**US Retail Media Ad Spend Will Pass $30 Billion**

The forecast: US retail media ad spend will hit $31.49 billion in 2021, up 53.4% over 2020. By 2023, this figure will pass $50 billion, with the vast majority of retail media ad spend coming from ecommerce channels.

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[*https://www.emarketer.com/content/us-retail-media-ad-spend-will-pass-30-billion-first-time-this-year?ecid=NL1001*](https://www.emarketer.com/content/us-retail-media-ad-spend-will-pass-30-billion-first-time-this-year?ecid=NL1001)