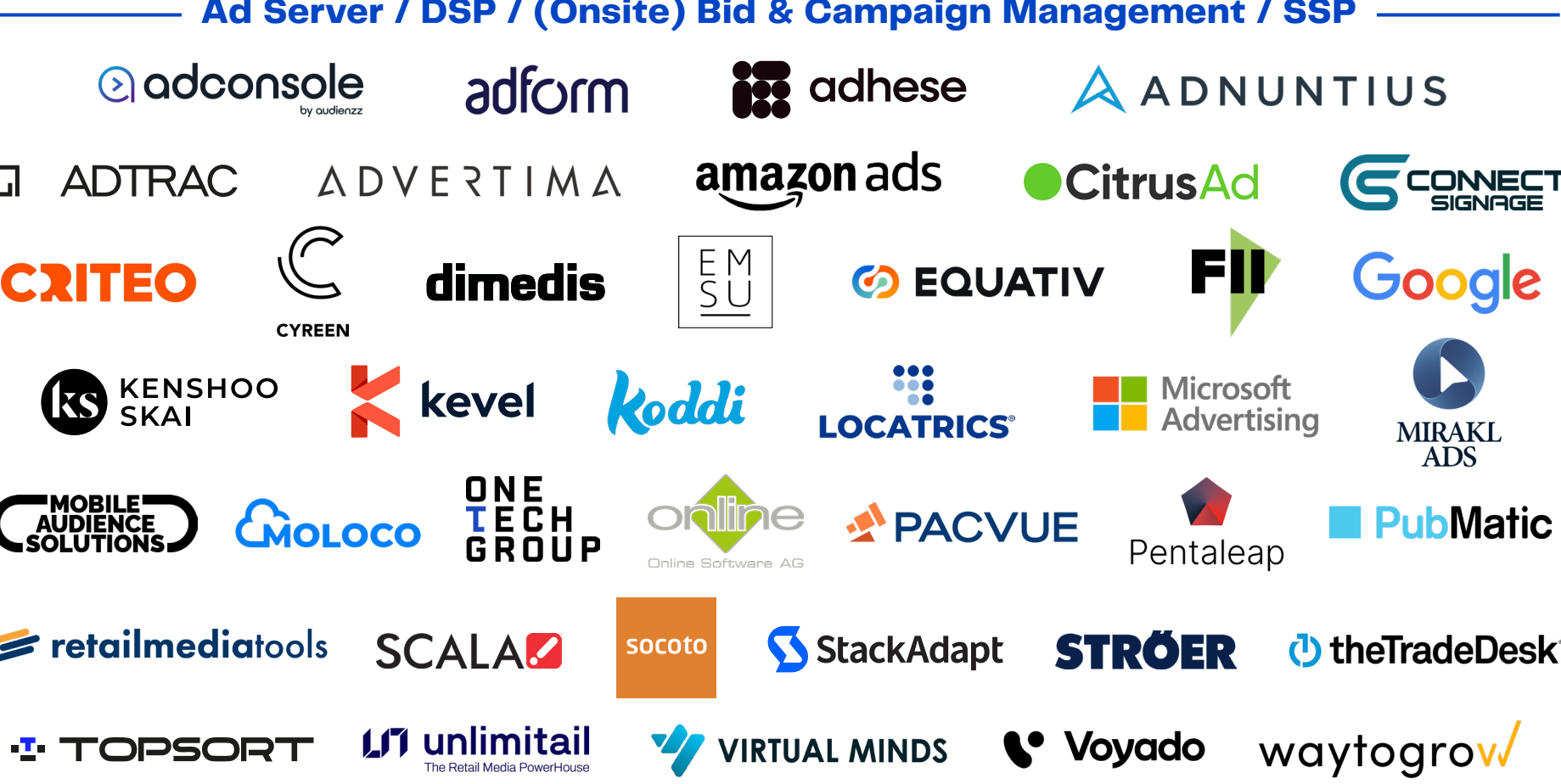
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AdTech Provider



Data

