

BVDW Market Landscape – Retail Media 2026



Retailer

Pure Player (Online oder Offline)



Omnichannel Retailer



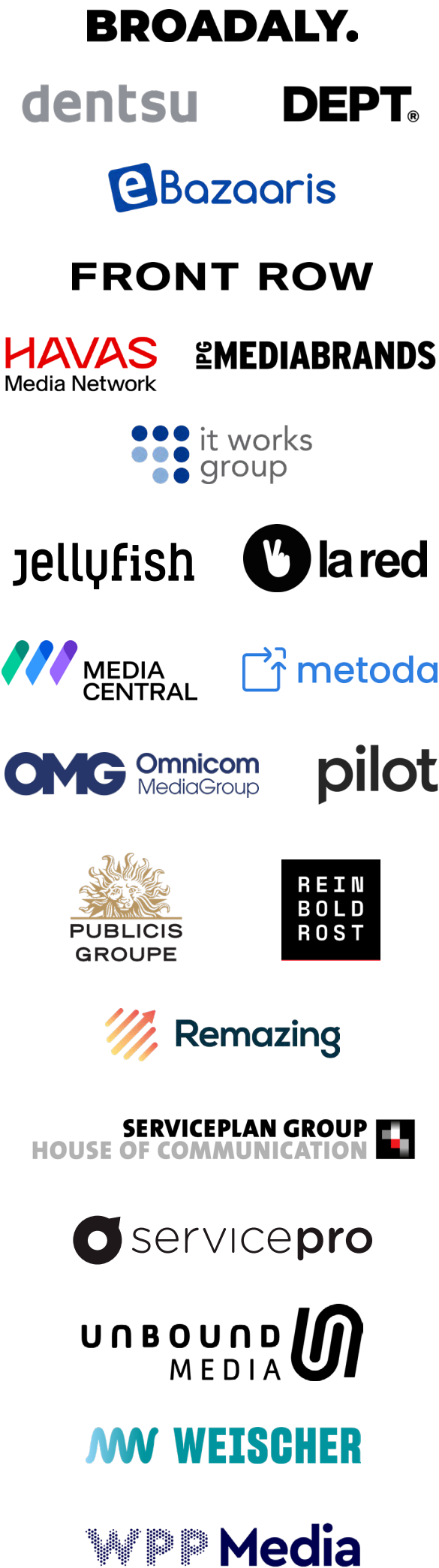
Retail Media Networks



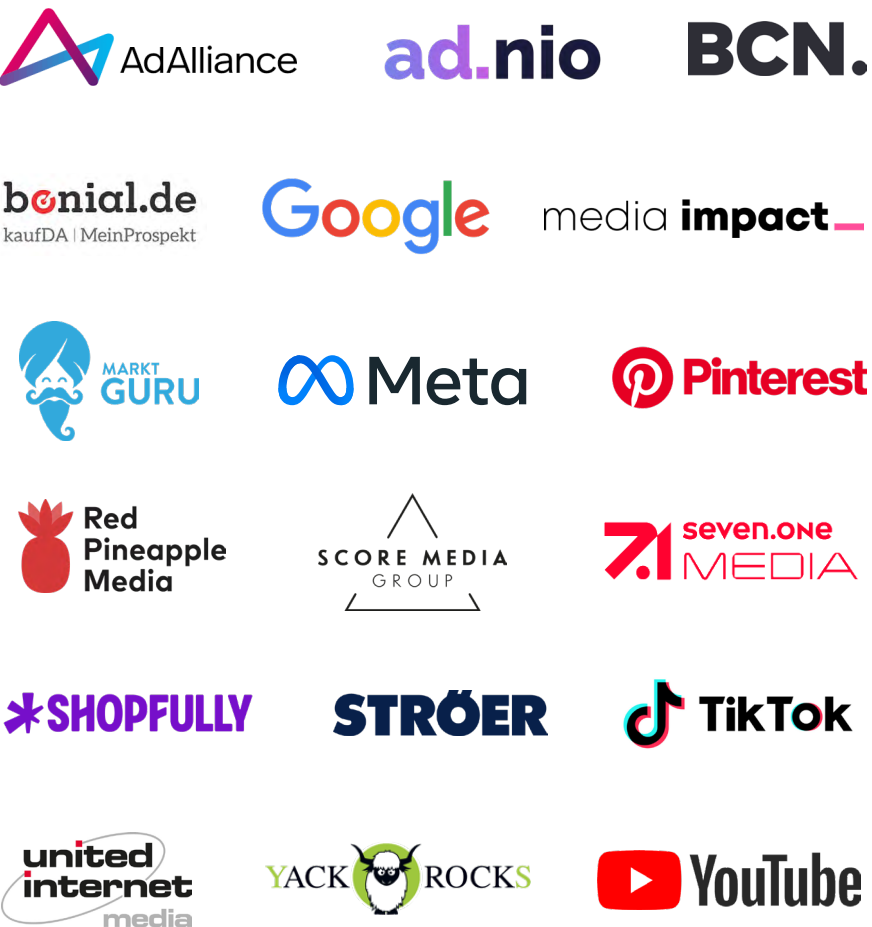
Netzwerk-Vermarkter



Agenturen



Offsite Publisher / -Vermarkter



AdTech Provider

Ad Server / CDP / DMP / DSP / RMP / SSP



Data

Data Providers / Data Services

