



How Can Brands and Retailers Unlock the Retail Media Goldmine?



Retail media is the topic on everyone's lips right now. For both grocers and FMCG brands it's already proving an invaluable opportunity, with Retail Media Networks now raking in significant new revenues for leading supermarkets, while brands benefit from access to rich customer data when it comes to shaping their marketing campaigns. Still in its infancy in many ways, though, how can the industry take the next step when it comes to unlocking the potential in retail media?

In this new report by Grocer Vision and Snowflake, top experts share their in-depth insights on how retail media looks set to evolve, the hurdles that could hold back progress for grocery, and the future potential in harnessing shopper data in a more expansive, consistent way. The report explores:

- How retail media has evolved into a tour de force for UK grocery.
- The ways in which retailers and brands are already using the channel to mitigate a tough economic climate.
- The challenges that they continue to face – from skills gaps to a fragmented approach to shopper data.
- Expert recommendations on how they can overcome these challenges going forward – and carve out even more growth from retail media in the years to come.